I. January 20, 2022

II. Web Manager

III. Steve Henry (Web Manager), Karen Berry (Assistant Web Manager)

IV. Board Action Required

**Board Action Request 1**

**Decide on alternate approach for providing edited captions for videos in Vimeo**

After further discussion over the previous few months, the Web Team would like to reiterate that it is not sustainable for MLA membership to continue to caption archived conference videos on a voluntary basis. By “archived” we are referring to the captions that go into Vimeo for posterity and which require human editing. We continue to recommend using the automatic machine-provided captions provided by Zoom and other platforms for live meetings. Of the 39 recordings of papers/presentations/town halls from the March 2021 conference that have been made public on Vimeo, 14 (36%) have fully corrected captions as of January 2022 (and 11 of these were corrected by the Assistant Web Manager alone). While the process of editing captions in Amara gets faster with practice, the Assistant Web Manager has found that it can take as much as 60 minutes to edit 10 minutes’ worth of content.

However, the Web Team would also like to continue to emphasize the importance of accurate captions for these videos as MLA strives to be an accessible organization that keeps an accurate public record of its scholarly endeavors. Of the captions that have been edited so far by the Assistant Web Manager, there have been multiple occurrences of out-of-place vulgarities, misspelled/incorrect names, and drastically inaccurate timing of captions that could hamper the ability of a viewer to fully understand the video’s audio and visual contents together. As a result, the Web Team recommends one of the following solutions for future MLA conferences, listed in order by preference/feasibility:

1. Hiring an external company (for example, Mustache Power, who may already have access to our 2022 conference recordings) to provide updated captions. Mustache Power gave us a rough estimate for the cost if we were to hire them to clean up our auto-captions after the fact: “If you already have the vimeo captions and SRT files, then we can edit and change those captions for approximately $1/minute of finished video, with about a week of turn-around time (depending a little bit on when those come in).” A quick Web search reveals that the cost of
paying a human to caption videos can vary widely between $1 and $15 per minute. If the Board would like to go this option, we can do some more legwork to gather quotes. It is not clear whether we could hire Mustache Power to do the captioning if we do not end up meeting in Salt Lake City.

2. Requiring that all presenters understand (by the time the CFP is posted) that they will be required to either provide a complete transcript of their talk, or edit the captions themselves afterward.

3. Stipends for volunteers to edit captions, based on number of videos, minutes, words, characters, etc. completed. This would require both funding and logistical planning/accountability.

4. Leaving the automatic captions as they are (not recommended for reasons listed above).

5. Providing edited captions on an as-needed (request) basis (also not recommended, as this is a significant barrier for those with disabilities).

Board Action Request 2

Review possible next steps in stopping spamming activity from “jason@musiclibraryassociation.org”

Someone using the email address “jason@musiclibraryassociation.org” in a spamming campaign. The person (“Jason” from here on) will email people music libraries, departments, and sometimes seemingly unrelated industries asking who to contact about particular Web site. If the recipient responds, Jason will then send them an advertising email form Scan Score, which seems to be a real company. There does not appear to be anything more malicious than this, but the Web team has been fielding many questions and complaints from MLA members and non-members about whether it is a legitimate email.

So far, various people within MLA (Web team, AO) have tried various things, including: contacting Scan Score, contacting the musiclibraryassociation.org domain host, and communicating to MLA-L to warn them that Jason is spam. None of this has been effective so far.

If the Board would like to pursue further steps to stop Jason, the next recommended step would be to file a Uniform Domain-Name Dispute-Resolution Policy (UDRP) Model Complaint. This would involve a $1,500 fee, filling out a rather complicated form, and musiclibraryassociation.org would have a chance to respond. There is a chance this would not be successful. We would have to prove Jason a) is using a domain name that is confusingly similar to a trademark or service mark in which the Music Library
Association has rights; b) has no rights or legitimate interests in respect of the domain name; and c) is using a domain name that has been registered and is being used in bad faith. Additional criteria can be found within the full Uniform Domain Name Dispute Resolution Policy.

**Board Action Request 3**

**Consider purchasing additional domains similar to ours to better manage our brand**

In response to continued spamming of the music and academic communities by someone using an MLA-like email address, we recommend that the Board authorize the purchase of the following domains:

- musiclibraryassociation.com
- musiclibraryassociation.net
- musiclibraryassoc.net

These domains are currently available and would cost $15/year to register through Reclaim Hosting.

While it won’t solve our current spam problem, it’s good brand management and may prevent future impersonation problems.

**Board Action Request 4**

**Consider sustainable solutions for tasks undertaken by former Web Manager**

In recent months some confusion has arisen regarding tasks that the former Web Manager did, which are not necessarily connected to the official duties of the Web Manager and Assistant Web Manager. In general, these tasks revolve around graphic design or media production. It is the opinion of the current Web Managers that the skills needed to perform the positions’ duties are mostly technical in nature—managing Web sites, servers, and various tools. Graphic design tends to be an entirely different skill set, which the previous Web Manager happened to have, but which would be difficult to find in future Web Managers. Therefore, we recommend the Board consider alternative arrangements for accomplishing these tasks in the future. The following are the primary tasks that we’ve identified, with recommendations for accomplishing them in the future:
• “Hype Video” for upcoming conferences.
  ○ Recommendation: the Program Chair and/or Convention Managers likely know more about what they would like to hype for the upcoming conference, and may be better positioned to create a video. The Web team can help with uploading the video and embedding on the Web site. Another alternative would be simply to use existing videos created by many chambers of commerce for the cities we will be visiting.

• Conference logo.
  ○ Recommendation: pay a professional, send out a call to the membership for volunteers, hold a contest for members to submit their own logos.

• PDF program. This is something that was only undertaken by the previous Web Manager once, when we had the then-unusual situation of having a virtual conference. In previous years, the print program was paid for by MLA and designed and printed by the MLA Business Office at A-R Editions.
  ○ Recommendation: continue to budget for the design if not the printing and pay the professionals at A-R Editions to do it.

V. BRIEF SUMMARY OF ACTIVITIES

Web Site Support for MLA Members. Over the last three months, the Web Team (primarily the Web Managers and Web Committee Chair) have resolved 144 tickets through the new Freshdesk ticketing system. This has included individual tickets for setting up most registrants in Sched, as well as all other routine requests and questions that come in through the webeditor or our individual/personal emails.

WordPress Sites Migration. The Web Managers continue to work with Reclaim Hosting to migrate the WordPress sites from Site 5 to Reclaim Hosting. Reclaim’s team can work with us to do the actual moving of the sites with a minimum of disruption (either during off hours or weekends). The move should be seamless to users and would result in the backend of the sites being inaccessible for a few hours. The Web Manager will update the Board before the actual move.

2022 Annual Meeting. Both the Web Manager and Assistant Web Manager have continued to serve on the planning group for the 2022 annual meeting.