

# Fulcrum Publishing Society Board of Directors Meeting MINUTES

# November 21, 2012

Fulcrum office, 5:30 p.m.

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

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

Members absent: Jaclyn Lytle, Sean Campbell, Ben Myers (Chair)

- 1. Opening of the meeting at 5:45 p.m.
- 2. Approval of the agenda
- 3. Approval of the minutes
  - a. Motion by Mercedes, Seconded by Ben.
- 4. President's report
  - a. Fulcrum's Festival of Informations: retreat was a legit success.
    - i. Thanks for those who attended; Ben had the idea, woot.
    - ii. Discussed the future of the organization, things to work on.
    - iii. Next event: weekend after Nash. An afternoon event. (Sunday) w/Brunch.
  - b. NASH: schedule conflicts with our January board meeting. Change yes/no. Jessie says we should change it. Kristyn: after Nash. 16<sup>th</sup> January around 5pm. Meeting change.
  - c. Ed Board/NASH Delegates: Apply!
  - d. DTF met during reading week.
  - e. Policy committee: approval of evaluation. Send comments over email. Performance reviews of GM/Ad Rep in January. Jon joins from the board.
  - f. Business: switch to TC has been good. Paper looks great. We got a printing credit from an error. Andrew will talk about that.
  - g. Distribution stuff: reworked D. list, new D. equipment.
  - h. Past GM Danielle gave herself \$500. We need to start paying attention for what stuff is signed to, needs to be authorized.

- i. Next couple of month: DTF is going to meet in December, how the stand update has went, performance reviews for Business department, finance committee: Matt Conley's contra report – meet in January to see if there any changes to make to the composition of contra in the New Year.
- j. M. says DeeDee is on the Finance committee.
- k. Jessie moves to Andrew.

# 5. General manager's report

- a. No changes made to the basement but all cleaned now.
- b. Extra recycling bins for the basement now at the F. Thanks Jon.
- c. University sent employees to check the building. The back fire escape is usable, back parking lot is open, and basement fire escape is condemned. Unknown when/if those repairs will happen.
- d. Financial: payroll and printing have been the main debiting culprits.
  - We have not received the fall student levy yet. Left message with SFUO accountant (chief) this week.
  - ii. Past GM did not pay commission on DeeDee's contra work.
  - iii. Outstanding pay amount without factoring last year Contra: 5000 in commission that is owed. Not accounted in budget.
  - iv. DeeDee would like to review to make sure her commission is being processed properly.
  - v. Jessie: should the board ensure the accuracy?
  - vi. Jon: a lot of work, and double-checking.
- e. New Credit Card application has been sent to the bank.
- f. Collections have gone well. 38 000 collected this year represents 40% of sales to date.
- g. Laurier station northbound distribution box replaced (vandalized, dirty, broken).
- h. Got approval from MRT move large black stand out of there.
- Software: improved things on DeeDees computer. May have to get her connected via Ethernet.
  - i. Look at upgrading Microsoft Office to '11 for Mac.
- j. Permanent Supplies: new business cards. Thanks Kyle.
- k. Dolley / Maga-Hand truck
- I. Printing: yes, they paid twice last year for the final issue, so we have a credit. We used it last issue. Cost 193 dollars.

- m. New Printer: Now had 4 issues. TC: transition is smooth. DeeDee made a few adjustments to paper type. Changes occurred without trouble. Print quality is great.
  - i. Innovative cork page is great.
  - ii. Further benefit: consistently delivers paper between 12-1 on Wednesdays. Distribution can be earlier in the day now.
  - iii. Everything has gone to plan.
- n. Audit has occurred for last year's fiscal year. Auditors have all the information and should be finished by the New Year.
- o. As of Monday, no GAESED response to sponsoring yet. SFUO will be sponsoring the same as last year. Archives will not be donating. Still have to go to Office President. Never heard back from Citizen or the Canadian Association of Journalists. \$6293.94 is the amount fundraised so far. Only 1 donation via paypal donation button. We were able to save 1000 dollars for conference costs though.
- p. 550 per delegate is hotel + conference cost. Delegates would pay 185 for everything, with SFUO: 110 dollars per delegate before other potential sponsors.
- q. Mercedes: bad news about fundraising: if the budget is set for 17 000, how can you make up 11 000 fundraising dollars?
  - i. Andrew: Without the grants we thought we'd get, we can't, really.
  - ii. Mercedes: we are fucked by \$10 000.
- r. Launch Party: Campus Community Themed. Fulc Yeah. Local food, drink artwork and music. Delayed until late in January.
- s. Small outline: collections is the main task along working with DTF master plan, finalizing dates for January party, in touch with auditors to make sure everything is going well on their end.
- t. No questions, move to EIC.
- u. YTD: payments arriving end of month.
  - i. Focus on bad debt is a priority and it is a big line in the budget.
  - ii. 35 000 in local
  - iii. We have half of the national advertising revenue projected at this time
- v. Reimbursement of cheques from a few years ago.
- w. Capital assets: camera equipment

- x. Employee appreciation is low.
- y. Internet is right on target.
- z. Parking we've tapped out.
- aa. We are doing good staying in the lines.

# 6. Editor-in-chief's report

- a. No drama at the Halloween party. Thank you Jessie and Michelle.
- Big thing: care about your campus campaign. It is fun and is going well.
   Going to encourage Ed Board.
- c. Meet and greet with Ottawa Citizen. There was a lot of food.
  - i. Mini Seminars.
  - ii. Tour of the newsroom.
- d. Fulcrum Christmas Staff party on December  $5^{th}$ , 2012.
- e. Webmaster: 11 074 total visits. Busiest day was October 18<sup>th</sup>. Top Social network source was Facebook.

# 7. Advertising representative's report

- a. 93 000 sold so far
- b. American Apparel is a client.
  - i. They are submitting really late.
- c. People like cork.
- d. Media Kit is completed.
  - i. A lot of different options.
- e. University of Ottawa Health Services has expanded their colour.
- f. Subsidize training for Algonquin College course in graphic design.
  - i. DeeDee will be sending out an email.

## 8. Distribution

- Mueller: In October, DTF met and went over members, and divided up tasks.
- b. Care about your campus is really working out.
  - i. Kristyn and Kyle are the champions of it.
- c. Launch Party: for visibility sake, good idea to increase presence on campus. Same objective.
- d. Which stands are getting between 10 and 0 percent pick up. Master list is torn up.
- e. We will need to order more stands, through distribution line, M. approved.

- f. New small wire racks (we only have 4, and had closer to a dozen years ago).
  - i. More stands with fewer issues. More often you see them.
- g. Newspaper stand company cannot deliver until they have our credit card information.
- h. No Wilbrod coffee/Laundromat location.
- i. Averaged 32% this Fall.
- j. New stands may increase pick up.
- k. Care about your campus drives us up a bit.

# 9. Any other business

a. Board members going to Nash.

# Adjournment

b. Jessie moves to adjourn meeting, Ben seconds at 7:50 pm.

Name & Title:	Mercedes muell	er, Prosident
Signature & Da		Jon. 31, 2013
Name & Title:	Andrew Hawley	General Manager
Signature & Da	ite: Hampf	Jan 31, 2013

# PRESIDENT'S REPORT: NUMBER SIX

#### **NOVEMBER 21, 2012**



#### BOD FESTIVAL OF INFORMATIONS

The Fulcrum's first-ever Festival of Informations was a great success. I want to thank Ben 1, Ben 2, Jon, Jessie, and Sean for being there, and Ben 1 for the idea and organization. We discussed a lot of important things related to policy, inter-board relations, employee conduct, and the future of the organization, and I think that our meeting gave the BOD committees a lot to think about and work on over the next few months.

Next on the agenda of informationz and learningz for the BOD will be organizing a time for us all to meet in January to do some long-term planning for the organization. I think we should rehash some of the things we discussed at the festival, and then we should discuss long-term problems and goals. I would like to set this tentatively for January 19 or

#### MEETING CHANGE?

Looking at the meeting schedule for January, the meeting is scheduled for the 13th, which conflicts with the last day of the national conference. Should we change it?

#### NASH

Speaking of NASH, the editorial board is now taking applications for delegates to NASH 75. They are due November 26. There haven't been very many board or business department members attend in the past, but I hope people from both departments apply. Andrew Hawley and Matt Conley from the BOD went last year, and I think they got a lot of valuable information and insight from the five-day conference that was relevant to both departments. So, apply! And if any board members have any questions about the conference or application process, let me know.

#### DTF: UPDATES

The Distribution Task Force had a great meeting over reading week to discuss the progress the committee had made so far, and also to outline our goals for the next few months. Andrew and I are going to discuss that meeting, and some of the things we've been working on over the past few weeks.

#### PRC: UPDATES

The Policy Review Committee also met a few weeks ago to brainstorm some ideas for the upcoming performance reviews for the general manager. I've drafted a review guide, and I will present it to the board at the end of this meeting.

#### BUSINESS-Y THINGS

Things have been running smoothly in the business department, which is always good. The switch to TC went well, and Andrew has reported no problems with the new company thus far. We got a printing credit from last year because of an error—yay!—and that will help minimize printing costs for this year. Distribution tasks have been handled, including

replacing an outdoor box, ordering new stands, reworking the distribution list, and getting some new distribution equipment. Andrew's told me collections are going well.

In the process of getting ready for this year's audit, Andrew discovered that ex-GM Danielle Vicha had written herself a cheque for \$500 for her cell phone—something that is not included in the 2011–12 budget. I've contacted Danielle asking for a reimbursement, but based on emails of a similar nature sent earlier this year, I am not expecting a response. This is unfortunate because outgoing VP Devanne O'Brien approved the cheque. In the future, I think signing authorities need to be more aware of what cheques they are signing.

#### OVER THE NEXT TWO MONTHS...

- > DTF will have one last meeting in December.
- Performance reviews for the business department will be conducted in December.
- The Finance Committee needs to meet to review the contra report from last year, and recommend any changes for the 2013–14 publishing year.



# GENERALMANAGER REPORTV

## TO FPS BOARDOFDIRECTORS

NOVEMBER21, 2012 FULCRUMHQ

# Greetings BOD,

Welcome back to the *Fulcrum* basement! As you can see it's still a bit of a junkyard, but at least the conference table is usable once again. Here's the latest from the business world:

#### OFFICESPACE/CONDEMNATION

Late in October and early in November some university employees came in to inspect the building. The back fire escape on the main floor is now usable. This has allowed them to open the back end of the parking lot as well. However, the fire escape in the basement is still condemned and this is the area of concern. I was told when they came in that they were drafting an estimate for repair costs. At this time it's unknown when and if those repairs will begin. I'm guessing that our current office arrangement will have to be maintained until the end of the publishing year.

Thanks to board member Jon for letting me know how to conduct a mega recycling effort with the university's help. Two years' worth of stacks of old issues were finally recycled this week, allowing us to use the conference table once again. This year's issues are being stored on our shelves located on the main floor and in the basement.

# **FINANCIALS**

As of November 19, we have \$156,223.56 in our chequing account, \$20,152.07 in our savings account, and \$20,878.29 in our GIC. Payroll and printing have been the main debiting culprits. Awesome-looking business cards were purchased as well. On the crediting side, two deposits have been made this month comprised exclusively of fundraising and advertising dollars. Surprisingly, we have not yet received the fall student levy. I left a message with the SFUO's Chief Accountant seeking an update on that.

Earlier last month, DeeDee and discovered that last year's GM never paid out commission to her properly. Over a dozen clients were classified as "old" rather than "new" advertisers (which amounts to a 10% difference in commission pay out), and ex-GM also never correctly calculated commission for sales after target was met (which amounts to 35% payout). DeeDee looked over the deposit book and I have since compiled a list with the outstanding pay out amount. I'll have to double check the numbers, but without factoring last year's contra yet (needs to be calculated), the commission owed is currently over \$5,000.

# CORPORATECARD

The three signing authorities of the corporation signed off on the "new" credit card application form 10 days ago and I dropped it off at the bank. Our "real" card "should" be on the way in the next week or two. It had not arrived as of Monday. We will need it to process certain transactions at the end of the month (stands purchase, NASH).

#### COLLECTIONS

Collections have gone well so far. DeeDee and I have consistently sent out invoices shortly after the release of each issue. As of Monday we had collected a little over \$35,000 on the year. Attached is a sheet that details the list and status of outstanding payments.

#### HR

Both on-campus distributors are on payroll now. That's pretty much it.

#### DISTRIBUTION

Our distribution list has been adjusted again. We now have a stand at T.A.N. coffee! Also, our awful, beat up distribution box at Laurier station was brought in and replaced with a much cleaner, usable one.

As of Monday, I had approval from the Morisset facility manager to move our large black stand out. To move it, I'll need to file a work order with the university. This is the display that's headed to FSS. I'm just waiting on a meeting with Helene St. Laurent to determine the best spot (I have one in mind).

Our distributors have continued to complete their reports. Attached is the pickup report, which contains the numbers and some observations. The DTF met earlier this month and Mercedes outlined a master plan for the year. We'll talk about this more in detail later in the meeting.

#### **SOFTWARE**

Martin from Ottawa Tech Support installed new RAM into DeeDee's computer earlier this month. It seems to have generally improved things, though there are still slow downs. I think part of this may be due to her wireless connection to the network. Also, I had a problem with excel files earlier this week. It may be time to upgrade to Office '11, though we can wait until late December/next semester to consider that.

# **EQUIPMENT**/SUPPLIES

As mentioned previously, we now have business cards thanks to Kyle, and they look great. We also have a new "mega hand truck," which replaces an older one that has a seized up wheel.

# **PRINTING**COMPANY

At the time of this meeting, we'll have had four issues produced by new printing company Transcontinental. Overall, the transition has been pretty smooth. Kyle had to

learn a new web order entry system and he and DeeDee have had to make some adjustments to the new paper type (color specifics such as brightness, gradient) but the change has occurred without too much trouble. Most importantly, print quality has been pretty great so far. DeeDee's innovative "Cork" on page three has also been a terrific boost. The product overall has never looked better.

As a further benefit, TC has consistently delivered the paper between 12 and 1 on Wednesdays, reliability which has been appreciated. This allows us to see an issue right away and distribution to begin sooner. Invoices we've received have reflected the same prices we were quoted back in September.

# AUDIT

The audit for last fiscal year has begun! Thanks to DeeDee for delivering our financial documentation package to our auditors in the city's west end. They have all the information they requested so it should be a straightforward process. As long as there are no delays, they should be finished by the New Year.

# **NASH**FUNDRAISING

As of Monday, I had not heard yet from the SFUO or GSAED whether they would be sponsoring us. Given their previous support historically, I would be very surprised if they were not. I was also waiting to hear back from Ottawa Tech Support and the U of O Archives. This week I'll be dropping off a sponsorship letter with the U of O's Office of the President, as EIC Kristyn has cultivated great relations with Mr. Rock this year. Unfortunately, I never heard back from the Canadian Association of Journalists or the *Ottawa Citizen*, despite follow-ups.

As of Monday, fundraising total sat at \$4,793.94, pending further sponsorship. We only received one donation via the Pay Pal button on our website, which is slightly disappointing. However, we were able to save \$1,000 in conference expenses. I registered 20 delegates for NASH before the early bird rate deadline at the end of October, which reduces the conference fee by \$50/delegate. CUP said it was ok to register 20 names for the deadline and then change them later, once we have our final list of delegates.

Without including travel, this lowers the cost to \$550/delegate, or \$11,000 for the group. This cost would be covered by our current NASH expense line and fundraising (\$12,293). With the latest quote I received from Porter airlines, delegates would have to pay \$185 for everything. If we can confirm support from the SFUO similar to previous years, that will be reduced to \$110 per delegate.

# **LAUNCH**PARTY

At the end of a DTF meeting late last month, we sort of spontaneously came up with having a campus/community-themed *Fulcrum* launch party for early December. Kyle and I came up with the event title of "*Fulc ya!* At the centre of the student campus community." The party was meant to be the launch for our new glossy product and also center on the paper's role as the fulcrum of the community. Local food, drink, artwork, and music (featured in our paper) would be involved. Board member Jessie created a long list of potential local bands that could provide entertainment.

Unfortunately, this party will have to be delayed until late January. It took forever to finally reach the manager of 1848, and when I did, I was told that we would not be allowed to bring in our own food or drink. Also, the only date they had available was December 8, whereas we were aiming for the 6<sup>th</sup> or 7<sup>th</sup>.

Kyle and I decided that it would be worthwhile to delay the event and find out if the university had a better venue for this. I'll be contacting them in the coming days to find our more about event hosting and specifically venues that can accommodate music as well as our own food and beverage supply.

# UNTIL**NEXT**YEAR

Given that this will (fingers crossed!) be our last meeting until January, I thought I would just provide a small outline of the duties I will be focusing on until then.

Collections will be the main task, along with working with the DTF to implement parts of Mercedes' master plan. Final NASH stuff will also have to be taken care of. Further work towards our late January party and March meet & greet fundraiser will also take place. I hope to have both those event dates finalized by our next meeting. Meanwhile, I'll be in touch with the auditors to make sure that process is going well.

And that's how we handled the mean green this month. Feel free to contact me at manager@thefulcrum.ca.

Cheers.

Andrew

# ADVERTISING REPRESENTATIVE'S REPORT

# MAY 13<sup>TH</sup>, 2012

# SALES

Sales total = \$92669.51

# 011-12 Comparison:

Summer Issue = \$2658.75		Summer Issue = \$1,813.00	
Frosh Issue	= \$9631.41	Frosh Issue	= \$8,750.00
Sept 6th	= \$5337.75	Sept 15th	= \$4,983.66
Sept 13 <sup>nd</sup>	= \$3888.25	Sept 22 <sup>nd</sup>	= \$5,333.44
Sept 20 <sup>th</sup>	= \$2769.50	Sept 29 <sup>th</sup>	= \$4,008.44
Sept 27 <sup>th</sup>	=\$3928.00	Oct 6 <sup>th</sup>	= \$2964.78
Oct 4 <sup>th</sup>	=\$2705.00	Oct 13 <sup>th</sup>	= \$3627.03
Oct 11 <sup>th</sup>	=\$4109.25	Oct 20 <sup>th</sup>	= \$4579.78
Oct 18th	=\$8120.91	November 7 <sup>th</sup>	=\$3,189.03
Nov 1 <sup>st</sup>	=\$4929.25	November 10 <sup>t</sup>	
Nov 8 <sup>th</sup>	=\$3382.00	November 17 <sup>t</sup>	
Nov 15 <sup>th</sup>	=\$3703.75		42,207170

Total = \$55163.82

Average \$/Issue= \$4596.99

Total = \$44231.72

Average \$/issue= \$4021.07

We are so far ahead this year! It's awesome.

New contracts:

CD-FAFS

Urban Well

Paramount Apts

Sage Youth

Carleton Dept of French

CD-AVSS12-0183 AD-uOcal

University of Leicester

Right Choice Resumes

American Apparel

First Church of Christ Scientist

StellaLuna

Timbercreek

Timbercreek2

American Apparel 2

Belair Direct

Of note in the above list is of course American Apparel who have so far placed \$4900.00. Belair Direct has placed \$2460.

#### **CORK PAGE**

The Cork page has been successful so far. Every advertiser that I've shown it to thinks it's a really good idea. It seems to be a product that sells itself. So far we have made \$1620 on the page. Cork advertisers so far include:

Urban Well
Paramount Apts
Sage Youth
Right Choice Resumes
Timbercreek
Timbercreek2
Elizabeth Yeh

Timbercreek actually signed contracts for 3 Cork posts for the whole year but they are waffling and would like a 2 month trial period. So that reduced number is what has been reflected in the sales total.

We have also been able to give some space to Muggy Mondays, the Free Store, the

Distress Centre, and Salvation Army. Included in this page is also an editorial cartoon.

# CARE ABOUT YOUR CAMPUS

Care about your campus is going very well. Each week a group of between 2 and 6 people has gone out to set papers around the campus. Kristyn and Kyle have championed this so you'll hear more in the EIC report. Editors, Andrew and myself go out on Thursdays after the staff meeting.

#### MEDIA KIT

The media kit is finished. FINALLY. We got it printed at Merriam Print and it look amazing. This document is massive. Currently I am working on getting it down in size for attaching in emails. The plan is to send a new media kit and newspaper to all existing clients (and some new ones) then to resend a glossy issue when those come in.

# READERSHIP SURVEY

The readership is now on its way to being completed. We have run a ½ pg ad last week and are running another this week as well as an online ad. Matt will keep us informed as to how it is going.

#### IN OTHER NEWS

In other news: The PepTides are doing one last evening of For Those Who Hate (our award winning show) before we move on to new material in the new year. So, y'all should come to our show November 24<sup>th</sup> at Irene's Pub for the last chance to catch our original post-apocalyptic-madmen-dance-party.

Deidre Butters,

Advertising Representative

# Editor-in-Chief's report

# No drama at the Halloween party

I'm happy to report that the *Fulcrum*-Halloween-party-that-wasn't-actually-a-*Fulcrum*-Halloween-party went off without a hitch this year. Everyone had a fantastic time and no one was slapped with an eviction notice and/or noise complaint ticket, so I'd say it was a successful night indeed. Huge thanks to our volunteer & visibility coordinator Michelle Ferguson and BOD member Jessie Willms for being such gracious hosts.

# "Care about your campus" campaign

The ed board, business department, and a few dedicated volunteers have begun to implement the "Care about your campus" campaign devised by the divine DeeDee Butters. The goal of the campaign is to increase readership and visibility on campus by placing issues of the *Fulcrum* directly into the hands of our audience.

Every Thursday after our staff meeting, we head out onto campus and distribute issues to students in the cafeteria, the university centre, residences, and the Faculty of Social Sciences building. We place issues on tables and on other paper-friendly surfaces\* in hopes that students will pick them up and become dedicated readers.

As we initiated the "Care about your campus" campaign approximately four weeks ago, it's too soon to determine whether the effort has yielded results. Watch this space.

# Meet & greet at the Ottawa Citizen

On Thursday, Nov. 15, the editors and a few volunteers travelled to the *Ottawa Citizen* offices for a meet and greet event. We were treated to workshops led by *Citizen* reporters about ethics in journalism, improving interview skills, and editing. We were also given a tour of the newsroom and a lot of delicious snacks and beverages. Several of the reporters have signed up to act as mentors to the *Fulcrum* editors, so with the help of Katherine LaPointe (the mentorship coordinator at CUP), we will begin to match our editors to *Citizen* mentors in the near future.

# Mentorship program with *Citizen* journalist continues

Speaking of mentors, the *Fulcrum* staff's very own *Citizen* mentor Matthew Pearson will be returning to our office next Wednesday, Nov. 28. Matthew and I have yet to discuss in detail what he'll be speaking about that night, but I think it's safe to say his talk will relate to journalism.

# Webmaster's report

See attached

<sup>\*</sup>Paper-friendly surfaces include desks, bus seats, student lounge benches, students' laps, counters, bathroom counters, all counters

# WEB ANALYTICS REPORT - thefulcrum.ca

October 2012

# Overview

The Fulcrum's last web analytics report focussed on results between 18 September 2012 and 9 October 2012. This report examines activity for the entire month of October 2012. 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.