

Fulcrum Publishing Society

Board of Directors Meeting MINUTES

September 16, 2012

UCU 301A, 10:30 a.m.

Voting members present: Ben Mitchell, Ben Myers (Chair), Jaclyn Lytle, Jessica Willms (Vice President), Jonathan Rausseo, Mercedes Mueller (President), Sean Campbell

Ex-officio members present: Deidre Butters (Ad Rep), Kristyn Filip (EIC), Andrew Hawley (GM), Kyle Hansford (Production Manager), Anne-Marie Roy (SFUO VP Communications)

Members absent: Michael Robinson

1. Opening of the meeting at 10:45 a.m.
2. Approval of the agenda
 - a. No additions
 - b. Motion to approve the agenda moved by Mueller and seconded by Campbell.
3. Approval of the minutes
 - a. Motion to approve the minutes from August's meeting moved by Mueller and seconded by Willms.
4. President's report
 - a. Still looking for on campus distributor. 25 apps received. Previous female member quit.
 - b. Board retreat – still thinking about it.
 - c. Updating the FPS minutes.
 - d. If you still have minutes from two years ago send them to Mercedes.
 - e. DTF – working on a project that was presented last meeting.
 - f. Andrew: Matt Conley update in any other business.
5. General Manager's report
 - a. Following building condemnation and poor summer transition, things have improved.
 - b. Increased stability should continue as long as no more surprises.
 - c. Production Manager and Andrew moved things around, throwing out a lot of stuff to create more office space due to condemned basement.

- d. EIC and Exec Ed now share the EIC room. Former Exec/Features room now the business office (Ad Rep + GM).
- e. Preserve living room in front.
- f. Arts and Culture and Sports retain their own rooms. News office now holds three employees (News, Associate News, Opinions).
- g. Pretty manageable thus far.
- h. Repairs to basement have still not been done. Access (short-term) is granted to basement right now. Ball is in their court and we are waiting for them to get to it.
- i. Cheques that Danielle kept when she left have been cashed from the transition. One from uOttawa is remaining.
- j. Accountant working on the bank reconciliation from home. Simply Accounting needs to be changed to this fiscal year. A lot of transactions need to be inputted.
- k. Nearly 90 000 in chequing, 20 000 in savings and GIC account. Debiting is from Frosh Issue. Ad payments on their way soon.
- l. Summer student levy to be 20 000.
- m. Corporate card: still have not received it. Another snag, banker is looking into it but he is gone until Tuesday.
- n. New politics email account for Hill writer. Staff photographer signed his contract.
- o. Distribution: slightly expanded. New social sciences building, entrance to café, and Fauteux Hall – contacting them to get more stands up.
- p. DeeDee's computer ram has been ordered.
- q. New phone lines installed/old ones eliminated.
- r. Printing company: Performance Printing. Upgraded paper stock in last issue to Performance Printing's best available. No matter the printing stock, problems have remained.
- s. Auditor: We never paid for the audit last year, comes to \$5 000.
- t. Bound editions have arrived. They look great.
- u. 101 week and silent auction: Received 47 items, from 21 donors. DeeDee was fantastic. Michelle as well helped out. No fundraising target but hoping for \$500. We raised \$1024. 100% collection rate
- v. NASH fundraising: Board should make a fundraising committee including our planned meet and greet this December.

- w. Jon: phone numbers need to be changed on the website. Are we starting a group to deal with long-term space issues?
- x. Ben: Board retreat will make a big part of addressing it.
- y. Ben: How much is Huong going to charge to turnover the books that should have been done before?
- z. Andrew: Don't know how much, her rate is \$45 an hour.
- aa. Mercedes: Invoiced at the end. Will be a long time.
- bb. Ben: We should ask for an estimate
- cc. Andrew: Yeah, it shouldn't be that complicated for her to do, though. Once Simply is figured out with the bank statements, Andrew will be inputting the data. I will still get estimate, don't think it'll be that bad. We don't have a choice anyways.
- dd. Ben: Who gets bound editions?
- ee. Andrew: Whoever was on the list last year. University Archives will be a safe place for the one "true" edition; it will be kept there...forever.
- ff. Jaclyn: Isn't paying the bookkeeper a recurring cost?
- gg. Andrew: Normally the GM does the bank reconciliation. It wasn't done properly last year. She'll be doing that and that is the extra work Huong will be doing.
- hh. Jessie: How many people usually sit on the fundraising committee?
- ii. Andrew: President, GM, EIC.
- jj. DeeDee: Because of silent auction, I should sit on it too.

6. Editor-in-chief's report

- a. Kristyn: Back to business as usual. Cozy is fine, not a big deal.
- b. 101 week and club's week was a huge success. A lot of volunteers. This is due to presence at 101 week and club's week. A ton of new volunteers.
- c. Website launched and it looks really good. Our Webmaster did a really great job, so did Darren Sharp (online editor).
- d. A few people have said it looks really good and much better.
- e. A lot of people want to include writing samples; we are working on recovering it.
- f. Some staff to ratify, final support staff hired. All finally presented.

- g. Fulcrum BBQ: invited SFUO and GASED exec. September 27 (Thursday), directly following staff meeting. Hot dogs, we need a ton. BOD is invited.
- h. Not mentioned in report: start a mentorship program with Matthew Peterson from the Citizen. Getting him in the Fulcrum twice a month, help edit pages, all other mentorship things. Pitching to newspapers, magazine workshops. Jackie got the ball rolling with Catherine Lapointe.
- i. Ben: Doing seminars, article critiques?
- j. Kristyn: Yeah, really excited.
- k. Anne Marie Roy: What time is the BBQ at?
- l. Kristyn: Meeting ends at 1, so if you show up at 1:45.
- m. Jon: Is the website beta or fully completed?
- n. Kristyn: It has hard launched.

7. Advertising representative's report

- a. Office has been dynamic since last meeting.
- b. Summer issue is very high ad sales wise, Frosh week almost 10 000.
- c. Pretty much on par with last year.
- d. Average issue is 100 lower than last year.
- e. Galleria bought for the summer issue. Hopefully they want to buy more.
- f. Rogers is back – they used to advertise with us. Some people from mobility who were interested. Surplus Furniture, etc. Royal Oak, Power Reading, etc.
- g. Contra: 9 000 approx. is near that. SFUO is in Contra line, CHUO reduced, some sponsorship, Food Contra this year – FnS.
- h. Silent Auction was a success. DeeDee researched beforehand. Some improvements since last year. There was visual appeal.
- i. There should be a place in the office to keep visual appeal items so we don't have to spend it over and over again.
- j. We made 1000 back.
- k. We need to track donation stuff. No more contra as we meet the cap. We need to account for donations and contra.
- l. Start canvassing earlier next year. Needs a lot of follow up next time, what the manager's name is, when is he going to be in.
- m. Sell the silent auction table: keep yelling.
- n. Vinyl Café to run a piece on the PepTides!

- o. 3 occurrences of applause.
- p. Final Note: didn't do a long section on one of the points of last meeting: issue of contra vs. sponsorship. We need to plan a time to write something comprehensive on this for the Board.
- q. Jon: How do we determine which groups we are doing contra with?
- r. DeeDee: Nothing concrete, we have a good partnership with SFUO we don't know anyone else. We operate on three things: 1) we need something but can't afford it 2) offset business cost, and 3) visibility and promotions.

8. Ratifications

- a. See report of Michelle Ferguson – Volunteer and Visibility Coordinator, Victoria Dudys – Proofreader, Jesse Mellott – Associate News editor, Justin Labelle – Staff Photographer.
- b. Mercedes moved to ratify these employees, Sean seconded.
- c. Motion carried. No objections.

9. Camera Purchasing Plan

- a. Will be emailed by Kyle.
- b. Don't have to have gear. Proposing Canon T3l, Rhode mic, SD card, Tripod.
- c. Projected total \$1138.46. Requesting 1400.00
- d. Questions: Why don't we ask having gear as a prerequisite for hiring staff photographer?
- e. Can't really sell old equipment.
- f. No warranty for second hand.
- g. Look for extended warranty.
- h. Canon does video as well, 24FPS.
- i. 1 Nikon D90 already.
- j. \$150 3yr warranty.
- k. Lens adapter: 20 dollars on amazon.
- l. We have 5000 available to spend in capital assets.
- m. Jon: Consider some type of security protocol.
- n. Ben: BIRT that an amount up to \$1,400 be approved from the capital assets budget line for the purpose of purchasing camera, lenses, warranty, equipment and a security protocol.
- o. Jackie: Moved.

- p. Mercedes: Seconded.
- q. Ben: Carried. No objections.
- r. Jon: Who pushes video content?
- s. Kristyn: Online editor.

10. Corporate Ombudsperson

- a. Devanne O'Brien.
- b. Past experience on the board.
- c. Ombudsperson: manage complaints against the Fulcrum impartially.
- d. Ben: Do you have any affiliations with clubs on campus?
- e. D: Only the Law Society of Women in Law
- f. Ben: It is occasionally important to have a good corporate ombudsperson?
- g. Jon: Is this your first time?
- h. D: Yes
- i. Jon: Why?
- j. D: I knew you were looking for one. I know it's important to have a person who is reliable and impartial. Having been part of the board in the past, I have the skills to look at an issue through an objective lens.
- k. Ben: I think Devanne will do a great job.
- l. Andrew: I wholeheartedly support this.
- m. Mercedes: moved.
- n. Jackie: seconded.
- o. Motion carried. No objections.

11. Distribution report.

- a. Some stands had a 100% pick up. North side of campus was more successful.
- b. South stands were lower. Pick up was generally healthy.
- c. Frosh issue (late August) had 26% pick up. Horrible number. Students may not be on campus yet (living at home in suburbs). Probable that the frosh issue was lost in the madness of 101 week.
- d. Jessie: Is that accounting for 101-week kits?
- e. Andrew: No, this is distributors' numbers only.
- f. Pick up should be around 60% and we can attain that – basically continue to put out the best product we can. New stands in better places to pick up.

- g. Jackie: More strategic locations are necessary. Difficult to track issues given out at clubs week table.
- h. Jon: Have distribution numbers paired up with the website. Are people migrating?
- i. Ben: I think that information is extremely valuable.
- j. Ben: This is a huge issue with distribution and it is tough right now.
- k. Jon: Are there throws to the website each week?
- l. Kyle: We are adjusting that since there isn't really that much online right now.
- m. DeeDee: Have to push print because that is where the money is. The niche here is valuable.
- n. Mercedes: No decisions made until February on number of issues to be printed.
- o. DeeDee: Are AD Rep and GM invited to the Board Retreat?
- p. Mercedes: We'll talk about retreat in the next points.

12. Printing Company

- a. Performance Printing isn't the greatest. Upgrading to Transcontinental (TC) will cost more, but nicer paper (full color available), may lead to increased pickup.
- b. Advertising would absorb increased cost.
- c. Kyle and I would like to switch printers.
- d. Increases value of advertising and appearance.
- e. Plan: stick with Performance until Fall Reading week.
- f. Themes for glossy issues.
- g. Jackie: Is there an increase in delivery costs?
- h. Andrew: That is included.
- i. Budget has to be amended...

13. Fulc-Fest 2012

- a. Ben talked to Jessie and Mercedes.
- b. Board retreat to address larger issues that have not been appropriately discussed the past couple of years.
- c. Topics include: objectives of the Fulcrum, general information (such as Robert's rules), Contra, code of conduct, conflicts of interests, disciplinary policies, digital addressing, 5 year plan, performance reviews, office

space issues, guides for welcome to the Fulcrum, leaving the Fulcrum, distribution, printing.

- d. Initially proposed 2 days (10-5). Causal atmosphere and let people be creative.
- e. Proposed last weekend of September – 29/30.
- f. Mercedes: Editorial board could be there Sunday, Afternoon? The 30th? Assigned to Kyle to let you know.
- g. DeeDee: Why not business side included?
- h. Mercedes: Board enrichment, possible COI.
- i. Mercedes: Schedule during the day split to board only and business included.

14. Any other business

- a. Jackie: Informal attempt to set up meeting between two boards, underwhelming response. Attempt to recreate meeting between two more boards; if interested, attempt again.
- b. Printing company names that were spoken about earlier in regards to getting quotes, send them to Andrew.
- c. Mercedes: Ask about Montreal student paper printing suppliers.
- d. Andrew: Matt Conley: He'd like to come back, next semester. He is in marketing class whereby the final project is surveying and marketing. He has to do a survey with an on-campus organization. Was hoping to use the Fulcrum, could finally be a way for us to have a readership survey and it would take it minimal burden internally, if at all.
 - i. Mercedes: Pretty much perfect.


15. Any other Adjournment

- a. Mercedes adjourned.
- b. Ben seconds.
- c. Carries at 12:41 pm. No objections.

Name & Title: Mercedes Mueller, President

Signature & Date:  Oct. 31, 2012

Name & Title: Andrew Hawley, General Manager

Signature & Date:  Oct 31, 2012



PRESIDENT'S REPORT: NUMBER FOUR

SEPTEMBER 16, 2012

DIRECTOR'S HANDBOOK

I made a cool cover page using InDesign. It took, like, four weeks. But it looks really cool!

CORPORATE OMBUDSMAN

As mentioned in my email last week, Devanne, my nominee for corporate ombudsman, will be coming to this meeting to meet you all.

OCD HIRING

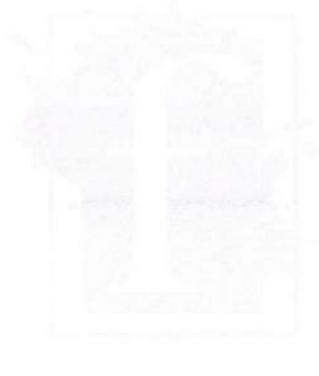
The hiring committee met two weeks ago to hire the on-campus distributors for the 2012-13 year. Typical of the position, one of the people we hired quit the day after completing the job for the first time. We decided to hire Sagar Darar in her place, who we had also interviewed. So far Danny and Sagar are working out well. I also have a list of qualified people on file who applied the first time around that we can interview if, for some reason, one of the distributors quits; luckily, we received dozens of solid applications this year and the student unemployment rate is ridiculously high!

BOD RETREAT

Ben Myers and I have been talking, scheming, and planning a BOD retreat, which you've all been told about. We will be discussing dates and details this meeting.

OVER THE NEXT MONTH

- I'm still working on updating the FPS section of the website. Compiling some of the documents has taken longer than I anticipated. Old BOD members: Do you have any minutes or reports from two years ago (2010-11)?
- DTF will be working away at Operation Distro.
- I've been scouting people to fill our vacant board seats. I have had two inquiries, but unfortunately, I don't think they are eligible to fill the student seat as both were paid Fulcrum staff in the past. If anyone knows of a student who meets the qualifications for a director seat, please have them contact me!



GENERAL **MANAGER** REPORT **III**

TO FPS **BOARD OF DIRECTORS**

SEPTEMBER **16**, 2012

UCU **301**

Greetings BOD,

After a pretty tumultuous summer, I'm happy to say that things have really stabilized in the last few weeks. This should continue into the fall as long as there are no more "surprises," especially in regards to the building. Now that school has started and the production cycle is underway, there's definitely a greater energy in the office, which is always good.

OFFICE SPACE/CONDEMNATION

At our last Board meeting, we considered immediate space options for the business team, as it was very unlikely we'd receive space from CLS. A decision was made to keep DeeDee and I in our temporary office for as long as the basement repairs take. Soon after that meeting, Production Manager Kyle Hansford and I set about making this arrangement work. We cleaned out a bunch of offices and started moving desks/computers/chairs around. It's amazing how much space we created by throwing out or moving a lot of "non-essential shit." The large office on the second floor is a great example: there's arguably more space in that room now with four workstations than there was previously with three.

Here's a breakdown of how the office is now organized:

1st floor:

Room 105 (EIC room): Editor-in-Chief, Executive Editor

Room 106 ("new" business room): General Manager, Advertising Rep

Living room: remains the same; a small table is available for the Staff Proofreader

2nd floor:

Room 206-207 (dummy room): Production Manager, Art Director, Online Editor, Features Editor

Room 203: Arts & Culture Editor

Room 204: Sports Editor

Room 205: News Editor, Associate News Editor, Opinions Editor

Obviously this arrangement is not ideal. It is cozy in rooms 205, 206-07, 105, and 106. Overall though, I think this is the best we can do given the circumstances and it's been pretty manageable so far. We've committed to this new setup and we'll do our best to see it through. At the time of this report, repairs to the basement had not begun.

FORMERGM/TRANSITION

This should be the last time I speak on this topic. Nine of the eleven cheques the ex-GM had have been cashed in either original or re-issued format. Of the two other cheques, one should be fine while the other maybe a write-off. The former is from the University of Ottawa communications department. I have the original but can't cash it as my stop payment request and follow-up emails were never returned. Once I can confirm that the original wasn't cancelled (I don't believe it was) I can go ahead and cash it. The other cheque is an outdated one from Ceridian. I called them but kept on getting the run around (apparently they did send us a re-issued one at some point), so that might be a dead end.

Our accountant Huong is currently working on last year's banking reconciliation from home. I've provided her with all our chequing account and payroll info from last year and she has a copy of our Simply Accounting file from last fiscal year. Hopefully there are no complications. She told me that I could go ahead and change Simply to new fiscal year, which I'll do shortly. This will allow me to input all transactions. Unfortunately, there are obviously a lot of prior transactions that I wasn't able to input, so I'll have quite a bit of catching up to do.

FINANCIALS

As of September 14, we have \$189,951.70 in our chequing account, \$20,147.11 in our savings account, and \$20,831.03 in our GIC. Most of the debiting this month came from payroll in the form of payment for the Frosh issue. On the crediting side, I'm waiting to receive a few more cheques before going to the bank to make a deposit. Advertising payments will be on their way soon and I believe we can also expect the summer student levy this month, which will be a significant deposit.

CORPORATECARD

I mentioned last time how the simple process of getting a card was made to be walking on water thanks to TD. We still have not received it, despite it now being just over two months since our initial application. I'm convinced there's been another snag. Our banker Paul Stevenson is looking into it but will be on vacation until Tuesday.

COLLECTIONS

As mentioned, we've collected pretty much everything from the cheques ex-GM "stole."

We're still waiting on some advertising cheques for the summer issue, so I'll be following up with clients this upcoming week. Invoices for the Frosh and September 6 issue were sent out earlier this week.

HR

The recently hired Staff Photographer, Writer, Proofreader, and Associate News Editor have all come in to sign their papers and are now on payroll. A new politics@thefulcrum.ca account has been created for Chris Radojewski. Similar to the [research@thefulcrum](mailto:research@thefulcrum.ca) account for Tyler Shendruk, this account is for a dedicated News section reporter covering a specific topic.

DISTRIBUTION

Our distribution list has been slightly expanded for the start of the year. We now have issues at Father & Sons, Timothy's World Coffee, and the Urban Well. I'm hoping to add a stand to the following areas: the new social sciences building, the entrance to the cafeteria, and the newly renovated main floor of Fauteux Hall. I've been in discussions with Physical Resources Service about who we have to contact to make this happen. They said they would provide me with the contact info for the individual facility managers. I'd like to get approval for these distribution points (and possibly more) from these managers as soon as possible.

We now have two working hand trucks for the OCDs, so as long as nothing breaks they'll have the equipment they need to distribute. Also, I've had the OCDs complete their distribution reports and I'm now able to calculate the following: number of issues remaining/stand, number of issues picked up/stand, pickup percentage/stand, and pickup percentage overall. The results from our first three issues are outlined/explained in my Distribution Report.

SOFTWARE

During 101 week, Martin from Ottawa Tech Support came in and fixed random printing problems we were having. He also re-wired my iMac to the network, which means I should no longer have connectivity issues I was having while wireless. In other good news, the RAM he's ordered from the U.S for DeeDee's computer is on the way. It should be installed this week and hopefully the improvement is significant.

EQUIPMENT/SUPPLIES

A university rep from CCS came in this week to coordinate our new, streamlined phone setup. Everything is up and running on three lines now, which will save us money going forward. The new directory is as follows:

613-562-... 5258 for Arts/Sports offices; 5259 for the fax machine; 5260 for News/production offices; 5261 for EIC and business office

PRINTINGCOMPANY

Performance Printing has been our printing company for what seems like an eternity, but they've disappointed greatly in the last year (some people here will remember the September fiasco last year). There have been recurring problems including: plate separation, color fading or worn out color on ads/photos/illustrations, newsprint ink that comes off the paper easily, limited color plates to work with, etc. Kyle and I decided to upgrade our paper stock in the latest issue to Performance Printing's best available to see if that would improve things. While the paper quality was better and crisper, the actual printing problems I've identified remained. So it's certain that no matter what the paper stock, our printing problems will remain if we stay with Performance. I have attached a Printing Company report that details some of our options going forward. We'll discuss this later in the meeting.

AUDIT

I contacted our auditor this week. CA Brad Colbourne will be taking over our file this year. He provided me with a list of documents they'll need to begin the process. This can only take place however once our bookkeeper Huang has completed the bank reconciliation. Unfortunately, he also let me know that ex-GM never paid for the audit last year, which explains why our final Administration & Legal expenses were so low. The invoice he sent me was for \$5,000.

BOUNDEDITIONS

They're in! They arrived earlier this week and look amazing. The binder did a terrific job cutting and gluing the three re-printed issues on custom paper and binding them with the rest of the articles. I reduced our order slightly from 30 to 28 to lower costs and it was worthwhile as the damage came to \$1,423.69. This is still over budget but not that bad given the circumstances and it is actually less than what we paid last year.

101WEEKANDSILENTAUCTION

Late August/early September was an incredibly busy time for DeeDee and I. We spent considerable time out of the office canvassing for silent auction donation items in Sandy Hill, on Elgin Street, and in the Market. I personally spent a lot of time as well at the *Fulcrum's* promotional table during 101 week. This included before, during, and after the silent auction. I was happy to do so but it was a lot of hours and it delayed me getting some administrative duties done. This was unluckily just because Volunteer & Visibility Coordinator Michelle Ferguson's schedule prevented her from being there certain mornings and I had to cover.

In fairly limited canvassing time we were actually very successful. In the end we received 47 total items from 21 donors. DeeDee was fantastic at finding all the right "presentation items" for the prizes and getting them "presentation-ready" for our tables. She, Michelle, and I implemented the preparation and execution of the project. Volunteers like Mico Mazza and Sean Done along with DeeDee were great at being vocal and drawing lots of traffic to the tables.

In terms of a fundraising target, I didn't have a specific one per say, but I was hoping we could generate at least \$500 in revenue. A solid comparable was last year's December silent auction, in which slightly over \$400 was raised. We figured greater student traffic

due to 101 week and a stronger collections emphasis this time would make up for my huge lack of canvassing/fundraising experience. In the end, I'm extremely proud to say that over the two days we raised a total of \$1,024.00. That's all due to an incredible 100% collection rate. Forty-four out of our 47 items were bid on, and all 44 items won were given out while we received payment from all 44 winning bidders. In that sense it couldn't have gone any better.

NASHFUNDRAISING

I think it's a good idea if the Board creates a Fundraising committee like last year to immediately begin brainstorming/implementing fundraising activities (including our planned Meet & Greet in November). I'll be sending out sponsorship letters this week to our typical donors and I'll be applying for as many government grants that I can.

And that's how we handled the mean green this month. For the love of money contact me at manager@thefulcrum.ca.

Cheers,

Andrew

ADVERTISING REPRESENTATIVE'S REPORT

MAY 13TH, 2012

SALES

Sales total = \$54628.81

011-12 Comparaison:

Summer Issue = \$2658.75

Frosh Issue = \$9631.41

Sept 6th = \$5337.75

Sept 13nd = \$3888.25

Sept 20th = \$2769.50

Summer Issue = \$1,813.00

Frosh Issue = \$8,750.00

Sept 15th = \$4,983.66

Sept 22nd = \$5,333.44

Sept 29th = \$4,008.44

Total = \$24312.66

Average \$/Issue= \$4862.53

Total = \$24888.54

Average \$/issue= \$4977.71

So as you can see, sales are going very well. We are just about on par with last year. The numbers are slightly lower – average \$/issue is down by \$100 dollars. But that's fine since we will have one more issue in September than last year!

Advertisers:

SFUO - Advertorial

Galleria Sales

Sage Youth
Utan
The Draft
GSAED
Campus Pharmacy
Ottawa Little Theatre
Lucas Nault Hair Studio
Surplus Furniture
Rideau Optometric
Sport Services
Paul Mercs Concerts
The Royal Oak - Laurier
WBK Boxing
Spectrasonic
St. Albans Church
Apple Saddlery
Rogers Communications
Laurier Office Mart
Power Reading Road to Excellence
WBK Sponsorship
Apple Saddlery -sponsorship
Fulbright Canada
Royal Oak Sponsorship
Father and Sons
Solidarite Jeunesse
Draft Sponsorship
Mathieu Fleury
U of O Health Services - Travel Clinic
Carleton University Grad Studies

I have spoken with the Galleria Sales office and they are happy enough with their ads to consider placing more. They just had a meeting about it – I am waiting to hear what there campaign plans are. Rogers Communications is back....I finally renewed the contact there by going through the general directory. Surplus Furniture is a new client opening a store here in Ottawa. Spectrasonic is back which is great! He does concerts in the city – he used to advertise often in my first year. I was working on getting him back last year but it never happened. The Royal Oak is new. Power Reading is back which is great! University of Ottawa Travel Clinic is advertising in every issue! Etc etc!

CONTRA

Of the above amount \$9065.20 is contra.

Full Contra (Dollar for Dollar)

SFUO	3256.2
CHUO	2005

Partial Contra

OLT	230
Animations festival	520
Lucas Nault	1184
FnS	770

Sponsorship

WBK	220
Royal Oak	110
Apple Saddlery	330
Ombudsperson	110
The Draft	110
Laurier Office Mart	110
The House	110

FnS is our food contra place this year. We have \$125 in food credit to use throughout the year.

SILENT AUCTION

As you can see from Andrew's report, the Silent auction was a success. I did a little research online and found a good resource for organizing ourselves.

Here are a few of the points that we employed:

1. Colour Code your Sections by Value (we colour coded with matching table cloths, balloons, and bid sheets)
 - a. We had our green section (lowest value), our blue section (medium value), and our red section (highest value)
 - b. Close lowest value first, then mid-value, then highest value.
 - i. We had 2 Green lots per day, 1 Blue lot per day, and one Red lot that stayed open for both days.
2. Make your table stand out
3. Bids should start at 40% of value, and go up in 10% increments
4. Match bid sheets with great descriptions
5. Collect! Call them right after the section closed!

The tables looked really great and I'd like to keep the materials that were sourced so that we save money for next year.

The following people contributed to the auction:

Sponsor	Value of Package	Contra/Trade
Apple Saddlery - 3 x Baskets	\$305.00	3 x 1/8th pg
Ottawa International Animations Festival Pack - 2 x Baskets	\$240.00	\$120 rebate
The Draft - Hockey Tickets	\$140.00	1/8th pg
Lucas Nault Hair Studio - 2 x Baskets	\$200.00	\$300 rebate
Ottawa Little Theater - Tickets	\$148.00	\$200 rebate for tix throughout the year
Spectrasonic - 2 x Tickets to Rise Against	\$120.00	n/a
University of Ottawa Office of the Ombudsperson - 2 x Coffee Baskets	\$100.00	1/8th pg
T.A.N. Coffee - 3 x Coffee Baskets	\$100.00	1/8th pg
The Royal Oak Laurier - Gift Certificates	\$100.00	1/8th pg
Laurier Office Mart - 5 x School Supply Packs	\$100.00	1/8th pg

The Acadian House – Meal Vouchers	\$100.00	1/8th pg
Kundstadt Sports - Hat	\$25.00	n/a
Piccolo Grande Gelato – Gift Certificate	\$25.00	n/a
Cigar Emporium – Gift Certificate	\$25.00	n/a
Maxwell's Bistro and Club – Gift Certificate	\$35.00	n/a
University of Ottawa Sport Services – 2 x Sweatshirts	\$120.00	n/a
Elgin Street Diner – Gift Certificate	\$50.00	n/a
The Lieutenant's Pump – Pump Bucks	\$100.00	n/a
Dunn's Famous Deli – Gift Certificates	\$50.00	n/a
St-Louis Bar and Grill – Gift Certificate	\$50.00	n/a
Empire Grill – Gift Certificate	\$30.00	n/a

The total value of gifts that were collected totaled \$2163.00. We made just over \$1000 back. This is actually not bad since the bidding started at 40% of the listed value for each item.

Any contra deals or trades for ad space were tracked in the contra section of the spreadsheet. This is important because we have a contra cap.

I found this to be a good way to open talks with different offices and businesses, some who will advertise more later in the year.

Next year I would like to start the canvassing earlier but due to delays on the rate card and delays from the evacuation, we weren't really able to start until later in August. This type of activity requires an high level of follow up, footwork, and ad design. So it's important to start well before the 101Week rush.

It's also very important to actively sell the silent auction at the tables. Those who were there witnessed the Loudest Silent Auction which should be repeated at any 101Week Auction. This means that the V and V needs to recruit loud people like Shawn Dunn, Mico Mazza, and myself who were the Silent Auction criers essentially. I believe that this contributed to higher bids! So much so that on the third day I drove to Mico's house to get him so he and Shawn and I could sell the auction together. This should be done by all participants if possible! Michelle was a great help for the prep of the sheets and balloons and so forth the day before. Andrew was amazing in his follow up in canvassing!

WEBSITE

The website is up and running.

In other news: The PepTides are working on a full length album for CBC Radio's the Vinyl Café! There will be an entire episode dedicated to us in October. Album to be ready for sale in late November! BAAM.

And we are hoping to conclude our participation in the Big Money Shot with a win!

But we have some great competition!

Deidre Butters,

Advertising Representative

Business as usual

I am very happy to report that after a few dramatic weeks (re: the fall of the house of *Fulcrum*), things are back to normal for the editorial department. Andrew and DeeDee have set up camp in the features/executive/opinions office, so we've made space for the three displaced editors and are carrying on, business as usual. This week we'll be putting out our fifth issue of the year, on stands Sept. 20th.

101 and Clubs Week success

As made evident by the 40-odd volunteers we've had at our first two staff meetings, I think it's safe to say the *Fulcrum's* presence at 101 Week and Clubs Week was a great success. We were able to distribute our issues—and *Fulcrum* condoms, of course—to countless students, and we recruited potential volunteer writers, proofreaders, photographers, and illustrators. A few first year students reported they had read our paper after receiving it in their frosh kits and now plan to volunteer with us this year. Hats off to our volunteer and visibility coordinator, Michelle Ferguson, and Andrew for spending so many hours at the table, particularly on Mondays and Tuesdays when the editors were in production.

On the Thursday and Friday of 101 Week, we held a silent auction at our table to raise money for our trip to NASH. Thanks to DeeDee and Andrew's hard work, the silent auction was a smashing success and all of the money has already been collected. Thank you, DeeDee and Andrew!

Website launch

Thefulcrum.ca! Go look at it! Right now!

Thanks to our webmaster, Dawn Xavier-Franklin, and our online editor, Darren Sharp, our new website was officially launched last week. The new site looks fantastic and we've already received a lot of really great feedback from our readers.

Support staff ratification

Michelle Ferguson – volunteer and visibility coordinator

Victoria Dudys – proofreader

Jesse Mellot – associate news editor

Justin Labelle – staff photographer

One final note...

We will be holding the annual *Fulcrum* barbeque on Thursday, September 27th, directly following our staff meeting at 1 p.m. Feel free to stop by to meet the editors and volunteers and enjoy a hotdog/hamburger/veggie item on us.