

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, May 27th, 2018
141 Louis Pasteur, 10:30 a.m. - 1:02 p.m.
Meeting #12 2017-2018 Publishing Year

Present: Kate Murray, Anchal Sharma (ex-officio), Jonathan Rausseo, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio), Raghad Sheikh-Khalil, Marguerite Gollish

Partially Present:

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

M. Gollish opened the meeting at 10:45 a.m.

2. Approval of Agenda

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

3. Approval of April Minutes

J. Rausseo motioned to approve April's meeting minutes. K. Murray seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

J. Rausseo presented the standing actions list and made the necessary changes.

5. General Manager

D. Ghosn began his report by reviewing the *Fulcrum's* current financial numbers.

D. Ghosn informed the Board that he spoke with one of his contacts who is interested in serving as the ombudsperson. K. Murray added that she was in touch with him and that he'll be attending the next Board meeting to present his candidacy. J. Rausseo wondered if the Board could look into using the term "ombudsperson" instead of "ombudsman."

D. Ghosn explained that he and Anchal have been working on Editorial Board hiring with the help of Eric and Christine. He stated that they'll hopefully be done within the next few weeks.

D. Ghosn noted that he's been contacting clients about reconciliation for those who have yet to pay overdue notices, and that some clients have been asking for proof. J. Rausseo wondered what the *Fulcrum's* proof of an ad will be when the *Fulcrum* moves online. Both D. Ghosn and K. Bobal suggested that a screen grab can be used. K. Bobal added that he sends a contract right away with screenshots.

D. Ghosn indicated that he spoke with someone about coming in to transfer everything from the old computers to the new ones and to ensure that things are set-up properly, but since the Board changed our minds about the purchase date of the computers, he won't be coming in this month to do it. J. Rausseo wondered what the process of keeping old files is. He added that it would be a good idea to figure one out, suggesting that we could potentially use a dropbox folder. R. Sheikh-Khalil stated that it would also be a good idea to agree to a naming convention so that things are all saved the same way.

6. Advertising Representative

K. Bobal announced that the Embassy of Japan is continuing online ad sales until mid-June.

K. Bobal explained that he and D. Ghosn have been dealing with any payments that have not yet been received. He went on to state that they'll still working on getting a few, but that there shouldn't be any issues with them. K. Bobal informed the Board that he still hasn't heard back from *Perfection Satisfaction Promise*, so their contract will likely carry over to next year, and he said that he would update the owner about our printing schedule change so that she's aware.

K. Bobal noted that the ad bible has been updated for this year.

K. Bobal stated that the ad rate card should change depending on the number of issues that will be printed next year. J. Rausseo informed K. Bobal that the current plan is to print one issue per month.

K. Bobal updated the Board that he looked into online rates and has found some good examples. He proceeded to review some of them. D. Ghosn wondered if the *Fulcrum* can add ads to editorial videos, such as having sponsored podcasts or like the ads in YouTube videos. K. Bobal suggested that adding a bottom leaderboard to the website once the *Fulcrum* fixes its rates would be a good idea. J. Rausseo said that the Board should have a meeting over the summer about the *Fulcrum's* website and ads.

7. Editor-in-Chief

A. Sharma began her report by announcing that she, E. Davidson, and D. Ghosn have been working on hiring. She noted that they decided to extend the deadline to June 1st, and that they should be done by the end of June. A. Sharma admitted that they have been having a bit of trouble finding a Production Manager because of the pay. J. Rausseo confirmed that the production manager would be paid per issue (monthly).

A. Sharma wondered when the *Fulcrum* will be starting with the website optimization. J. Rausseo replied that if the Board can start discussions in June, figure out what we want by June/July, and have the firm hired by July, that would be ideal. He continued by saying that the website optimization itself won't take long at all, and that at no time during the process should the website ever be down.

A. Sharma stated that she's planning on covering the BOG meeting this week.

A. Sharma mentioned that she's been working on updating the job descriptions for the constitution and can have that done for the June meeting. Both J. Rausseo and D. Ghosn reminded those present that the Board doesn't need to approve of the Editorial Board constitution.

A. Sharma asked where the Board left off with the freelance fund discussion last meeting. D. Ghosn answered that the Board is going to use what was allocated for the year and perhaps add a bit more.

8. President

R. Sheikh-Khalil reported that the Board had HR, finance, and summer planning meetings this past month.

She indicated that the HR committee conducted performance evaluations and exit interviews, which were very insightful. R. Sheikh-Khalil explained that one of the biggest take-aways is that the committee should be conducting performance evaluations more often or at least do more follow-up. She reminded everyone that code of conduct forms will need to be signed by everyone again.

R. Sheikh-Khalil wondered if the Board could use the meeting space on the third floor for record-keeping and meetings if and when we need to. D. Ghosn replied that a lot of LaRotonde's confidential things are there. J. Rausseo suggested that the *Fulcrum* should contact them to let them know.

R. Sheikh-Khalil noted that the finance committee met several times to go over the budget. She went on to inform the Board that she received an email for someone from the university to do a walk-through of the office next Friday, adding that D. Ghosn will be there for it. D. Ghosn asked if anyone at the *Fulcrum* has ever talked with the university about getting A/C on the main level of the office. He said that he will mention it to the person from the university on Friday.

R. Sheikh-Khalil stated that she emailed and tried calling the new SFUO president with regards to the cheques, but she hasn't been able to contact him. She mentioned that she's going to try stopping by their office to see if she can talk with him in person.

R. Sheikh-Khalil concluded her report by briefly going over the Board's schedule of tasks that need to be accomplished over the summer, including:

- Policy meeting in June;
- Board training in June;
- Additional Editorial training (Board Orientation) in either August or September;
- Preliminary web talks by the end of June;
- Firm hired to do the website optimization by the end of July;
- Talk to the university about getting on their app, journalism partnerships, etc by the end of July;
- Event schedule for the year by the end of July;
- Referendum canvassing between August and September

R. Sheikh-Khalil added that K. Murray will post a joint calendar with all of the important dates so that everyone has access to them.

9. Marketing Manager Position

J. Rausseo explained that in discussing this new position, the hr committee looked at the new needs that come with advertising online, such as branding and marketing, as well as the tasks from the advertising representative position. He then proceeded to briefly go over some bullet points of the new position's duties, including:

- Acting as a steward of the *Fulcrum's* brand;
- Building relationships;
- Leading some of the *Fulcrum's* brand's specific initiatives, ie philanthropic endeavors;
- Looking into the online world of advertising
- Getting involved with the Digital Journalism program, special events, etc;

J. Rausseo added that the hr committee envisages that the marketing manager position will be a salaried job of \$30,000 per year with the same benefits as before, but no commission.

R. Sheikh-Khalil motioned to go in camera and add five more minutes to the discussion item. J. Rausseo seconded the motion. All voted in favour and the motion passed. K. Murray motioned to bring K. Bobal in camera. J. Rausseo seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil motioned to go out of camera. K. Murray seconded the motion. All voted in favour and the motion passed.

10. Budget

Upon opening the budget document, the Board realized that it wasn't the most recently updated version of it. J. Rausseo mentioned that he has a copy of it at home, which the Board agreed that they would review at the upcoming budget committee meeting. In the meantime, the Board decided to review the important lines in the version available.

J. Rausseo explained that the *Fulcrum* plans on printing the newspaper once per month. As such, he stated that the production manager's salary has been reduced because of their monthly contract, while the social media manager's salary has been increased to match that of

a section editor's salary. J. Rausseo went on to clarify that the pay is per cycle now rather than per issue, but will still be every two weeks.

Some important points from the review:

- Freelance: R. Sheikh-Khalil explained that the total \$2300 comes from if each section editor contributes at least once over the summer;
- Areas that R. Sheikh-Khalil believed the Board added to in the most recent version include, but are not limited to: training, board expense, and advertising and promotions;
- Offices supplies: All agreed that this line should be changed to supplies and software, and that the purchase of Adobe (for a business) should be included in this line;
- Printing: J. Rausseo noted that the averaged price for printing has been changed to \$25,000;
- Recruitment and training: R. Sheikh-Khalil indicated that the Board increased this line to \$2000;
- Phone line: R. Sheikh-Khalil stated that this line, which includes the Ad Rep's phone and the *Fulcrum's* landline, should be about \$1150;
- Website expense: R. Sheikh-Khalil mentioned that she believes this line is \$3000.

All agreed that the Board should wait to approve the budget once all of the updated numbers are in.

Other Business

J. Rausseo motioned to adjourn the meeting at 1:02pm. All voted in favour and the motion passed.

Appendices

GM Report March 2018

1. Financials

TOTAL	\$235,622.07
Chequing	\$153,674.64
RBC	\$81,947.43

2. Ombudsman

Spoke to contact about joining as an ombudsman for the Fulcrum.

3. Editorial Hiring

Held several interviews/knowledge tests with Anchal, Eric, and Christine for multiple positions. Will be completing the second/final phase shortly of hiring.

4. **Reconciliation of Accounts**

Have been sending collection letters and continuous communication to clients that have yet to pay overdue invoices.

5. **Transfer of Software**

Spoke to someone about potentially coming in to transfer everything from the old computers to the new ones and making sure everything was set-up correctly.

Sales

NTR

Online Ad Sales

Embassy of Japan Is still continuing online sales until June 9th

Contracts.

Dorian and I have been dealing with any payments that have not been received. I think there are a few we are waiting on but shouldn't be any issues.

Still no answer from perfection promise.

SO it will just carry over to the next year and most likely move on to online advertising as well.

Ad Bible

Ad bible has been updated for this year.

I have not printed out an updated version for the binder. Will do so before the week ends.

Ad rate card

Ad Rate Card should change depending on the amount of issues that will be printed next year.

If there will only be 4 special issues then the current ad rate card will do fine. Especially since we will only be selling “ special “ issues which justifies the prices.

If we are going with a full semester of printing then the prices can definitely change.

Online Rates.

Ryerson

- \$20/ Per Day
- \$100/week
- \$400/ Month
- 150,000 web page views a term

Ubyseee

\$30 CPM

Packages at discounted rates in addition to print ads. (example 20,000 impressions value of \$600) but to add it on they will only charge \$400

St.fx

\$120 for 2 weeks

\$200 for 1 Month

\$100 for 2 weeks

\$175 for 1 Month

\$75 to add a click through Link.****

4000 WPV a month

York Uni

Top Banners / Pop Ups:

Premium ++, Cycle \$450.00/month

Poster Banners:

Premium +, Cycle \$150.00/week Location: Side of any page

Side and Bottom Banners:

Premium +, Cycle \$350.00/month Location: Side or bottom of any page

Video Streaming: \$450.00/month

The Fulcrum

\$15/ CPM

\$300 / Month

\$200 / Month

\$100/ Month

Hiring

Dorian, Eric, and I have been holding interviews and testing over the last month and that's been going pretty well. I'm hoping to have our main staff hired by the end of June. We probably don't have to extend hiring past June 1 for that, since we've gotten an application now for every section.

People have also been asking me about the pay for production manager. They kind of want a ballpark number. I assume it isn't going to be salaried but I was wondering if we have anything concrete for that?

Content/Social media

I haven't been keeping up with social media, beyond hiring posts, but we should have a social media manager within the next two weeks to take care of that. As for content, people have been reaching out to me and there are a few events I'd like to cover this week, like the BOG meeting. I also wasn't sure where we left it with the freelance fund last time, but it would be good to be able to have some volunteers cover things as well.

- Website Optimization

I was also wondering when we are planning on optimizing the website because we likely won't be able to use the website, and if it's going to take a while we should let our readers know we're on hiatus for a bit, until the website's up and running again. That'll also affect our social media manager so that's something to consider.

Constitution

Like Eric mentioned at the last meeting, we are updating the constitution. He sent me some edits that I've been looking over and adding to, and it should be ready for the board's approval by June's meeting. We really just need it to reflect current job descriptions for people before they sign their contracts in August, so I'm working on that.