

# Fulcrum Publishing Society Board of Directors MINUTES

Sunday, October 26<sup>th</sup>, 2014  
5028 Faculty of Social Sciences, 10:30 a.m.  
Meeting #5 2014-2015 Publishing Year

## Attendance

**Directors:** Simon Gollish (Chair), Keeton Wilcock (President), Benjamin Miller (Chief of Staff), Freya Boyle Bauer, Chris Radojewski (VP), Jon Evenchick, Brent Holloway  
**Ex-officio:** Sabrina Nemis (EIC), Deidre Butters (Ad Manager), Andrew Hawley (GM and NASH coordinator) Mackenzie Gray (NASH coordinator), Jessica Eritou (NASH associate coordinator)

**Presenter: Absent :** Jon Rausseo, Mercedes Mueller

### 1. Opening of Meeting

S. Gollish called the meeting to order at 10:51 AM.

### 2. Approval of Agenda

J. Evenchick motioned to approve the agenda with changes noted above. F. Bauer seconded the motion. All approved. The motion carried.

### 3. Approval of September Minutes

K. Wilcock motioned to approve minutes as presented. B. Miller seconded the motion. All approved. The motion carried.

### 4. Standing Action List

B. Miller gave a summary of the Standing Action List. B. Miller agreed to develop a Code of Conduct Consent Form for directors. S. Nemis requested that “low readership” be changed to “low pick-up” to reflect the fact that online readership is significantly higher than last year. B. Miller agreed.

### 5. NASH Update

A. Hawley introduced J. Eritou the new Associate NASH Co-ordinator and then proceeded to give an update of October achievements including the launch of the website and the registration process. He proceeded to explain how the registration

process works as it is now divided between individual and newspaper registration options. This was primarily done to centralize the outreach and billing process and make it possible for newspapers to reserve spots before they know precisely who will be attending. A. Hawley went on to update members on sponsorship. Currently \$9,250 of sponsorship has been secured with a number of more negotiations ongoing. Regarding outreach, A. Hawley explained that coordinators were using an extensive CUP database to reach papers across Canada. He highlighted important upcoming dates including the opening of JHM Award submissions, the creation of the delegate guide, and the early bird deadline.

S. Nemis suggested that NASH coordinators seek to reach out through Poynter as they cover Canadian student journalism issues.

M. Gray stated that many relationships had been opened by the previous coordinator, but not confirmed. He stated that he was now confirming those who expressed interest. He stated further that roughly 50% of sessions were confirmed. M. Gray pointed out that as of now the conference will have strong data, design, and photography components, and the focus going forward will be areas such as arts, business, and issue-focused sessions. The full cost of all these speakers is not yet clear, but there will be a number of opportunities to save and so M. Gray is confident that the conference remains in a good financial position. He added that of the 15 required prize sponsors for the JHM awards, 10 had already been found. He closed by announcing that Communications Workers of America (CWA) had confirmed their sponsorship of the conference and have been very helpful in reaching out to others on behalf of the conference.

K. Wilcock asked what was being done about social events for the conference. M. Gray replied that CWA was interested in partnering on a social event for the first night, and that a past survey indicated that conference attendees would be most interested in simple bar nights.

M. Gray left.

## 6. Ad Manager's Report

D. Butters apologized for the approximate numbers. She stated that Microsoft XL was not working properly, that she may have lost a month's worth of work as a result of this, and that consequently it may need to be replaced. D. Butters explained that the Fulcrum had reached almost \$70,000 in advertising, an average of about \$300 more per issue over last year. \$3,500 in contra had been obtained, which has so far been put towards the Silent Auction and SFUO tabling. The Fulcrum had already almost reached its average for the entire year in online advertising (\$1,700 v. \$2,000).

D. Butters continued with an update on the leads obtained by the Advertising Intern. So far, only one lead has been turned into a contract. She closed by voicing the ongoing

troubles with Free Media including poor performance, lack of communication, and classification of advertisement. She asked directors for input on pursuing business with Kick Media. K. Wilcock replied that he trusted her judgment.

D. Butters also noted that the events that transpired on October 22<sup>nd</sup> pushed back distribution.

## 7. President's Report

K. Wilcock gave a general update on Board directorship applications and committees. He noted, that, with regards to the business of the NASH Committee, J. Willms had stepped down and M. Gray had taken her place, as per his contract. He expressed his gratitude for the service J. Willms had rendered The Fulcrum and the NASH conference. Additionally, the committee's discussion of a potential trilateral agreement with CUP and Free Media had been rendered moot by their counter-offer. K. Wilcock also noted that J. Eritou and Adam Gibbard had been hired as Associate Coordinator and Creative Coordinator respectively. Other committees did not have updates. Finally, he thanked the editorial board on a number of great issues.

## 8. General Manager's Report

A. Hawley began with a summary of the Fulcrum's finances. He noted that the Fulcrum had slightly less in the chequing account than normal due to J. Willms' parting payment and a delayed deposit of ad revenue. He also noted that the Fulcrum's annual audit was on track to being completed for November's Board meeting. He then reiterated the disappointment with Free Media's performance thus far and committed to following up. A. Hawley then proceeded to give a summary of revenue not yet collected; pointing out that it was a number of the usual clients.

A. Hawley explained that, after Frosh Week's issue, pick-up was on average 27%, a significant drop from last year's 33%. He explained that this average would likely pick up with the special issues, but that this year was still on track to see another decline consistent with the past two years. He closed by reporting that printing and software costs were on track to meet the budget.

## 9. Editor-In-Chief's Report

S. Nemis began by updating members of staffing changes, including the resignation hiring of the staff photographer. She also stated that she has spoken with all members of the Editorial Board ahead of their mid-term reviews. She described these discussions were helpful and productive. S. Nemis explained that the upcoming themed issues would have a distinctive design that would be re-used and that promotions efforts would focus on these themed issues.

S. Nemis then reported that there are an increasing number of staff status volunteers and many more who are expressing interest in staff status. She also pointed out to members that readership of the Fulcrum was not in decline, only pick-up, since the online numbers had more than doubled in the past couple of years. S. Nemis closed by asking members if they were interested in purchasing Fulcrum sweaters. K. Wilcock asked if S. Nemis could include the Board in the e-mail discussion. S. Nemis agreed to do so.

#### 10. Human Resources Committee

S. Gollish explained to members that, due to the heavy workload of the committee, the readership expectations in the Editor-in-Chief bonus still required fine tuning. He committed to finalizing this before November's meeting. S. Nemis expressed support for taking the appropriate time to formulate the bonus if this will be used for a number of years.

B. Miller motioned to go in-camera including A. Hawley in order to discuss A. Gibbard's compensation requests. K. Wilcock seconded the motion. All the approved. The motion carried.

The issues were discussed at great length and feedback was gathered from all members involved.

B. Miller motioned to go out of camera. K. Wilcock seconded. All approved. The motion carried.

#### 11. NASH Committee

A. Hawley reiterated K. Wilcock's updates. He further explained that CUP's offer, with regard to Free Media sponsorship was unacceptable and the Fulcrum has since crafted a return offer that allowed CUP more funds upfront and the Fulcrum a greater return in the long run. There will soon be a meeting with CUP that the NASH Committee could be invited to.

#### 12. Readership Committee

S. Nemis began by stating that the Readership committee had not met since last Board meeting.

K. Wilcock raised the issue of immediately hiring another distributor. S. Nemis replied by expressed reservations about another distributor's effectiveness. These reservations were echoed by other members. S. Nemis countered by suggesting we take those funds and hire a professional marketing firm. B. Miller asked why the opinion of members towards a distributor had become negative after a number of positive discussions. A. Hawley explained that much of the value was not tied specifically to increasing

distribution, and much of the data collection value was due to the personality of a distributor who is no longer available.

K. Wilcock motioned to allow \$1,000 to be spent on hiring a professional marketing firm. The motion was discussed. Members raised questions on whether the amount was adequate, who would be responsible for implementing the funds, and the short-term value of this measure. Some members asked that it be further discussed at the committee level, others expressed reservations at delaying action further. All agreed that some further discussion was needed. The motion was not seconded. The motion did not pass.

### 13. Volume 75 Taskforce

K. Wilcock motioned that the Board express its commitment to a May launch event for Volume 75 to attract the support of alumni. F. Bauer seconded the motion. All approved. The motion carried.

K. Wilcock stated that the Finance Committee would have to meet to discuss financing of this event and Volume 75 more broadly. K. Wilcock closed by asking for volunteers, S. Nemis volunteered to do research for Volume 75.

### 14. New Director Candidacy

This item was delayed until November due to the absence of the candidate. B. Miller apologized for not informing her of the meeting's location.

### 15. Skill Building Session

B. Miller presented on the "fences approach" to time management.

### 16. Board Manual

This item was delayed to November due to a lack of time and quorum.

### 17. Other Business

B. Miller raised the issues of meeting documents coming in late and presenters taking more time than allotted.

K. Wilcock raised the issue of attendance at meetings. A. Hawley suggested that reminder e-mails go out on the Monday prior to the meeting. B. Miller committed to doing this.

K. Wilcock motioned to close the meeting at 1:20 PM.

## Appendix

Documents pertaining to the NASH update are excluded due to the sensitive nature of information pertaining to ongoing negotiations.

### **NASH 77 Report 5**

October 26, 2014

#### Registration/Website:

Arguably the busiest week for the conference so far took place earlier this month, when we launched our website and simultaneously opened registration on Thursday, October 10<sup>th</sup>. Mack, Adam, and I spent all of our Wednesday night and most of Thursday morning at the office getting everything prepared since we had only purchased the new website theme a few days prior and had to setup all the registration programming. We ended up getting that all done and announcing Peter Mansbridge as a keynote speaker, so it was a great day.

Up to this point we've had a total of 14 individuals from 3 different papers officially register for NASH. That's a solid number this early as we expect a huge majority of delegates (upwards of 90% of them) to register much closer to the early bird rate deadline of November 15. Four papers have signaled their intent to register, even if members from their paper haven't yet. We have Over the Edge (7), the Quill (1), the Brunswickan (6), and the Sheaf (11), so a total of 25 committed delegates, which is encouraging. Of those 25, 18 are CUP and 7 are non-members.

REDACTED

#### OCC:

Mack, Jess, Adam, and I met with our OCC rep Catherine earlier this month to go over the layout, food pricing, and get some photos. There was a communication mix up regard to some pricing but that was solved.

#### JHM Awards:

Our proposal to have Julia as the Awards Coordinator and for the FPS to thus receive funding from the Govt of Ontario Youth Employment Fund was formally approved earlier this month.

#### Paper outreach:

I sent two emails to the CUP list serve this month so they've been directly contacted about the conference. Right before I left I found a spreadsheet Jane

had sent me a while back containing the contact info for basically every student publication in Canada. While Mack and I were gone, Jess directly contacted over 40 non-CUP papers, which is great. We'll continue to reach out to them as well as touch base with the American papers that expressed interest in coming a few months ago.

#### Upcoming important dates:

- Opening JHM submissions, within the next week or so.
- Touching base with all of our targeted non-CUP papers (Canadian and American) within the next two weeks
- Continue adding to the website and making social media announcements
- Following up with sponsors every day, including invoicing contracted ones and reminding them that our deadline for receiving logos and advertisements (for those who have already signed contracts) is Monday, November 3
- The delegate guide will need to be started in early November
- November 15 will be both the early bird rate and JHM submissions deadline

## Nash 77 Speakers Update

I sent out a quick update the other day to most of you but here is a much beefier version of that.

### **Speakers**

Speakers are starting to shape up. My focus has been on finalizing the commitments that Jessie had made before instead of getting new people in. As I'd mentioned at the last NASH meeting, the confirmed section from the past emails you've seen weren't really confirmed. No dates, no session topics, etc.

I've been able to get a hold of the majority of the speakers Jessie had already contacted and started getting ideas about dates and what they'd like to speak on. This has lead to them giving lots of other leads and generally being really awesome to deal with. I don't have an exact number of sessions that are confirmed yet, I'll know better when I get back to working at the office but I'd say we're about half way booked. We have lots of exciting photography, data journalism, and design workshops lined up, areas that have in the past been fairly weak at NASH. Props to Jessie for getting those speakers on board.

REDACTED

If you have speaker/session suggestions or want more specifics, fire me an email!

### **Speakers Costs**

This is another number that we just won't know until things become more clear. I haven't really spoken with people about transportation other than that we'll cover it for them. My number one priority is figuring out what they want to talk about and when. Logistical issues can be easily worked out later once I know they're 100% in.

While I am still concerned with the high number of out of town delegates, I've been able to bring them in for more than one day of the conference. By getting 2+ sessions and/or critiques from the out of town delegates, it makes my life easier and makes the expense more justifiable....

REDACTED

### **Next Steps**

I had avoided reaching out to many new speakers without knowing what we had from already committed speakers. This process is about done so my focus will now turn to getting new people. With political reporting, data journalism, photo and design all being current strengths, I'll be plugging holes elsewhere. Workshops, Broadcast, Arts, Business, New Media and other odds and ends will be the focus going forward.

Scheduling will now become a two and a half month jigsaw puzzle and by far my biggest challenge. So far everyone has been really flexible and accommodating. The good thing with so many out of town people, is that I can get them to speak whenever I need them to. I foresee not having such good luck as the conference goes forward but my fingers are crossed that they are.

REDACTED

### **Final thoughts**

In closing, I think we are in a strong position to put on one of the best and most affordable NASH's in years. We had talked previously about issues as a team and I can't stress how much things have improved by bringing Jess, Adam and Julia on to the team. They've exceeded my expectations and have I'm beyond excited to have them continue working with Andrew and I.

## President Report #4 - October 26, 2014

There have been a number of developments since the last President's report. These developments are outlined below.

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### Board Of Directors:

Thank you to Ben and Sabrina for briefly pitching the Board of Directors at recent Volunteer Meetings. I've received, from Ben, one application for the final available Staff Status Directorship seat that we have available.

### Committees:

#### HR Committee:

REDACTED

- The bonus criteria for Sabrina remains an unresolved and pressing HR committee issue.

#### NASH Committee:

- This new committee has been active. As agreed upon at the last board meeting, this committee, chaired by the President and composed of the President, Vice-President, and at least four more Directors, is required to report its meetings and decisions to the full board, as the committee has the special power to make binding, board-level decisions on behalf of the full board, so long as no less than five committee members have voted in favour of the action. The report of the committee's actions since it was instated is as follows:
  - *The committee held its first meeting on October 1, with three items on the agenda: cocoordinator performance, Free Media sponsorship, and JHM coordinator.*
  - *The first item was rendered somewhat unnecessary as the meeting began with a cocoordinator resignation. We wish Jessie all the best in Toronto and with the Toronto Star, and we re thankful for the numerous contributions she s made to the Fulcrum and to this year s NASH. Fortunately, we have a capable replacement in Mackenzie, whose Associate coordinator contract always stated that he was to step in as co-coordinator should an original coordinator vacate their position for any reason. Therefore, no votes were held in regards to co-coordinators.*
  - *As for Free Media sponsorship, the committee voted unanimously (6) to send a trilateral agreement between CUP, Free Media, and the Fulcrum to CUP before their then upcoming board meeting, to reiterate what the Fulcrum understood as each party s original, correct, agreements with each other. The committee also voted unanimously to send a letter of strong support for the trilateral agreement, on behalf of the full Fulcrum Publishing Society, to CUP alongside the trilateral agreement. The agreement was drafted by Andrew, and the letter was drafted by Andrew and myself. Sending these documents was, however, similarly rendered unnecessary, as CUP reached out to the FPS before we could send these documents to request a new, different agreement.*

- As for the last agenda item, Julia Duncan was ratified unanimously as the conference's JHM coordinator. Fortunately, thanks to the co-coordinators, funding for Julia's JHM salary has been secured through an Ontario government grant.
- The committee held its second meeting on October 8, with one item on the agenda: new staff.
- Jessica Eritou and Adam Gibbard were unanimously ratified (5) by the committee as the conference's new Associate coordinator (as Mackenzie's promotion left the position vacant) and Creative Director, respectively. The committee also received oral reports from the co-coordinators, the highlights of which included new speakers and progress, but not resolution, on the Free Media front.

*Readership Task Force:*

- There has been discussion by this committee but not as much action as would be optimal. Sabrina has clearly and correctly expressed that action needs to happen - due to a special boost in numbers from frosh week efforts and new readership calculation methods, readership has not yet technically declined this year on average, but in real, and not gross terms, we are seeing yet another decline. Eventually we'll likely see both a real and gross readership decline this year if we don't act on this.
- I'm of the opinion that this needs to be a board priority, alongside NASH, for the rest of the year.
- One thing that the board could do to support this immediately is voice its support, via vote if necessary, for the emergency hiring of a third distributor (which would be this year's first person-by-person distributor).

*Volume 75 Task Force:*

- Progress is happening, largely thanks to Jon. Jon has been in regular contact with myself and Anne-Marie Fontaine of the University's Alumni Association. Jon's been working to concretize a Volume 75 celebration event in May, 2015, in partnership with the Alumni Association. Jon's put together a short event proposal, which I unfortunately can't find at the moment. It would be good for the board to confirm that we are on board with a celebration event in May and that we are able to create a small budget line for the event.
- I will be calling the Finance Committee to meet to figure out the funding for the actual product, potential labour that might be involved, and any events that might take place. This may or may not happen before the next board meeting.

*Capital Assets Committee:*

- Nothing to report.

*Finance Committee:*

- Nothing to report.

*Policy Committee:*

- Nothing to report.

**Editorial Board:**

As far as I can tell, things are going well - there have been a number of super issues since my last report, including a food issue and this week's Zombie issue - Sabrina and the Editorial Board deserve credit for a job well done in October. Again, a recurring issue is readership. I know Sabrina's putting a lot of effort into this, and we need to be continually aware and supportive of all efforts.

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That's all for now. Until November.  
Onward.  
Keeton Wilcock  
President of the FPS

## **General Manager Report #005 October 26, 2014**

### **FINANCIALS**

As of Friday, October 24, there is now \$126,967.46 in our chequing account. This is a little bit lower than where it would be normally, but that's due to the \$2,000 pay to former NASH coordinator Jessie Willms, the first payment to all NASH staff on October 16, and no advertising payments being deposited since October 14 as I was on vacation. I'll be making a deposit tomorrow, which will provide a boost to the account. So nothing unexpected and we're still in a strong position when it comes to cash flow.

The Security GIC Plus remains at \$45,200. The Three-Year Financials GIC Plus is at \$21,113.19.

Right before I left, the officer handling our file at Connelly & Koshy came to the office to ask some questions. It was a good meeting and I anticipate the audit should be complete in the next week or two.

### **NATIONAL ADVERTISING**

As of October 15, FREE Media has only sold \$933 worth of national advertising for us so far this year. There have been a total of just four national ads (three print, one digital) in what is normally the busiest period of the year ads-wise. I will contact Vik this week to get explanations for this and get an idea from them of their projections going forward. We lowered our expectations for this as a source of revenue this year, but they may fail to even meet that, which will require budget adjusting on our part. I'll figure out what I can.

REDACTED

### **HR**

Our staff photographer Brianna resigned this month. Remi Yuan was hired to take over and has signed his contract and been added to payroll.

### **DISTRIBUTION**

Despite a very strong Frosh issue, distribution numbers are down this year. The overall percentage is still higher than it was last year, but going forward it will decline if we

continue to see the numbers we've been getting. This is of course despite the redesign and a greater promotional effort than in previous years. Here they are:

1 – 37%

2 – 73%

3 – 23%

4 – 22%

5 – 29%

6 – 26%

7 – 25%

The average so far is 33.6%, which as mentioned, is currently better than last year's 31.5%. But it will go down if pickup remains the same as it has. The average for all the non-Frosh issues is 27%. This rate should increase slightly going forward as we'll have occasional two-week issues (ie Food-themed one, Travel one) but if it remains below 33% or so we will see a decrease in the overall pickup rate this year.

### **SOFTWARE/EQUIPMENT/SUPPLIES**

I'll need to test the new projector this week, but otherwise status quo here for now.

### **PRINTING**

We remain on budget so far for printing through 9 issues.

And that's how we dealt with the mean green this month.

—ANDREW HAWLEY, FPS GM

## **EIC Report – October 2014**

It feels like a short month with Reading Week being a non-publishing week.

### **Staffing**

We interviewed four qualified applicants and hired a staff status volunteer Remi Yuan as our new staff photographer and so far that has worked out well.

I've met with all editorial board members in advance of their mid-semester review for an informal discussion about their position and section. The discussions have been useful in improving the way production flows and in catching interpersonal conflict before it turns into a human resources conflict.

### **Themed Issues (formerly supplements)**

I'm trying to make a big deal on campus out of our themed issues, which works well in coordination with the production manager's plan to give them a very specific look that can be reused for each issue.

We have been having kickoff events. The Food Issue event was paired with the volunteer meeting and we had offered food at Café Nostalgica. It was technically an open event to campus, but only volunteers came by. We had about 25 people, including staff, which is a good turnout for us at this point in the semester. The power of free food.

The Travel Issue will also have a kickoff event, although it's as of yet undecided. We also have a contest running currently, with posters on and off campus. It's a photo contest to run a contributor-photo. The posters also serve as awareness and promotion of our upcoming Travel Issue on Nov. 6.

**Volunteers**

We now have 12 staff status members, with approximately another 10 who are likely to have staff status by Christmas. I've been emphasizing the benefits of being a staff status member at each volunteer meeting and in each email, as well as on our Facebook group. I'm definitely pushing the eligibility to go to NASH and to work at the Fulcrum next year, as well as having their stories attributed to "Staff Contributor," voting on policy, CWA and CUP membership, and our T-shirts.

**Fulcrum website Oct.1-25**

	2013	2014
Sessions	10,445	21,043
Users	8,258	17,117
Pageviews	21,168	32,384
Pages/Session	2.03	1.54
Avg. session duration	02:44	01:26
Bounce rate	13.95%	11.84%
New/Returning users	69.4%/30.6%	72.4%/27.6%

**Fulcrum sweaters**

I'd like to propose a sweater order for staff and volunteers in the next month. Would board members be interested in being included in calls for a hoodie order?

Hello Board,

Things are still going very well! Not as crazy as the start of the year, but still very steady. The numbers and lists in this report will be approximate. I am having troubles with my Excel program (and have had them for several years now due to running parallels, we think). I must have been working in a read-only capacity when making my last changes to the spreadsheet and only have access. The program does not always tell me this unfortunately. I sent myself my sheet to work from (and had Sabrina send it to me again today from my desktop) but I seem to have lost a month's worth of numbers. Hopefully I will be able to restore the file on Monday or I will have to recreate everything. So, let me tell you what I remember after having prepped my sheet for this report.

**SALES**

Sales Total: about \$69935.00

Issue Comparison: we are up about \$300/issue

Contra: about \$3500

Online: about \$1700

National Ads (not from FREE): \$2000

Contracts are as follows(those with stars are new):

Local:

\*The Drake Hotel  
\*Bastien Prizant Optometry  
\*Aladin Child Care  
CD-BRVC14-0194  
CD-SMCS14-0188 Shanghai announcement ADS  
WBK Boxing  
CD-SASS14-0193  
City Of Ottawa Elections  
\*Oxford Properties Group  
BSL Live Rush  
MediaPlus - REDBLACKS  
SFUO Trick Or Eat  
SFUO Activist Assembly  
SFUO Elections  
SFUO General Assembly  
SFUO 1848 Menu  
\*Ottawa Writers Festival  
\*Oueis Dentistry

National:

Kick Media (Athabasca University)  
Paul Mercs Concerts

(See Appendix A for updated figures and contracts)

I have finally truly caught up from our crazy start (all online ads are sorted, all excel lines are calculating properly, all backlog taken care of, all contra calculated, all national ads tallied). I've begun to follow up on Ashley's leads again, but so far, the only lead that has gone to contract is Bastien Prizant Optometry, with a contract of \$1092.00. I had been hoping that Milano's Pizza would have placed their expected flyer order by now, but they keep delaying and I will have to push on them again soon.

The Drake General store has purchased ads in 2 issues (they are billing to their local address making them able to book at our local rates).

FREE

Free Media has just started placing anything significant for the year with their annual Humber College ad buy. We've had roughly 3 or 4 single insertions from the beginning of the year, which is not great at all. I have almost decided that I think I will resign from repping for them (I just don't have the time to wrap my head around writing their reports and doing reach outs for them). They did , however, follow up with us about Athabasca University and Paul Mercs Concerts.

Kick Media, on behalf of Athabasca University, emailed asking for confirmation of the local rates they had sent in a larger IO. I realized they were national and called both them and Free. Kick said that in the past, if we wouldn't book them at local rates, they would just not place ads with us. So I booked them, having not heard back from Vik (it turns out he is on vacation). Justin Kuchmack

followed up with me to make sure we knew this was national, and I basically explained the due diligence we had gone through. He was disappointed to hear that Kick was bullying us into accepting ads, but at the end of the day, we still got the contract. In future, I will make sure to talk to FREE first because they had said they'd been very flexible with contracts like these in the past. But the turnaround time was quick, so I made an executive decision. They are not angry.

Paul Mercs Concerts is a lightly more ambiguous case since they were advertising with us since the year that Campus Plus was going down in flames. Therefore no one noticed that they were with us. Also, in Campus Plus' previous paradigm, they would have been considered local since they are stating local information on the ad (even though they are billing to a national office). Anyway, I'm still adjusting to the differences between Campus Plus and FREE and how they deal with classifying national clients. Which Justin found to be understandable. So I guess Paul Mercs will be national from now on (unless the pull their ads with us in future due to FREE's rates being 3 times as high as ours). For the moment, we are good with FREE and the exceptions/errors that are bound to happen in circumstances like these.

WEDNESDAY, OCT 22, 2014

So, it was a bit of a crazy day on Wednesday (as you all know). Andrew was away, so I thought I would tell you a little bit about what happened in the office. There weren't too many people in the office being as it was Wednesday. I had to be picked up by my car dealership's shuttle to go get my vehicle, so I missed the lockdown. I actually didn't even know there was one on Uottawa campus until I was out of downtown. In any case, I didn't return back to downtown and during the day my cell phone died since I had not taken my charger expecting to be on a short errand. So I missed the call from the printer telling us that they could not get into downtown, nor could they get in touch with the loading dock. Giorgio left me a message that I retrieved once I had returned home and to my charger. Adam and Sabina and I touched base and I called the printer and the distributors. Giorgio assured me that the paper would be in the next morning, and Danny assured me that he could do the whole distribution by Friday afternoon (Sagar's back was bad). Once everything was all said and done, we felt that finishing by Friday was soon enough. All in all, we called whoever needed to be called, and the staff was diligent in reporting on the incident as well.

Alright, that's about the best I can do without accurate numbers to convey. I will send them Monday once I have a chance to figure out what happened with my file. I apologize that things were approximate this time!

Best,  
Deidre Butters  
Advertising Representative

## APPENDIX A

**Sales Total (October 27, 2014): \$69,678.35**

**Current Total (October 30, 2014): \$73,735.79**

**Contra: \$3345.00**

**National Ads: \$4581.00**

**Online: \$1654.39**

<b>2014-15</b>		<b>2013-14</b>	
14-Aug	\$2,550.00	01-Aug	\$1,842.00

28-Aug	\$7,054.70	29-Aug	\$5,775.00
05-Sep	\$8,096.70	05-Sep	\$5,305.00
11-Sep	\$4,033.00	12-Sep	\$3,495.00
18-Sep	\$4,889.25	19-Sep	\$4,679.25
25-Sep	\$4,461.75	26-Sep	\$3,010.00
02-Oct	\$3,095.00	03-Oct	\$3,769.95
09-Oct	\$1,560.00	10-Oct	\$6,318.00
23-Oct	\$5,925.00	24-Oct	\$5,875.00
30-Oct	\$3,285.50	31-Oct	\$2,555.00
<b>Total (printed)</b>	\$44,950.90		\$42,624.20
<b>Average \$/Issue</b>	<b>\$4,495.09</b>	<b>Average #/issue</b>	<b>\$4,262.42</b>

Menchie's Frozen Yogurt		Paul Merc's Concerts	Café Nostalgica
City of Ottawa Elections		Kick Media Inc	
Imaginus Poster Sale			
OUEIS Dentistry	*		
BSL - NAC Comprehensive			
Cool Ethan	*		
Ottawa Writers Festival	*		
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Drake General Store	*		
Bastien Prizant Optometry	*		
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