

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, August 27<sup>th</sup>, 2017  
UCU 206, 10:30 a.m. - 12:05 p.m.  
Meeting #4 2017-2018 Publishing Year

**Present:** Kate Murray, Eric Davidson (ex-officio), Jonathan Rausseo, Raghad Sheikh-Khalil, Kim Wiens, Fadi Azzi, Marguerite Gollish, Lucas Ghosn (ex-officio)

**Partially Present:** Kathryn LeBlanc (ex-officio)

**Absent (with reason):** Kaylum Bobal (ex-officio), Spencer Murdock

**Absent (without reason):** Mackenzie Gray

1. Opening of Meeting

M. Gollish opened the meeting at 10:47 a.m.

2. Approval of Agenda

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

3. Approval of July Minutes

F. Azzi motioned to approve the July minutes. K. Wiens seconded the motion. All voted in favour and the motioned passed.

4. Review of Standing Actions

M. Gollish presented the standing actions list and K. Murray made the necessary changes.

5. General Manager

L. Ghosn opened by informing the Board of the *Fulcrum's* current financial balances. L. Ghosn stated that the deadline for filing taxes is the end of October, that the *Fulcrum* has everything necessary completed, and that Brad will be in touch within the next couple of weeks to pick up the documents.

L. Ghosn enthusiastically announced that the *Fulcrum* has already received \$3000 in fundraising for NASH, and L. Ghosn is still waiting to hear back from Telfer, Social Sciences, Public and International Affairs, and the Alumni Association. He asked the Board if they had any other suggestions of places to reach out for support. K. LeBlanc suggested that L. Ghosn contact the Provost, and E. Davidson proposed reaching out to the Digital Journalism program.

L. Ghosn explained that the *Fulcrum* has a table reserved for frosh week, and asked that board members to let either he or E. Davidson know if they are able to volunteer at the table during the week. He went on to say that the *Fulcrum* will also be using paid Facebook advertising in order to increase the *Fulcrum's* likes at the beginning of the semester.

L. Ghosn informed the Board that the *Fulcrum* has started printing with TC, and that the summer issue, which he ordered 4000 copies for distribution and 4000 copies for the frosh kits, was a success.

L. Ghosn noted that the official safety check has been completed by the university, and that he has signed the official inspection documents to ensure that the *Fulcrum* is up-to-date on the necessary safety procedures.

L. Ghosn stated that in preparation for frosh week, he has ordered a stand-up banner, lanyards, and table covers.

L. Ghosn indicated that Free Media has made another deposit into the *Fulcrum's* account, which brings the *Fulcrum's* total national ad revenue collected over 2017 to \$6700. L. Ghosn went on to note that he and K. Bobal had a productive conference call with the General Manager from *The Uniter*, and they spoke about advertising.

L. Ghosn concluded his report by saying that the *Fulcrum* have resumed its relationship with the bike courier from the previous publishing year.

In terms of advertising the paper in the future, J. Rausseo suggested that the *Fulcrum* could put a small card in the frosh kits with a link to the first issue of the paper for that year. L. Ghosn added that the *Fulcrum* could get the cards printed at the DocuCentre.

## 6. Advertising Representative

Since K. Bobal was not present to give his report, M. Gollish read it to the Board instead.

M. Gollish began by stating that the total advertising sales are at \$17,500. She continued that the *Fulcrum* has decided to do a contra deal with the SFUO in order to reserve a table for the *Fulcrum* during frosh week.

M. Gollish explained that K. Bobal received some training from D. Moyer, which he found to be very helpful, especially with selling techniques and cold pitches. M. Gollish went on to say that D. Moyer also showed K. Bobal how to upload online ads and suggested ways to better organize files and documents. She noted that this training later helped K. Bobal in dealing with an unsatisfied client, Chartier Physio. M. Gollish mentioned that K. Bobal plans to schedule another training session with D. Moyer soon.

M. Gollish said that K. Bobal and L. Ghosn had a conference call with Charmagne from *The Uniter*, and hopes to have another call with her soon to discuss some more questions that K. Bobal has.

M. Gollish announced that K. Bobal was able to get one ad in the summer issue, but that he lost some interest from clients for that issue because they wanted to be included in the frosh kits.

## 7. President

R. Sheikh-Khalil announced that she has planned for the Board training and orientation session to be held on Saturday, September 23<sup>rd</sup>. She went on to explain that it will be a full day of training for the editorial Board, business staff, and Board members. E. Davidson expressed his concern that the editorial Board wouldn't be able to make it as Saturday is one of their production days. Discussion ensued on possible alternative dates to hold the session. All agreed that the session will be moved to Sunday, September 24<sup>th</sup>, and that the Board meeting that was scheduled to take place that day will be moved to Sunday, October 1<sup>st</sup> instead.

R. Sheikh-Khalil then proceeded to go over the proposed training schedule. She said that she'd like the section editors to come up and give a brief presentation about what they do. She also noted that the bystander training, which should last about two hours, is the presentation that she'd like everyone to be there for. R. Sheikh-Khalil explained that she is trying to get someone from Health Services to give a presentation on mental health. She stated that she would send an updated schedule of the day to everyone soon.

R. Sheikh-Khalil mentioned that she has been reaching out to the heads of different fed bodies and canvassing around campus for frosh week. She suggested that the *Fulcrum* should put together a schedule for tabling at 101 week. L. Ghosn said that he will make a collective document for the editorial Board and the BoD to see when each other is free to volunteer.

## 8. Editor-in-Chief

E. Davidson began his report by enthusiastically stating that the editorial Board have completed their hiring. He then proceeded to briefly review the new hires:

- Ellie Sabourin, Associate News editor: previously studied at Algonquin and worked at the newspaper there, and has now transferred into UOttawa's journalism program;
- Chad Ouelette, Videographer: also studied at Algonquin, and worked on the newspaper and a magazine there. E. Davidson stated that he is confident in Chad's ability to get videos done on a deadline;
- Zach Goobie, Associate Sports: returning to this position from last year. E. Davidson said that Zach is confident with a faster turnaround times on sports stories, and mentioned that in his interview he gave some great ideas on how to improve from last year;
- Parker Townes, Photographer: a volunteer from last year.

E. Davidson informed the Board that the summer issue went well, and that all of the new editors are doing a great job. He added that the *Fulcrum* decided to stay with TC for printing as they are more equipped to produce the *Fulcrum's* special issues.

E. Davidson explained that he is going to try to get some journalism students to write as freelancers for the *Fulcrum*, and is planning on doing some class talks as well in order to recruit some more volunteers.

M. Gollish suggested that he could send out a general email to different fed bodies about recruitment.

#### 9. Referendum Committee

R. Sheikh-Khalil informed the Board that given K. LeBlanc's advice at the last Board meeting about whether the *Fulcrum* could submit the question twice, the referendum committee decided to proceed with submitting the question in the winter semester instead. She went on to explain that the committee will contact La Rotonde once the question is completely rewritten and go forward with them.

#### 10. Policy Committee

R. Sheikh-Khalil said that there are no updates from the policy committee, but that they will have to meet sometime this month.

#### 11. Readership Committee

J. Rausseo stated that the readership committee worked over the structure of what the committee meetings will look like going forward under the plan of going paperless. He then reviewed the six main themes for the meetings: printing and distribution, advertising and philanthropy, marketing and branding, multimedia, experimentation, and staffing impacts. J. Rausseo mentioned that the committee plan on putting up the bones of each meeting ahead of time. He added that the committee plan to meet the week following the Board meetings.

#### 12. Ratification of New Employees

J. Rausseo motioned for an omnibus vote to ratify the new editorial board hires. F. Azzi seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to accept the omnibus vote. K. Murray seconded the motion. All voted in favour and the motion passed.

#### 13. Dispute Methods

J. Rausseo explained that he wanted to create an ad hoc dispute mechanism for the Editorial Board and the Board of Directors relations with regards to content. He suggested that maybe it could be a panel where the Editorial Board has more power. K. Wiens asked if it would fall

under the inter-board relations committee. J. Rausseo replied that it wouldn't because he doesn't want the Board of Directors to have more power.

J. Rausseo continued by saying that he thinks the next step would be for the policy committee to meet.

#### 14. SFUO Legal

F. Azzi motioned to go in camera with E. Davidson and L. Ghosn. J. Rausseo seconded the motion. All voted in favour and the motion passed. F. Azzi motioned to go out of camera. J. Rausseo seconded the motion. All voted in favour and the motion passed.

#### 15. Other Business

K. Wiens read Shanel Dear's email to her asking about her contract. L. Ghosn said that he's been in contact with her and that he'll follow up.

F. Azzi motioned to close the meeting at 12:05pm. All voted in favour and the motion passed.

### Appendices

GM Report Aug 27, 2017

#### 1. Financials

TOTAL	\$243,511.65
Checking	159,333.88
Savings	4,177.77
RBC	80,000.00

#### 2. Audit

Deadline for tax filing is Oct 31, well ahead of schedule. Everything is done on our end, Brad will call me within the next 2 weeks to go pick up the docs.

#### 3. NASH Fundraising

Already at 3K in fundraising dollars, still waiting to hear back from:  
Telfer, Social Sciences, Public and international affairs, alumni association  
\*\*Any other ideas??\*\*

#### 4. Frosh

We have reserved a table for frosh week, please let Eric or I know if you are able to volunteer at the table during the week. We will also be using paid Facebook advertising to increase our likes to start off the semester. We will go with a simple “Like our page to keep up with all uOttawa news this semester.”

#### 5. **Printing**

We decided to stick with TC. First production run was a success, we ordered 8000 copies (4k for distro, and 4k for frosh kits).

#### 6. **Safety Inspection**

Official safety check has been completed by the university and the official safety inspection documents have been received and will be signed and dated by myself to ensure we are up to date on the required safety procedures.

#### 7. **Advertising and Promotion**

We are set to table during frosh week and the following promotional materials have been successfully ordered: Stand up banners, lanyards, and table covers!

These items are beautiful and if anyone is available to help table at frosh week let me know!

#### 8. **Ad Department**

Free Media deposited another \$2452.40 into our account. Bringing our total national ad revenue collected during 2017 to \$6700.

Kaylum and I had a very productive conference call with Charmagne (GM from the Uniter) and we spoke thoroughly about cold pitches to prospects, budgeting, going paperless, and the reality of the newspaper business.

#### 9. **Distribution**

We have resumed our relationship with our bike courier from last publishing year. He has received the publishing schedule and is on board to deliver for another year.

### **Ad Manager Report**

#### **Total Sales :**

Total sales are at around 17,500.

## Contra: \$1220

We have decided to do a contra deal with the SFUO in order to reserve a table for the fulcrum at frosh week!

## Training

Dayne was kind enough to give up some time and come train me.

Dayne was extremely helpful in selling techniques and cold pitches. He also showed me how to upload online ads and suggested ways to better organize files and documents.

Daynes Training later helped me deal with an unsatisfied client (Chartier Physio).

I plan to schedule another training session with him this week because I still feel there is a lot to learn!

Lucas and I had a conference call with Charmagne. She is very knowledgeable and is killing her sales! I will be calling her later this week to discuss more questions I have.

## Summer Issue

I managed to get one ad in the summer issue, due to the fact that we were not going to be able to put the frosh issue in the frosh kit.

## Hiring

We're set!

We have:

Associate News: Ellie Sabourin, she studied journalism at Algonquin and worked on the newspaper there, and transferred into the journalism program at uottawa.

Videographer: Chad Ouelette, also studied journalism and worked on the paper and a magazine at Algonquin. He seems to know how to get video done on deadline (a problem this position has had in the past) so I think year will see the position work as it should.

Associate Sports: Zack Goobie. He did the job last year, is confident with faster turnaround times on sports stories - more people want to read it if it just happened, and gave thoughtful responses on how to improve from last year. Has good chemistry with the sports editor since they worked together last year.

\*Photographer: Parker Townes, volunteer last year

## **First issue**

The summer issue is out! It was a very useful exercise for us all to adapt to our new roles, and everyone, especially the new editors really stepped up to the plate and made it a very easy experience! We have a great editorial team this year so I'm very excited.

As for printers, we decided to stay with TC. One main reason is they were more equipped to produce our special issues.

## **Freelance update**

I've already started trying to pressure the Journalism students we didn't hire to write for news and sports (which are always hurting for volunteers) with freelance, so we'll see how that goes.

## **Other**

This week I'm going to try and organize a bunch of class talks.

I also realized that I think someone told me the big board and edboard training day is on a Saturday? That would fall on an editorial production day which could cause problems.