

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, March 26th, 2017
FSS4004, 10:00 a.m. - 3:05 p.m.
Meeting #8 2016-2017 Publishing Year

Present: Kate Murray, Savannah Awde (ex-officio), Shanèl Dear (ex-officio), Niharika Namulla, Jonathan Rausseo, Marguerite Gollish, William Hume, Spencer Murdock, Eric Davidson (Editorial Board member), Raghad Sheikh-Khalil, Mackenzie Gray

Partially Present: Fadi Azzi, Lucas Ghosn (ex-officio), Julia Miraflores, Jordan St Jacques (External presenter)

Absent (with reason):

Absent (without reason): Thivya Naganathan

1. Opening of Meeting

M. Gollish called the meeting to order at 10:40 a.m.

2. Approval of Agenda

W. Hume motioned to approve the agenda with the following amendments:

-include "May Alumni Week" as item 17;

-include the finance committee report with the president's report in item 12.

M. Gray seconded the motion. All voted in favour and the motion passed.

3. Approval of February Minutes

K. Murray motioned to approve the February minutes. J. Rausseo seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

W. Hume presented and made changes to the standing actions list.

5. Human Resources Committee

R. Sheikh-Khalil reminded Board members that they need to set a time for Shanel, Savannah, and Lucas' performance evaluations in April. The Board agreed to conduct the reviews on April 25th and R. Sheikh-Khalil said that she would send a Doodle to choose the times for that day.

6. Policy Committee

R. Sheikh-Khalil noted that there have been no amendments to the constitution this year, so there will be no changes at the AGM. R. Sheikh-Khalil went on to state that *The Fulcrum* needs to ensure that the policy amendments are being updated online.

7. Readership Committee

J. Rausseo urged that the readership survey should be put out before the end of the year as it's ready. W. Hume wondered if there was a question about the newspaper switching to an online-only format. J. Rausseo replied that there wasn't and that the survey is more focused on which format is preferred. J. Rausseo went on to explain that this survey mirrors the last one that *The Fulcrum* conducted, so it's possible for *The Fulcrum* to compare data. He added that in order for the survey to be significant, 30 people are needed and in order for it to be representative, 300 people are needed. J. Rausseo said that *The Fulcrum* should send it out by next week and suggested that *The Fulcrum* announce it at the AGM. R. Sheikh-Khalil proposed putting a link to the survey in each faculties newsletters.

8. Digital Marketing Presentation

J. St Jacques explained that he looked at the digital footprint for *The Fulcrum* and it's not that good. He proposed three key points of focus that he believes will greatly improve *The Fulcrum's* digital footprints, which are: (1) an increase in followers and likes on social media, which will increase traction with *The Fulcrum's* online articles, (2) selling advertising through social media, which could serve as a new revenue stream as the reach with the increase in followers could make that happen, and (3) launching an app to build upon the increase in following and which could also serve as an ad revenue stream. J. St Jacques argued that *The Fulcrum* hasn't captured the size from the student body yet.

S. Dear asked what investing in the app would entail. J. St Jacques said that he will talk to L. Ghosn about some prices, but that *The Fulcrum* could implement this growth plan in stages, starting with focusing on increasing the amount of followers and likes on social media and going from there.

M. Gray stressed that maintaining the integrity of the newspaper is extremely important and that *The Fulcrum* wished to stay away from sponsored content. M. Gray asked what are some ways that *The Fulcrum* could drive up its social media presence. J. St Jacques suggested that the *Fulcrum* could use a lot of teasers in its headlines and share those on social media. M. Gray noted that *The Fulcrum* has struggled in the past with mobile optimization and wondered if J. St Jacques has any experience with that. J. St Jacques replied that he does.

J. St Jacques concluded his presentation by thanking the Board for having him.

R. Sheikh-Khalil informed the Board that the L. Ghosn, R. Sheikh-Khalil, S. Dear and D. Champion-Smith met with J. St Jacques to talk about working with him on an advisory basis, especially in the summer to develop the social media kit. R. Sheikh-Khalil went on to mention that *The*

Fulcrum has a line in its budget for marketing that hasn't been fully used yet, so the group thought it would be a good idea to talk to J. St Jacques.

Discussion briefly ensued about marketing investments and initiatives that can be implemented to increase *The Fulcrum's* following. S. Dear proposed having a stand-in banner. She also said that face-to-face interaction with students is important and said that employees, volunteers, and Board members should be going to events together and giving away t-shirts, etc. F. Azzi urged that frosh week should really be pushed. J. Rausseo stated that the *Fulcrum* needs to decide whether it wants more readers or to make more money and to focus on that.

M. Gray argued that although J. St Jacques didn't tell the Board anything new, he may be able to execute these marketing strategies more effectively. M. Gray stressed that it doesn't make a lot of sense for *The Fulcrum* to invest in an app though.

R. Sheikh-Khalil mentioned that she and L. Ghosn had invited J. St Jacques to the Board meeting to see if he would be a good fit for an advisory role and if he should present at the AGM. Discussion ensued over whether J. St Jacques should present at the AGM. J. Rausseo noted that he is more comfortable having J. St Jacques to help *The Fulcrum* build a community rather than accumulating more revenue. The Board agreed that it would be best if J. St Jacques meet with just the Board at a later date instead of presenting at the AGM.

9. General Manager

L. Ghosn began his report by going over *The Fulcrum's* financials. He noted that *The Fulcrum* will not be auto-renewing the GICs and that the Board can choose to put them in a low-risk portfolio.

L. Ghosn continued by reviewing *The Fulcrum's* year-to-date. He mentioned that some positive take-aways of them are that: the GSAED cheque is ready for pickup and will be deposited at the next bank run, there has been a payroll decrease of \$70,000 compared to last year, and the net increase in revenues and expenses compared to last year is \$24,000. L. Ghosn continued by mentioning that there has been a decrease from last year in *The Fulcrum's* student levy and GSAED cheques.

L. Ghosn informed the Board that the budget lines are moving closer towards closing status, with certain lines having room to spare which he argued will help to offset *The Fulcrum's* advertising sales from 2016-2017. L. Ghosn went on to project no deficit for *The Fulcrum* this year.

L. Ghosn stated that he met with a TD representative to cancel the auto-renew on one of *The Fulcrum's* GICs, which is set to mature on April 7th. He explained that the other GIC is set to mature in August so there is plenty of time for the Board to determine *The Fulcrum's* risk tolerance. L. Ghosn mentioned that once the AGM has passed, he would like to schedule a

meeting with a TD representative to discuss portfolio options and he will extend an invitation to the Board.

L. Ghosn announced that *The Fulcrum's* auditors have confirmed that they will give an informal presentation at the AGM on nonprofit tax rules and regulations. He said that the HST has been filed and is awaiting for an update from the CRA with regards to any outstanding fees. L. Ghosn noted that *The Fulcrum* will have to pay fees for filing late previously, but there won't be fees for not filing.

L. Ghosn indicated that the C. Martins performed some free legal services out of goodwill last week with regards to *The Fulcrum's* recent notice of action served to *The Fulcrum* and its news editor on behalf of the SFUO president for libel. He proceeded to update the Board on the situation. L. Ghosn added that there is an outstanding bill in the amount of \$160 from C. Martins' firm and that he is awaiting an invoice to be sent.

L. Ghosn announced that the mental health issue was amazing this month, and the highest selling issue to date for the publishing year. He praised S. Dear for the great work that she has done .

L. Ghosn concluded his report by noting that all T4s have been sent out and that he would like to meet with S. Awde and E. Davidson to begin the job postings process for the Editorial Board.

E. Davidson wondered what the date is for finalizing *The Fulcrum's* budget. L. Ghosn replied that it is in July.

10. Advertising Representative

S. Dear began her report by announcing that *The Fulcrum's* advertising sales are up by over \$11,000 since the last Board meeting. She continued by saying that the health issue did really well, and that *The Fulcrum* has had several clients sign on for the upcoming publishing year.

S. Dear explained that she wasn't left a client list to know which clients advertised with *The Fulcrum* in the past, so she's made an effort to gather a client list for the Advertising Representative since January. She mentioned that she went back through old emails in order to find clients and re-establish relationships with them. S. Dear informed the Board that the Ottawa Senators ended up signing on for all full pages in March with no contra. She added that a few other old clients are interested in working with *The Fulcrum* in the fall.

S. Dear proceeded to go over the new clients. She went on to note that she's had several clients who have not respected *The Fulcrum's* creative deadline, so she said that that is something that she will be stricter with next year.

S. Dear then reviewed *The Fulcrum's* monthly views, saying that they were really great this month in part thanks to the stories on the SFUO and breaking news. S. Dear informed the Board

that she had a client who has chosen not to continue to advertise with *The Fulcrum* because they wanted to be the only advertiser on the leaderboard. S. Dear added that she has placed a contact us box in the advertising section of *The Fulcrum's* website in order to encourage potential advertisers to send her a message right away.

S. Dear indicated that she has been receiving a lot of inquiries about *The Fulcrum's* rate card for next year, so she thinks that it would be a good idea to have the production manager begin work in either May or June rather than in July so that the rate card and media kit can be ready for the fall. She continued that *The Fulcrum* can also begin getting some marketing and branding content prepared.

S. Dear concluded her report by stating her goals for the month of April, which include: to push sales for the travel issue, to wrap up the year, and to finish content for the rate card and the media kit.

M. Gray asked S. Dear if she had any idea what she would like the rates to be like next year. All agreed that this could be a discussion for another meeting and something that the Board could vote on online at a later date. R. Sheikh-Khalil wondered if it would be possible to have a trending stories section at the top of *The Fulcrum's* website.

M. Gollish appointed J. Rausseo to take over in the role of Chair for the remainder of the meeting as she had to leave early.

11. Editor-in-Chief

S. Awde began by announcing that everything has been going well with the staff. She mentioned that N. Drissi El-Bouzaidi has transitioned well into her role as the features editor. S. Awde continued by saying that Term 2 performance reviews went well, and that most people are interested in coming back next year.

S. Awde officially informed the Board that E. Davidson was elected to replace her for the next publishing year. She stated that she met with him several times this month to guide him through the next steps in the EIC process.

S. Awde exclaimed that pending any contributions from the next few issues, it looks like *The Fulcrum* is ending the year off with 22 new staff status members and five freelancers! She added that four of the five freelancers have expressed their interest in working at *The Fulcrum* by attending the job shadowing day, which she was very excited to see.

S. Awde mentioned that *The Fulcrum* hosted a "work at the *Fulcrum*" workshop this month with approximately 10 volunteers in attendance. She said that she thinks there will be a good balance of returning and new candidates for hiring this year, which she is very happy about.

Before S. Awde reviewed *The Fulcrum's* online numbers for the month, she reminded everyone to keep in mind that some of these numbers can be attributed to a tragedy that occurred on campus. She proceeded to go over *The Fulcrum's* social media numbers for the past month.

In terms of events, S. Awde said that she is close to having a CBC tour confirmed, but mentioned that it should be organized for April 5th or 7th. She also revealed that she is going to have a volunteer appreciation day at the last meeting of the year for a celebration of all those volunteers who helped over the past year.

S. Awde indicated that she, E. Davidson, and L. Ghosn are going to meet to finalize the job posting for production, managing, and social. She went on to state that they plan on having the postings ready at the end of the week in order to begin collecting applications before the finals begin.

S. Awde finished her report by outlining the goals that she has for the upcoming month, which include: to keep working with E. Davidson to ensure that he has a comfortable transition, continue consultations with the Editorial Board about strategic changes that they would like to see reflected in *The Fulcrum's* budget, take in applications, schedule interviews, and testing, hire a production manager, and collect transition reports from staff.

12. President

R. Sheikh-Khalil exclaimed that the strategic planning session went really well.

L. Ghosn asked the Board what is expected of the budget presentation at the AGM. M. Gray answered that *The Fulcrum* doesn't need to have a budget approved for that time, instead he said that the presentation typically involves going over the previous year's budget as well as the audit.

R. Sheikh-Khalil stated that she, L. Ghosn, S. Awde, and E. Davidson met to discuss the budget consultation. R. Sheikh-Khalil proceeded to reveal some of the areas where the group discussed about making changes to in next year's budget. They included:

- Increasing the social media pay seems to be a necessity. The group proposed raising it to be the same amount as the section editors;
- Renaming the job title of social media coordinator to be the social media manager;
- Increasing funds for the multimedia coordinator from \$60 per issue to \$75 per issue;
- Reallocating the freelance funds for the sports and news sections to paying one associate editor for each section instead

J. Rausseo wondered where *The Fulcrum* found the money to originally allocate to the Freelance Fund. M. Gray argued that he would still like to keep some funds for the freelance fund and the goals of it. Discussion then ensued over the freelance fund stories that have been covered this year.

W. Hume motioned to add 30 more minutes to this discussion. M. Gray seconded the motion. All voted in favour and the motion passed.

M. Gray stated that *The Fulcrum* needs to know what its ad revenues are going to be, the amount that *The Fulcrum* receives from the student levy, etc before discussing increasing budget lines. J. Rausseo added that *The Fulcrum* will probably be around \$10-15,000 less than was budgeted for last year in revenue because of the student levy and the drop in students attending uOttawa. M. Gray asked if there are any budget lines that can be cut without any loss in production. R. Sheikh-Khalil replied that the lines that could be cut include: the EIC phone, the Board expense, by cutting the managing editing position in the summer, by changing the position into being paid per issue/ad hoc, and with postage. R. Sheikh-Khalil continued discussing more areas of change in the budget, which included:

- Adding an investment income line to the budget;
- Separating the accounting and legal lines;
- Eliminating bonuses, but ensuring that performance reviews happen and including them in the employees' contracts;
- Having section editors responsible for four articles per issue rather than six;
- Switching printers. S. Dear and L. Ghosn informed the Board that *The Fulcrum* has been having some issues with the printer this year, such as splotch problems on the newspapers and being difficult to communicate with.

M. Gray motioned to add 10 more minutes to the discussion. W. Hume seconded the motion. All voted in favour and the motion passed.

L. Ghosn then went over the highlighted areas of this year's budget. He noted that NASH is in Toronto this year, so *The Fulcrum* won't have to spend as much money to attend as this past year when it was in Fredericton. J. Rausseo asked whether the freelance fund was ever intended on coming out of the salaries line. M. Gray responded that it wasn't. L. Ghosn wondered where R. Tejares' honorarium comes from. He went on to add that she doesn't plan on returning to *The Fulcrum* next year, but that J. St Jacques could potentially handle some of the webmaster tasks. M. Gray asked S. Dear how she feels about *The Fulcrum's* sales projections for the upcoming year. S. Dear answered that if *The Fulcrum's* rebranding happens, then she thinks that sales will be a lot more successful for the upcoming year.

13. SFUO Contract Issue

L. Ghosn indicated that there is nothing new to report.

14. AGM Logistics

R. Sheikh-Khalil and K. Murray went over the agenda with Board and made any last minute changes. L. Ghosn reminded the Board that he has booked the Senate Room (Tabaret room 0083) for the AGM. R. Sheikh-Khalil asked that Board members arrive by 5:30pm so that they

can help set up. J. Rausseo said that he would reach out to one of *The Fulcrum's* former president's, K. Wilcock, to see if he can chair the meeting.

K. Murray motioned to add five more minutes to this agenda discussion. S. Murdock seconded the motion. All voted in favour and the motion passed.

Discussion ensued over which Board members are interested in coming back for the next publishing year.

15. Striking Hiring Committee

K. Murray announced that she had had a request to strike the hiring committee earlier this year. K. Murray motioned to strike the hiring committee. M. Gray seconded the motion. All voted in favour and the motion passed. The hiring committee will be composed of W. Hume, R. Sheikh-Khalil, and K. Murray. The committee agreed that it would meet as soon as possible to start planning.

16. Board of Directors

S. Dear asked the Board about accountability and what measures there are in place to ensure that Board members are held accountable to the tasks that they are responsible for. She went on to say that she felt that it was very disorganized this year, particularly with committee meetings, she would have liked to see more Board members complete the accessibility training, and would have liked to have had her two performances reviews this year instead of just one in April.

S. Awde agreed and thinks that the inter-board relations committee is very important going forward. L. Ghosn suggested that a time could be allocated at the beginning of Board meetings for an inter-board relations committee update and/or report.

The Board thanked S. Dear for bringing her concerns forward. J. Rausseo reminded everyone that only the finance committee is required to meet, and the other committees typically meet on an as needed basis. R. Sheikh-Khalil mentioned that she would like to have a more structured board next year with more frequent meetings.

17. May Alumni Week

R. Sheikh-Khalil informed the Board that she spoke with the Alumni Office and they are in favour of *The Fulcrum* having a table at Alumni Week, which she mentioned will take place during the first week of May. R. Sheikh-Khalil suggested that *The Fulcrum* could have a presentation for those there. She mentioned that the Board should try to prepare the Diamond Edition to be ready for orders by that time and proposed striking a committee to prepare for it. R. Sheikh-Khalil continued that she will send a Doodle out for Board members to organize times to meet when she is more certain of the Alumni Week schedule. She asked the Board how many copies of the Diamond Edition should be printed for Alumni Week. J. Rausseo suggested

that *The Fulcrum* could see what the minimum run-off would be and go from there. L. Ghosn stated that he is going to see if *The Fulcrum* can get a discount for printing costs.

J. Rausseo went on to suggest the creation of a *Fulcrum* calendar so that it is easier to keep track of upcoming events.

18. Other Business

R. Sheikh-Khalil proposed that editors be required to be responsible for a minimum of four articles per week instead of six. L. Ghosn argued that reducing the minimum amount of articles required per week could lead to less stress and better quality work.

S. Awde added that the work hours compared to the work required in that time period isn't feasible. She continued that although there is some flexibility now with article submissions, it would be better to have it stated in print. S. Murdock agreed, saying that it's especially hard for certain sections, for example the sports section, to meet article requirements during quieter months, and it would be a good idea to have more flexibility with them.

E. Davidson explained that the reason the rules are the way they are is so that editors feel that they are all doing the same amount of work, however, he acknowledged that the nature of the work has changed. M. Gray asked if it's a problem with the news section. S. Awde replied that it's a problem for all of the sections. J. Rausseo proposed that *The Fulcrum* could change the article requirements to be between four to six articles per week instead. E. Davidson stressed that *The Fulcrum* will have to be mindful about how it will affect the length of the paper. M. Gray stated that he doesn't want editors to think that they can submit less work all the time. As long as there's a range and an understanding, M. Gray thinks that it would be a good idea.

S. Murdock motioned to adjourn the meeting at 3:05 p.m. All voted in favour and the motion passed.

Appendices

GM Report

March 26, 2017

1. Financials

TOTAL	\$223,088.50
Chequeings	131,189.45
Savings	4,177.77
GIC 1 (April 7 maturity)	21,113.19
GIC 2	66,608.09

2. YTD

Pros	Cons
<ul style="list-style-type: none">● GSAED winter levy cheque is ready for pickup. To be deposited at the next bank run● Payroll decrease of of \$70,000 compared to last year● Net increase of revenues and expenses compared to last year is \$24,000	<ul style="list-style-type: none">● Overall decrease from last year of \$3,200, and \$500 on our student levy and GSAED cheques, respectively.

3. Budget (whole numbers used for discussion purposes)

Budget lines are moving closer towards closing status, with certain lines having room to spare. This will help offset our advertising sales for 2016-2017.

4. Investments

Met with TD rep to cancel auto-renew on one of the GICs (April 7), the other GIC is set to mature in August, which leaves us with plenty of time to determine our risk tolerance.

Once the AGM is complete, I would schedule a meeting with a TD rep to discuss portfolio options and will extend the invite to the board.

5. Tax

Auditors confirmed to make informal presentation at AGM on nonprofit tax rules and regulations. HST filed, standing by for update from CRA on any outstanding fees payable.

6. Legal

Carlos performed some free legal services out of goodwill last week in relation to our recent notice of action served to the Fulcrum and our News editor on behalf of the SFUO president for libel.

Note: apparently there is an outstanding \$160 bill from Carlos' firm. Awaiting invoice.

7. Ad Department

Mental health issue was amazing; our highest selling issue to date for the publishing year. Shanel has done great establishing relationships that can be transitioned into the following publishing year.

8. HR

All T4s have been sent out.

I would like to meet with Savannah and Eric to begin the job postings process for ed board.

EIC report — March 2017

Staff

Everything is going extremely well staff-wise, Nadia is performing really well in the features editor role and her transition in was an extremely smooth one. Term 2 performance reviews also went well, I had the opportunity to meet with staff and discuss not only their growth but their potential next steps within the organization. I'm happy to report that a majority indicated that they were hoping to return in some capacity next year.

Eric, our new EIC, was elected to replace me on March 2! I've been able to meet with him on multiple occasions this month to guide him in the first steps he'll have to take as EIC. I'm confident that his transition will be a smooth one.

Volunteers

Pending any contributions in the next few issues, it looks like we're ending the year off with 22 new staff status members and five freelancers. This means that nearly a quarter of our volunteers became freelancers!

Four of the five freelancers have indicated their interest in working at the Fulcrum by attending the job shadow day, which is awesome to see.

We had a "work at the Fulcrum" workshop this month, with about 10 volunteers in attendance. We have also received a lot of interest from volunteers outside of the workshop, as many participated in our breakfast and shadow day where they followed the editor of their choice during their work day.

Overall, it seems that we're going to have a good balance of returning and new candidates for hiring this year, which is fantastic.

Online

Before starting the numbers for the most recent week, I just want us to keep in mind that some of these numbers can be attributed to a tragedy that occurred on our campus.

We had over 36,000 page views during the March 13 to 19 week alone, which can be largely attributed to the strength of our news section content during that week and the week prior to that. Our reach on Facebook was up 245% for that week, at 26,066. Post engagement on Facebook is also up by 233% to 8,655. On Twitter, our live interactions had the most success, as most of our impressions came from Graham's live tweets of the General Assembly. Instagram impressions also went up by 599, and we had a growth in profile views by 14.

In the week of March 6 to March 12, page views were lower, at 8,315. Again, strong news content brought us the most page views, with news stories occupying 3 spots in the top five stories by page views (and the first page is the home page, so it's really 3 out of 4 if we're looking at articles only). A notable thing about this week is that our sports content made a lot of appearances in the top ten page views, specifically our stories on the Gee-Gees synchro team and Gee-Gees swimming. For context, it's really cool to see sports making appearances in the top ten as this is considered an "off" season for that section.

Our reach on Facebook that week was 7,546, a 127% increase, and post engagement was 2,600, a 95% increase from the previous week. Page views also went up by 123%. Instagram numbers weren't very good this week, however we adjusted our strategy by posting more from each section and as reported above it seems to have done the trick.

Finally, for the week of February 27 to March 5, we had about the same amount of page views as the week after it (above). Again, news content takes up 3 spots out of the top five (and 3 of 4 if you aren't counting the home page). Opinions and the editorial also did really well this week on the top ten list. Our Facebook reach was down this week by 40%, post engagement up by 11%, and page views up by 149%. Instagram numbers all showed growth from the previous week.

Events

I'm so so close to having the CBC Tour locked down. For journalists, they're not very fast at responding. I'm just waiting on a full confirmation, but it should be all organized for April 5 or 7.

I'm going to have a volunteer appreciation day at the last meeting of the year to celebrate all our amazing volunteers from this year!

Hiring

It's that time of year again! Eric, Lucas, and I are going to be meeting to finalize the job posting for production, managing and social. We will have the posting ready this week so that we can begin to collect applications before finals season kicks in.

Goals for April

- Keep working with Eric to ensure he has a comfortable transition
- Continue consultations with ed board about strategic changes they would like to see reflected in our budget
- Take in applications, schedule interviews and testing
- Hire a production manager
- Collect transition reports from staff (in addition to writing my own novel about this job)
- Try to pass all my finals (fingers crossed)

March 26th Board Report

Sales

Our total sales currently are \$45,382.93; we are up \$11,617.07 from the last board meeting.

The health issue did really well, we made \$6,339.12. We have also had a number of clients sign on for the upcoming year and so far the total is \$7000.

Old Clients

I was not left a clients list so it was really hard to know who has advertised with us in the past so I have really made an effort since January to try to gather a client list for the Ad rep. I have created a clients list excel sheet with their info and when they advertised so it will be easier to contact clients in the future. I went through emails dating back to 2011 to find clients and emailed them to try and re establish a relationship. The Ottawa Senators ended up signing on for all full pages in March with no contra and a few other old clients are interested in starting a campaign with us in the fall.

I've realized that not having those 5 months to prepare for the year really set us back in terms of advertising, most of the March advertisers were clients that I emailed in December and January so I am sure with the summer months advertising sales will be much better next year.

New Clients

We have had a few new clients this month.

Chartier Physio- Signed on for the month of March and April

Just Right Self Storage- Signed on for Travel issue

Dymon Storage- signed on for Month of March and April

District Realty-Signed on for Travel issue

Martial Arts Club- Morgan worked for the Fulcrum as a copyright in 1998, signed on for 6 issues

Creative deadline

I have had a lot of clients not respect our creative deadline so it is something I know to be stricter about next year

Online advertising

Our Monthly views were really great this month thanks to the stories on SFUO and breaking news. I had a client not want to continue advertising with us as they wanted to be the only advertiser on the leaderboard. I have added a contact us box in the advertising section of the website to push potential advertisers to send me a message right away!

Production

I have been getting a lot of inquiries about our rate card for next year so I think it would be a good idea to have the production manager start in May or June rather than July so we can finish the rate card and media kit for next year. We can also start getting some marketing content and branding content ready to go.

Goals for the next month

- Push for sales for the travel issue
- Wrap up the year
- Finish content for rate card and media kit