



Fulcrum Publishing Society

Board of Directors Meeting

MINUTES

October 14, 2012

Louis Pasteur 228, 10:00 a.m.

Voting members present: Ben Mitchell, Ben Myers (Chairs), Jessica Willms (Vice President), Jonathan Rausseo, Mercedes Mueller (President), Sean Campbell, Michael Robinson (VPIC)

Ex-officio members present: Deidre Butters (Ad Rep), Kristyn Filip (EIC), Andrew Hawley (GM), Kyle Hansford (Ad Rep)

Members absent: Jaclyn Lytle

1. Opening of the meeting at 10:13 a.m.
2. Approval of the agenda
 - a. Motion to approve agenda by Mueller, seconded by Rausseo.
 - b. Motion approved.
3. Approval of the minutes
 - a. Mercedes moves to approve minutes from September 16 and 27th.
 - b. Ben seconds.
 - c. Motion carried.
4. GM Report
 - a. October was an awesome month.
 - b. No more changes to building.
 - c. Everything is in the accounting system, cheques we write are in the current date.
 - d. Credit card with wrong name, new one should be in 5-10 days.
 - e. Distribution points are great.
 - f. More RAM incoming for DeeDee's computer.
 - g. Printing company is good transition, getting all color printing.
 - h. Nash Fundraising: sponsorship is incoming.
 - i. Explore bus and train options for Andrew – NASH.
 - j. Look into ISIC card from SFUO.
 - k. Ben: Should 20 people be going?

- l. Jessie: There should be a Christmas launch party with the first glossy issue.
- m. Disclaimer: Michelle is hosting a Halloween party at her home. The Fulcrum is invited.
- n. Thank you for report Andrew.
- o. YTD budget: in line for everything except bound editions, which were higher than expected due to reprinting/binding.

5. Ad Rep Report

- a. Sales are awesome.
- b. Cork board example (see email)
- c. Property management places are interested in cork board, general interest page if we can get it full.
- d. Low readership
- e. Very high advertising input. We need to increase readership to maintain this.
- f. Media kit is going to expand to 4 pages due to increased options.
- g. Jessie: BOD needs to be placed somewhere.
- h. Talk about care under DTF during reading week.

6. President's Report

- a. Switch to new printing company is underway.
- b. This report is very similar to Andrew's report.
- c. Minutes from last year are now uploaded.
- d. Reading week: time for committees to meet.
- e. Performance review: Board approve at the meeting or over email?
- f. Jessie: send over email, and then meet in person to formally decide via special, informal meeting.
- g. Director's handbook: is incoming.

7. EIC Report

- a. Started mentorship meeting with Ottawa Citizen Matthew Pearson.
- b. Nov. 15 – meet and greet with Ottawa Citizen.
- c. Speed dating mentorship program.
- d. Open Mic night was a success, 30 people showed. Looking to have another one next semester.
- e. Revival of the media bowl: Fulcrum lost.
- f. Dawn – Webmaster is the best thing that has happened to the Fulcrum.

- g. Dawn prepared a web analytics report.
- h. Jon explained the terminology.
- i. Alex Symth is more popular than sex according to Google's search engine. (Many laughs)

8. Distribution Report

- a. It sucks and is not good.
- b. Not fantastic pick up numbers.
- c. Reassess where the stands are and which ones have minimal pick up.
- d. New FSS stands.
- e. Handing out issues physically is a good idea.
- f. Matt Conley has started the survey for his class.
- g. Switching of the printers and all colour may help to increase readership.

9. Meeting change for next meeting

- a. DeeDee has another conflict
- b. The 18th of November is contested.
- c. 5:30 Wednesday – November 21st.

10. Fulcrum Festival of Information

- a. A mini information session about issues that we talk about but don't know what they are.
- b. DeeDee run a mini 15 minute session explaining for example, "what is Contra"
- c. Attempting to make it more comprehensive but this takes longer.
- d. Ideally, we need everyone to be present. We need to pick a weekend.
- e. "This is not a Facebook party"
- f. Booked for Nov. 3, 2012. 9-5.
- g. Jon will look into it.

11. Any other business

- a. Mercedes notes this hour only took an hour and 15 minutes.

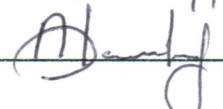
12. Adjournment

- a. Jessie motions to adjourn.
- b. Mercedes seconds.
- c. 11:30.

Name & Title: Mercedes Mueller, President

Signature & Date:  Nov. 30, 2012

Name & Title: Andrew Hawley, General Manager

Signature & Date:  Nov 30, 2012

PRESIDENT'S REPORT: NUMBER FIVE

OCTOBER 14, 2012



The last month has been relatively uneventful compared to earlier in the year. Things in the business office have been running smoothly, so there hasn't been a lot to do.

- The switch to the new printing company is underway, and the last issue with Performance Printing will be completed this week.
- The errors made in last year's books have been fixed by our accountant, and luckily they weren't too costly to fix. The books have been flipped and Andrew is preparing the necessary documents for our auditor.
- Fundraising for NASH has started in the business office.

As for board-y things:

- Minutes from last year's meetings were finally uploaded. From now on, all of our meeting documents will be stored on the Fulcrum's network, and when I get some time, I'd like to get documents from last year's meeting that Ben sent me last month on there as well.
- The reading week will be a good time for certain committees to meet. DTF will be meeting over the break to commence phase two of the operation that has yet to find a cool name. Also, for the first time, performance reviews for the general manager position need to be conducted. I think the structure of those should be designed by the policy review committee, who should be meeting over the next two weeks to create the review. I'm not sure if the board wants to approve the format at the next meeting, or if that can be done over email, but the actual performance review should be done by the end of November at the latest.



GENERAL **MANAGER** REPORT IV

TO FPS **BOARD OF DIRECTORS**

OCTOBER **14**, 2012

LOUIS-PASTEUR **228**

Greetings BOD,

It's great to be in the awesome month of October. Things have basically returned to normal business-wise after a hectic summer and early autumn. That doesn't mean things have slowed down though. Here's the latest:

OFFICE SPACE/CONDEMNATION

I recently visited with CLS director Marc Duval for NASH sponsorship purposes. During our meeting we talked about the building. He informed me that the university would not make any decisions/implement any changes to the building during the academic year, which is a great relief. In terms of the basement, he said he didn't know when repairs would begin as that's up to PRS. At the time of this report, repairs had not begun and the university had not been in contact regarding them.

FINANCIALS

As of October 12, we have \$178,014.62 in our chequing account, \$20,150.85 in our savings account, and \$20,878.28 in our GIC. This is more money than we've ever had at this time of year before, which is obviously great news. Most of the debiting this month came from payroll and regular bills plus the purchase of the new camera equipment. On the crediting side, two deposits have been made. We've had the regular influx of cheques from advertisers plus the summer student levy, which was a major deposit of nearly \$14,000.

More good news: our bookkeeper Huong completed the bank reconciliation from last year. I came in on a Saturday to input all the adjusting entries into Simply with her help over the phone. This was the last step needed to complete this process. With the reconciliation now complete, I was able to "flip" Simply Accounting into current fiscal year. All previous transactions for the summer/September have now been input into the program and we can send out cheques with the current date (as opposed to April 30,

2012). Being able to process everything into Simply has allowed me to create a year-to-date budget file which I've submitted in an excel file.

The total cost for the reconciliation and book flipping was \$607, which is actually not too bad. Normally we'll pay \$100-200 for the end-of-year bookkeeping.

CORPORATECARD

To my great relief, we finally received a credit card from TD in the mail this week. Imagine my horror then when I opened the package and took out the card only to see it have the name "FRANCIS APPELYARD" emblazoned on the front.

I immediately contacted our banker Paul Stevenson to get to the bottom of this unbelievable and unacceptable mistake on the bank's part.

He contacted VISA and it turns out there was actually a previous request from awhile ago to have a new card with Frank's name sent, so when he sent this new request the "ticket" picked up the pending action instead of the new one. They also had a problem with a discrepancy between our physical and mailing addresses, which delayed this whole process in the second place (the first one being that the initial application only had one authorized signature on it instead of all three). This process has been frustrating to say the least.

In any event, Paul assured me that the new request is going through VISA and we will not need to schedule an appointment with him and our signing authorities to sign any more papers. VISA has everything and they should be sending us the new CORRECT card with just the company's name in 5-10 business days. I won't hold my breath.

In the meantime, obviously the "new" card will be cut up and tossed into the flames of hell.

COLLECTIONS

Collections have gone pretty well so far. Because of the craziness of the 101 week silent auction, invoices for the Frosh issue were only sent out on September 10, so the thirty-day window for payment just recently passed. Most clients have paid or have indicated they will be paying soon when I followed up with them this week. Major clients with outstanding payment include: Galleria Sales, since we initially had the wrong address for them and then discovered earlier this month that we had incorrect billing info; Utan, since they told us they never received their invoice but confirmed they will pay when I sent them an electronic copy this week; and the SFUO, who have yet to pay for their advertorials but I'm confident will soon.

HR

No hiring this month has meant little activity on the HR side. Both on-campus distributors are on contract now, though one is not on payroll, as I haven't received his correct banking info yet. Devanne O'Brien now has the ombudsman email account.

DISTRIBUTION

Our distribution list has been improved again. Our old distribution box outside Café Nostalgica was recovered this month by PRS. It has been placed beside the southern stairwell entrance by the UCU. We also have a stand back at the entrance to the cafeteria as well as one in the main lobby of Fauteux Hall after I received the permission of the proper contacts.

I received approval earlier this month from the facility manager of the new FSS building to put a stand there, which is terrific news. However, she wants us to wait until the end of the month when the lobby is finished being constructed. In the mean time I'll need to speak to the DTF to determine which of our black stands should be moved there. Also, I'm waiting to hear from Erin Cochrane of T.A.N. Coffee before putting a stand there.

Our distributors have consistently completed their distribution reports. The numbers, as you'll see in the attached report, have not been reassuring however. The DTF will need to meet to discuss this as well. DeeDee suggested we should consider handing out issues in high-traffic areas once a week.

SOFTWARE

Martin from Ottawa Tech Support will drop by on Wednesday to install the new RAM into DeeDee's computer while looking at "saving problems" we are both experiencing. Otherwise things have been good.

EQUIPMENT/SUPPLIES

Thanks to Board member Jonathan Rausseo for putting us in touch with PRS and the university's used furniture warehouse out on Belfast Road. News Editor Andrew Ikeman went in late September and picked up two office chairs, a workstation for the Associate News Editor, and a lockable storage cabinet for all our technology assets (cameras and accessories). It was great to obtain and install all of this at no cost. The storage cabinet is now in the EIC office for security purposes. Kristyn, Kyle, Art Director Mathias MacPhee, and I have the keys to unlock it.

PRINTINGCOMPANY

We've been counting down with excitement to November 1, when our first all-color issue from new printer Transcontinental will be on stands. Production Manager Kyle Hansford informed our rep at Performance Printing, Barry Evans, about the switch. Barry was curious as to the reasons for our leaving Performance and we explained. The transition has gone very well due to the time allotted for both sides to prepare for the switch. We had a conference call with TC earlier this month to sort out some of the details. They provided us with a kickass list of nearly a dozen contacts to reach on their end, including

a person who deals specifically with color. We can't wait.

In the meantime, an error from last year may mean we can save printing money this year. I received an accounts receivable statement from Performance recently, which seemed to indicate that we have a credit with them for \$3,676.05. This is because (and I confirmed this by checking last year's records) we were actually invoiced twice last year for the final issue, and paid for both. One of those invoices was for \$3,676.05. Barry is currently looking into this and will confirm with me if we indeed have the credit. If so, we plan on using it for our last issue with Performance Printing.

AUDIT

Now that the bank reconciliation and year-end has been completed, the audit for last fiscal year can begin soon. I have a small list of to-do tasks from Huong and once I get those done I will be able to send our auditors all the necessary financial documentation from last year. Also on the topic of audits, all of the corporation's previous audits are now up again and accessible on the Fulcrum website. The BOD directory has also been updated.

NASHFUNDRAISING

This has taken up most of time recently but it's off to a good start. Eight sponsorship letters were prepared initially. They were sent off to the university's Alumni Association, the *Ottawa Citizen*, and the Canadian Association of Journalists. Sadly, the Alumni Association will not be donating this year due to budget constraints.

On the plus side, my meeting with Marc Duval of CLS went very well as they have confirmed sponsorship for \$700 this year, which is an increase from last year. I also received affirmation from Rachel Ouelette of the Office of the VP Academic that they will be sponsoring as well. This is terrific news as their office has routinely been our largest donor by far in the past. I am very appreciative of the support.

Ottawa Tech Support donated last year and I will provide a letter to Martin when he comes in this week. As well, I have sponsorship appointments scheduled this week with the U of O Archives as well as the SFUO. Hopefully they go well.

I recently registered the FPS online with Grants Ontario under the provincial government. I'm not sure if this will be successful (or how large the grant will be if we receive one), but once I gather all the necessary information to submit, our small business grant application will be complete. Also, I've spoken to our Webmaster, Dawn Xavier-Franklin, about getting a PayPal button installed on the new Fulcrum website. She's already looked into it and sent me all the info, so if all goes well this could be up and running on our site before reading week, which would be fantastic.

Now, enough about potential revenue. What about costs? I recently looked into that as well. Greyhound, Porter, and Westjet all got back to me with quotes for a delegation of 20 people travelling to Toronto on Wednesday and returning Monday. Porter seems to

have the best value, as per person flight tickets come to \$221 (including taxes and all fees). When adding up these costs and considering our budget line plus fundraising efforts so far, it seems like NASH will be very affordable this year and sending 20 delegates shouldn't be a problem financially.

In the meantime, Volunteer & Visibility Coordinator Michelle Ferguson is running fundraising efforts through Fulcrum open mike nights.

If the Board has any fundraising ideas/initiatives, please contact me!

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 = \$77080.71

011-12 Comparison:

Summer Issue = \$2658.75

Frosh Issue = \$9631.41

Sept 6th = \$5337.75

Sept 13nd = \$3888.25

Sept 20th = \$2769.50

Sept 27th = \$3928.00

Oct 4th = \$2705.00

Oct 11th = \$4109.25

Oct 18th = \$8120.91

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

Oct 6th = \$2964.78

Oct 13th = \$3627.03

Oct 20th = \$4579.78

Total = \$43148.82

Average \$/Issue= \$4794.31

Total = \$36060.13

Average \$/issue= \$4507.52

So, as you can see, sales are going exceptionally well. It could be because of the \$10,000 from contra but usually we are not doing quite as well as this even without it.

CFS

MediaPlus- Open House

Aficionado Studios*

Venus Envy

Real Sports Inc.

Spa Junkie

Malabar

BSL Live Rush

CD-ASDM12-0152

VCCL12-0149

CD-Bronfman

Fifty Strategy & Creative

CD-CommonLaw

BSL Live Rush2

BSL NAC DANCE

Community Legal Clinic

City of Ottawa - Garbage

WBK Boxing*

Premier Moisson

People of note here are WBK Boxing who is new this year. He says that he is in for the year which is great – except that it is very important that people see his flyers because he is tracking how many clients he gets from Fulcrum advertising. Communications Directorate just came in with a whopping \$8288.00 all at once in two different contracts – one of which is actually Community Life Services. Food Services is also finally on board to promote Premier Moisson.

Really, all I have to say is that we are doing very well and will hopefully continue to do well.

CORK PAGE

Kyle and Kristin and I were talking about using page 3 in a different way. We've decided to do an experiment called CORK (it is styled after a cork board – see attached) which will be a job/off campus housing/services page. So far I have some spaces filled (one month of ads from Sage Youth, and a few bites otherwise) but it is very much in progress. If we can get great stuff there we can perhaps have another Distractions type page.

The prices are as follows:

60\$/ 1 Week

100\$/ 2 Weeks

160\$/ 4 Weeks

25% Off your CORK Post when combined with any other ad.

I may have a sale coming from Sleepwell Property management – he is hesitating, but I will see what will happen.

CARE ABOUT YOUR CAMPUS

So, as you have probably heard from Andrew's reports, readers are still not picking us up yet. We are changing printers and generally always working to build or brand on campus, but we are not putting issues in hands. Care About Your Campus is an initiative that I'd like to see happen initiated by me and generally supported by EIC and Production Manager (Kristyn and Kyle have yet to pursue this plan with them, but my fingers are crossed). My feeling is that we are really needing to create a culture of THURSDAY = FULCRUM on campus. In my years in cosmetics I know that if I go out and recruit and give people samples, they are much more likely to become a client. I feel that if we sent out 6-8 people each week with 3-5 bundles and just put them around in common areas and stood in high traffic areas giving them out, we may be able to see positively impact our readership stats. We would manage where we would take the bundles from so that we can track all other stands to see if this activity makes any impact. I feel strongly that we should be doing this in addition to

the other things that are already in progress on.

MEDIA KIT

I realized recently that the Media Kit is going to need to be expanded to 4 pages given that we have Glossy and regular priority, and new colour, and also regular information. So, of course I started the process by freshening up the top page. The rest is in progress since it takes a while to figure out how all the information should relate to everything else. I hope to have it finished by early next week so I can send it out.

Deidre Butters,

Advertising Representative

Mentorship program

We have officially begun our mentorship program with *Ottawa Citizen* staff writer Matthew Pearson, as he came to meet with us this past Wednesday night. Matthew came armed with handouts for us to keep and resources for us to borrow, and he gave us what could be called a crash course on Journalism 101. He talked about pitching stories to publications, libel, story forms, and tips and tricks of the trade.

Needless to say, Matthew gave us a lot of information in a short amount of time, so we're looking forward to having him back to lead more in-depth seminars. Matthew took a few of our recent issues home with him and is going to come to our next meeting with notes on improving our columns, articles, and layout.

Ottawa Citizen meet & greet

CUP's mentorship coordinator Katherine Lapointe and I have been planning a meet and greet for the *Fulcrum's* editorial board and reporters at the *Citizen*. The purpose of the meet and greet is to match each *Fulcrum* editor to a writer at the *Citizen*, who will then act as a mentor to that editor for the rest of the year. The event is scheduled for Thursday, November 15th and will take place at the *Ottawa Citizen's* conference room.

Fundraising/staff appreciation events: Open mic night and the Halloween party

On Friday, October 12th, the *Fulcrum* is hosting an open mic night. Two weeks ago we posted a sign-up sheet for performers and each time slot has been filled by guitarists, singers, and even a slam poet. We will be providing the crowd with coffee, tea, and pastries. The cost is \$3 per person and all money raised will go to help lower the cost of our NASH trip. Thank you to volunteer and visibility coordinator Michelle Ferguson for planning the event.

Michelle is also hosting a Halloween party at her home on November 2nd. She has invited the ed board, support staff, and our volunteers. Members of the BOD are welcome too!

Although the party isn't directly hosted by the *Fulcrum*, nor is it a kegger, we feel it will still keep the *Fulcrum* Halloween party tradition alive.

Revival of the Media Bowl

On Saturday, October 13th, the editors of the *Fulcrum* will be facing off against *La Rotonde's* editorial board in an epic battle of the ages: the Media Bowl. We have tie-dyed team shirts and an insatiable desire to reclaim the trophy that has been gathering dust in our competition's office for far too long.

Report from webmaster Dawn

See attached

WEB ANALYTICS REPORT - thefulcrum.ca

18 September 2012 to 9 October 2012

Overview

The Fulcrum's redesigned website was launched in early September 2012. Its new modern design includes many of the editorial team's requests for specific additions to encourage reader interaction and social media activity from new and returning site visitors. The site's current functionality includes rich content including:

- AddThis social media "share and follow" buttons to help published content "go viral",
- Related article links to keep visitors interested and on the site longer,
- An interactive event calendar, and
- Reader comment forms accessible via social media user logins.

In the last version of the website, tracking data seemed to be incomplete. Google Webmaster Tools were in place for "www.thefulcrum.ca" but not for "thefulcrum.ca" (Google treats these as two separate items). As of September 18, the redesigned version of the website now includes both Google Analytics tracking data and AddThis tracking data configured for "thefulcrum.ca". This web analytics report includes analysis and recommendations based on the following web metrics:

- 1 **Unique Visits:** The number of estimated individual visitors to the website, counted only once.
- 2 **Traffic Sources:** (Direct, Referral and Search Engine)
 - Visitors arrive directly via browser-typed address or via bookmark link.
 - Visitors are referred via links on other sites, improving Google's ranking of our site.
 - Visitors arrive via search result links.
- 3 **Top Social Network Sources**
- 4 **Unique Pageviews:** Estimated number of pages that have been seen the most, not including repeat visits.
- 5 **Top Unique Pageviews:** These are the top 5 pages requested from the server during individual visits to the site.
- 6 **Pages / Visit:** The number of pageviews divided by the number of visits.
- 7 **Top Google Search Queries:** Top searches that bring visitors via Google.
- 8 **Average time onsite:** Time duration of a visitor's website session.
- 9 **Top Entry Pages:** Top pages used by visitors to enter the website.
- 10 **Bounce Rate:** The percentage of single page visits where visitors left the site via the page they entered.

WHAT OTHER PAPERS ARE DOING

Since this is a benchmarking stage, we might benefit from seeing what is already being achieved and promoted by other Canadian University Press newspapers that have a similar print circulation and also feature an online web presence:

The Manitoban (<http://www.themanitoban.com/>), the University of Manitoba's student newspaper has:

- a print circulation of 10,000 between September and April,
- roughly 27,000 website pageviews every month according to its [2012-13 Media Kit](#)
- serves 24,948 undergraduates and 3,387 postgraduates
(source: Wikipedia page on the U of Manitoba)

The Gateway (<http://www.thegatewayonline.ca/>), the University of Alberta's student newspaper has:

- a print circulation of between 7,000 and 10,000,
- 10,652 weekly visits, including 7,154 "individual" visitors according to it [posted Media Kit](#)
- nearly 55,000 visitors a month.
(source: http://www.thegatewayonline.ca/files/gateway_mediakit_20112012_hires.pdf)

NEXT STEPS

Once we have a little more data and take a closer look at the emerging patterns, it will be helpful to see if there are specific scenarios (pages, traffic sources, keywords that visitors followed to enter the site) that consistently return higher bounce rates. These pages will be flagged in later web metric reports.