

MINUTES ISGTW BOARD MEETING, APRIL 7, 2011
9am Chicago /4pm Geneva

Board Members

Present: Ruth Pordes, Paul Avery, Dave Ritchie, Bob Jones, Catherine Gater, Steven Newhouse. *Apologies:* Katie Yurkewicz *Editors:* Miriam Boon, Dan Drollette *Moderators:* Dan/Miriam *Minutes:* Jacqui Hayes

Proceedings

1. *Minutes of last meeting*

The actions from the board meeting on December 9, 2011 were reviewed and approved.

2. *Review of actions*

ACTION	RESPONSIBLE	STATUS	REVIEW
20101209:1 The EU side to look for one additional person for their side of the Board; Bob to keep all informed	Bob Jones	EU is still looking; to address further in the part of the April 7 agenda marked "Board Composition"	Still open
20101209:2 Mission statement to be revisited in summer 2011, well after the relaunch is finished.	Board	Unchanged	Still open
20101209:3 Bob will keep all informed as to the status of a written, signed contract with the new editor, and plans for an in-person meeting.	Bob Jones	Contract signed, editor hired and introduced here. Plans for in-person meeting addressed in the part of the April 7 agenda.	Closed
20101209:4 The Board formally approved the layout and design of The Digital Scientist.	Board	Looking for new name, see portions of agenda marked "Status of legal feedback" and "New name decision process"	Closed
20101209:5 The Board and Kevin agreed upon the deadlines for receiving content, beta-testing, the structure for sending in comments, and that Xenomedia will be constructing the first issue/overseeing the new OpenPublish mailing system.	Board, Xeno Media	Completed, but see the part of the April 7 agenda marked "Board feedback on modifications since relaunch"	Closed
20101209:6 Comments will no longer be addressed to the Working Group or the Strategy Group. Instead all comments about the TDS site and the first issue (Jan 12) are to be sent to everyone on the Preview list, for distribution to all. The beta-testing process is to be treated just like previewing an issue, only with longer lead time.	Board	Completed, but see the part of the April 7 agenda marked "Board feedback on modifications since relaunch"	Closed
20101209:7 Feedback on tag hierarchy by 21 December	Board	Further discussion among Miriam, Adrian, Dan, Tim, and Catherine as to how to handle tags	Closed Discussion to continue among editors
20101209:8 Will look at options at joint publicity materials in the new year	Editorial Team	Dan and Adrian have sketched out rough ideas, and hope to have a discussion with the new editor and Miriam to discuss options.	Closed

In the area of joint publicity, Catherine Gater told the board that an EU report was due at the end of May. Dave Ritchie said he should be involved in developing further ideas for publicity.

DECISION: Mission statement to be discussed at board meeting 22 July in US.

ACTIONS: Jacqui Hayes and Miriam Boon to discuss ideas for a publicity and marketing strategy, with input from Dave Ritchie. Circulate draft marketing strategy to the board before the beginning of May.

3. Editorial status report

Dan Drollete reported that since the last meeting, iSGTW had a relaunch, and now has a new editor. It continues to grow in terms of subscriber numbers and has had a number of popular stories.

No decisions or actions.

4. New name decision process

Miriam Boon reports that a name check by Fermilab's legal team would take less than one week and multiple names are not a problem, but this does not offer the protection of a trade mark.

The board was asked to give their position on a name change.

Ruth Pordes would prefer to keep the name as OSG will be the sole supporter of iSGTW from the US side after July 2011. Dave Ritchie supports this view.

Miriam Boon reports that all the original reasons to change the name still stand, such as name recognition, which is poor for iSGTW in the US.

Bob Jones and Catherine Gater stress that a repeat of January's problem needs to be avoided as it is a project risk, but appreciate the reasons for a change.

Steven Newhouse has no objection to finding a new name as long as it is not a distraction for editors or embarrassment if the incident is repeated.

Paul Avery says he is disappointed that all the work the team put in hasn't resulted in a change. He thinks that iSGTW is doing well with the current name.

Katie Yurkewicz (reported through Miriam) supports a name change.

DECISION: No change in name for at least three months until US funding is confirmed. Discussion deferred to next board meeting.

ACTIONS: Board to discuss name change at next board meeting; Miriam Boon to check geographical boundaries of Fermi's name check.

5. Trade marking "iSGTW"

Bob Jones reports that CERN has investigated the option of registering "iSGTW" as a trade mark in Switzerland. It is inexpensive (550CHF) and can be done in a matter of weeks, and so he recommends this be done and notes that a second step would be to register the name in the EU. He recommends that it be done in parallel in the US.

DECISION: The board agrees to register "iSGTW" as a trade mark in Switzerland, and agrees to pursue registration in the U.S. as well.

DECISION: If we do change the name, we will register it as a trade mark in Switzerland, the EU and the US before launch.

ACTIONS: Bob Jones to register "iSGTW" as a trade mark in Switzerland, and the EU; Miriam Boon to investigate costs, etc involved with trade marking "iSGTW" in the US.

6. Robustness of the iSGTW site

Steven Newhouse asks for confirmation that the site is robust from another legal attack. Catherine Gater states that the European side need consultation on how to handle the situation before the site is removed. Steven Newhouse suggests that if it is not robust enough against a legal challenge, perhaps the board should think about moving iSGTW to another server in another geographical zone.

ACTIONS: Miriam Boon to find out how Fermilab would respond to another legal challenge, in situations where iSGTW is kept, where iSGTW is kept and registered, where a new name is checked and changed, and if a new name is registered.

7. *Statement to readers*

Miriam Boon raised her discussion on email about a statement to the readers. Board asked for their position on a statement to readers.

Bob Jones argues it would be better to explain what happened once we know future strategies. Dave Ritchie, Catherine Gater agree.

Ruth Pordes is not in favour of putting out a statement. Steven Newhouse agrees.

Katie Yurkewicz (through Miriam) thinks it is poor public relations form to remain silent when emails or twitter messages come through asking about the name change.

DECISION: No statement will be sent out to readers or posted on the website. Any wording of response to readers, either in emails or on more public sites such as twitter, will be decided offline.

8. *Board feedback on modifications since relaunch*

Miriam Boon states that because of funding reductions in the Fermi communication budget there is a short term risk that further web development would be frozen. However, there is no short term risk that the website will be taken down, hosting can continue until the end of 2011.

The discussion about creative commons and copyright will be pursued by other means.

No decision.

ACTIONS: Catherine Gater to write up and circulate proposal for creative commons licences and copyright.

9. *Subscriber numbers*

Miriam Boon explained how there was a number of bots signing up to the newsletter. This sign-up has now been prevented, but an unknown number remain on the mailing list.

No decision.

ACTIONS: Xenomedia is looking into removing the bots and Miriam Boon will report back on progress.

10. *Board composition*

Ruth Pordes said it would be preferable to keep 4 from the US and 4 from the EU.

Catherine Gater would prefer to get back to the rest of the board with a name at a later stage.

No decision was made.

ACTIONS: Board members to discuss bi-weekly contribution of editorial material from the US side at the next board meeting.

11. *Editorial balance*

Miriam suggested that she and Jacqui be more integrated and preview controversial stories to the board well in advance. But Catherine Gater said that this is not always possible in the event of a timely story, however we should have a process for publishing about current events as these are interesting to readers.

No decision was made.

ACTIONS: Miriam and Jacqui to propose a process to handle timeliness and veto process at the board meeting in July.

12. *Editorial and Board meeting in July*

Paul Avery a tentative yes for attendance. Bob Jones not available in person, but can phone in. All other board members can be present at Fermilab on July 22.

Tentative agenda for next board meeting:

- Rotation of editors
- Mission statement for the publication
- Creative commons/copyright
- New name: trademark actions completed before July 22

Ruth Pordes suggests a meet and greet with another representative from XD.

DECISIONS: Board meeting set for July 22 at Fermilab; Meet and greet with another representative from XD.

13. *Other business*

Bob Jones says he is in favour of a chairperson for future board meetings, instead of the editors chairing the meetings. Steven Newhouse nominated Catherine Gater to be the chair at the July meeting in Fermilab, and the board agreed.

DECISION: Board agrees to have a chair from the board each meeting. The chair will rotate, and the next chair will be nominated at each meeting. The upcoming chair will be responsible for handling all email correspondence decision and meeting arrangement in the lead-up to their meeting.

DECISION: Catherine Gater will chair on 22 July in US.

Dan Drollette thanks the board for his time at iSGTW. The board thanked Dan for his work in improving iSGTW.

The adjourned at 5.30pm Geneva/10:30am Chicago.

Summary of Actions

ACTION	RESPONSIBLE	DEADLINE
20110407:1 Circulate draft marketing strategy before the beginning of May.	Jacqui Hayes	1 May
20110407:2 Board to discuss name change at next board meeting	Catherine Gater	22 July
20110407:3 Check geographical boundaries of Fermi's name check.	Miriam Boon	22 July
20110407:4 Register "iSGTW" in Switzerland as a trade mark, and register in EU if possible.	Bob Jones	22 July
20110407:5 Investigate costs involved with registering "iSGTW" as a trade mark in US and register if possible.	Miriam Boon	22 July
20110407:6 Find out how Fermilab will respond to future legal challenges to a new name and to iSGTW	Miriam Boon	22 July
20110407:7 Circulate proposal for creative commons licences and copyright covering content	Catherine Gater	1 May
20110407:8 Update on removing bots from mailing list	Miriam Boon	22 July
20110407:9 Board members to discuss bi-weekly contribution of editorial material from the US side.	Catherine Gater	22 July
20110407:10 Propose a process for handling controversial stories to give board early warning, including for breaking news	Miriam Boon and Jacqui Hayes	22 July