

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, October 1st, 2017
Fulcrum Office, 10:30 a.m. - 12:04 p.m.
Meeting #5 2017-2018 Publishing Year

Present: Kate Murray, Eric Davidson (ex-officio), Raghad Sheikh-Khalil, Kim Wiens, Marguerite Gollish, Lucas Ghosn (ex-officio), Kaylum Bobal (ex-officio), Spencer Murdock

Partially Present:

Absent (with reason): Fadi Azzi, Jonathan Rausseo

Absent (without reason): Mackenzie Gray

1. Opening of Meeting

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

2. Approval of Agenda

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

3. Approval of August Minutes

S. Murdock motioned to approve the August meeting minutes. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

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

S. Murdock motioned to add \$360 to the Bound Edition budget for the purchase of five Diamond Editions. K. Wiens seconded the motion. All voted in favour and the motion passed.

5. Editor-in-Chief

K. Murray motioned to go in camera with K. Bobal, L. Ghosn, and E. Davidson. S. Murdock seconded the motion. All voted in favour and the motion passed.

K. Wiens motioned to increase the wages budget to \$1188. S. Murdock seconded the motion. All voted in favour and the motion passed.

S. Murdock motioned to go out of camera. K. Murray seconded the motion. All voted in favour and the motion passed.

K. Murray motioned to add ten more minutes to this discussion item. S. Murdock seconded the motion. All voted in favour and the motion passed.

E. Davidson noted that he's really liked the *Fulcrum's* content so far, and that each section has added something of their own. He then proceeded to review some of the recent initiatives took on by each section:

- News section added coverage of the University of Ottawa's Senate
- Arts section has been featuring interesting topics such as the rise of birdwatching amongst young adults
- Features section is going to release the first-ever environmental issue. As well, *Dear Di* has been restructured to include one main, longer article
- Sports section has been looking at sports clubs on campus that focus on an athletic lifestyle
- Opinions section has been releasing stories on a wide array of topics

E. Davidson acknowledged that there are still some areas that they need to work on, such as having audio difficulties with the video, but the *Fulcrum's* since addressed this issue with the purchase of an attachment for the *Fulcrum's* cameras, and hope to begin releasing regular video content soon.

E. Davidson announced that he's really happy with how hiring went, and that everyone has been getting along and working together great. He noted that he's especially impressed with the resiliency with the team in handling the various situations that unexpectedly arise, and learning from them as they go. E. Davidson went on to explain that he and the editorial team plan on having more in-house workshops, for example, the *Fulcrum's* visual editor teaching photography, and having guest speakers, such as people in the digital journalism faculty.

R. Sheikh-Khalil asked if there are any upcoming workshops and E. Davidson replied that the photography one will be taking place soon.

E. Davidson informed the Board that he's received a lot of interest in freelance, and that there are several volunteers working towards it. He added that the *Fulcrum* is about to have one freelancer for the arts section, and that there's been some interesting volunteer prospects in general for sports and news.

6. General Manager

L. Ghosn began his report by going over the *Fulcrum's* standing balances. He explained that the drafted financial statements have been approved and that the *Fulcrum* is on track to submit its tax return well before the October 31st deadline.

L. Ghosn then proceeded to enthusiastically announce that, as he mentioned in his email to the Board, CUP has lowered their membership fees for the 2017-18 year to \$190 which he said is really great news for the *Fulcrum*. In addition to the traditional membership benefits, such as

access to the CUP Wire and legal consultation, all members receive a \$95 discount for each person that they send to NASH. L. Ghosn explained that the *Fulcrum* would be recovering the cost of membership as long as it sends two or more people to NASH. Discussion then ensued about the possibility of rejoining CUP.

L. Ghosn noted that so far the *Fulcrum* has raised over \$3,600 in fundraising for NASH, and he's still waiting to hear back from Telfer, Social Sciences, and Public and International Affairs. He stated that the *Fulcrum's* NASH budget is \$6112, and with the fundraising to date that brings the total funds for NASH up to \$9712. L. Ghosn mentioned that the deadline for earlybird pricing is October 11th, and that he would need the Board's approval to purchase up to 16 tickets. Discussion continued about rejoining CUP and the amount of earlybird tickets that the *Fulcrum* should purchase.

R. Sheikh-Khalil motioned to rejoin CUP. S. Murdock seconded the motion. All voted in favour and the motion passed. K. Murray motioned to approve the purchase of up to 16 NASH tickets. K. Wiens seconded the motion. All voted in favour and the motion passed.

L. Ghosn reported that Frosh week was great, and that the *Fulcrum* was able to sign up over 100 students who are interested in volunteering.

L. Ghosn indicated that all of the printers have been running without any complications thus far.

L. Ghosn informed the Board that after reviewing the official safety inspection from the UOttawa, he noticed a few issues that will require paid repairs. L. Ghosn explained that he followed up with Marc to clarify who is financially responsible for these repairs and has included the updated safety inspection, which includes this monetary breakdown.

L. Ghosn stated that the Board must vote to approve the renewal of the *Fulcrum's* annual insurance policy, which he also attached. L. Ghosn briefly went over the policy with the Board.

R. Sheikh-Khalil motioned to renew the *Fulcrum's* insurance policy. S. Murdock seconded the motion. All voted in favour and the motion passed.

L. Ghosn concluded his report by revealing that Free Media has deposited \$1493.06 into the *Fulcrum's* account. He explained that this brings the *Fulcrum's* total national ad revenue collected during 2017 to just over \$8100. He continued that Free Media still owes the *Fulcrum* \$760 from last publishing year.

7. Advertising Representative

K. Bobal began his report by reviewing the *Fulcrum's* weekly advertising sales numbers. He wondered if the contra for Sports Services is to be included in the overall \$10,000 contra budget since it's a lot. R. Sheikh-Khalil answered that it should be. K. Bobal continued to update the Board on the businesses that he's approached and those that he's been in contact with. He

explained that some of the clients that he's been reaching out to are dentistry schools as they are keen to advertise with student newspapers and have sizable budgets. K. Bobal added that he canvassed along Bank St. and Elgin St., and has plans to go back.

K. Bobal stated that Dayne has helped a lot in training him, especially with the procedure of online advertisements. K. Bobal went on to mention that he had a bit of an issue with the online ads appearing, but the webmaster was able to sort the problem out.

K. Bobal explained that a client had referred him to join Alignable, which is a networking website for local small businesses that aims to encourage communication and collaboration. He noted that he made a profile for the *Fulcrum* and he looks forwards to seeing how the *Fulcrum* can benefit from it.

R. Sheikh-Khalil asked if the cookie disclaimer has been put up online. K. Bobal replied that he did so after their last meeting. R. Sheikh-Khalil wondered how K. Bobal is finding the position so far. K. Bobal said that he's really been liking it. R. Sheikh-Khalil asked if K. Bobal's been able to talk with the editors to see what stories they're writing. K. Bobal said that he hasn't yet.

8. President

R. Sheikh-Khalil enthusiastically asserted that the Board orientation and training session was largely successful, despite a lack of attendance on the editorial and business sides. She said that hopefully more training sessions can take place throughout the year as well as during the strategic planning session.

R. Sheikh-Khalil reminded the Board that health and stress questionnaires were distributed at the orientation and training session to the editorial board, and will be analysed by the inter-board relations committee in an effort to offer health and stress recommendations that can be implemented by the Board.

R. Sheikh-Khalil emphasized that committee leaders are expected to meet once a month as there are quite a few projects to be worked on. She asked that the leaders send out doodles this week to their committees in order to begin scheduling their meetings.

R. Sheikh-Khalil stated that the Board should begin to schedule and plan the strategic planning session before the winter break.

R. Sheikh-Khalil mentioned that NASH tickets have been released and that the *Fulcrum* plans on subsidizing the price of ten or so tickets (for the editorial Board first). She commended L. Ghosn for the good job that he's done with fundraising within the university, and suggested that the fundraising and philanthropic committee could help him in his efforts. R. Sheikh-Khalil asked that anyone who interested in attending NASH to please let L. Ghosn know.

R. Sheikh-Khalil indicated that CUP has contacted the *Fulcrum* about rejoining at a much smaller fee. She explained that the fee will pay for itself because of the subsidy given on NASH tickets.

R. Sheikh-Khalil argued that it's a smart investment especially because it will allow the *Fulcrum's* writers an opportunity to submit their work for the JHM awards.

R. Sheikh-Khalil stated that mid-term evaluations are coming up for full-time employees, and to watch for an email regarding the scheduling of their sit-down evaluations.

R. Sheikh-Khalil explained that she's noticed some stands haven't been filled on time and sometimes have La Rotonde papers in the stands. She asked if everyone could look around campus on Mondays to ensure that stands are filled, and if not, then she said that the *Fulcrum* will have to have a talk with its carriers.

R. Sheikh-Khalil concluded her report by announcing that she'd like to schedule a Board social, and suggested that the philanthropic committee could maybe host a larger *Fulcrum* event, like a sponsored gala or philanthropic event as well.

K. Murray motioned to add two more minutes to the discussion item. S. Murdock seconded the motion. All voted in favour and the motion passed.

- R. Sheikh-Khalil offered that the gala could have an awesome theme. S. Murdock proposed that the *Fulcrum* could host a mini NASH conference. Discussion ensued about possibilities for both events.

9. Other Business

R. Sheikh-Khalil mentioned that it would be a good idea for the *Fulcrum* to add a "submit an idea/pitch" box on the website for readers to use. K. Wiens noted that there is one already there, but that it's not working.

K. Murray motioned to close the meeting at 12:04pm. All voted in favour and the motion passed.

Appendices

Content

I've been very pleased with all our content so far. Each section editor is doing a good job of putting out streams of quality content while also trying new things.

Our news section has been covering student politics and breaking news as always, but has also added coverage of the U of O's Senate, which decides on educational policy, which we haven't covered as much in past years.

Our arts section continues to look at the musical, theatrical, literary, etc. events going on on campus that are relevant to students, but has also taken on interesting new topics like the rise of birdwatching among young adults.

Our features section is preparing to release the *Fulcrum's* first ever environmental special issue. We also reformatted Dear Di so there's a main article, which is a bit longer and has more substance than in the past.

Our sports section looks at everything from the Panda Game to campus clubs that focus on an athletic lifestyle.

Our opinions section has been great at releasing a diversity of topics, from NAFTA to whether or not Shawarma is still Ottawa's food.

We still have areas to improve on. Our initial attempts at video didn't work out, because the audio didn't work out. We've since bought an attachment for our cameras that will bring the audio up to standard, and will start releasing video content regularly.

The team

I was really happy with how hiring went, and it seems to be paying off. Everyone on the team works well together and gets along, which has made the whole process a lot easier, and more fun.

Process

There's been a lot of procedural stuff that can only be figured out as production goes on, and throughout our first month we've been getting all the different sides of production down.

One of the best signs I'm seeing is the resiliency of our team. No matter how good a week it is, there are always elements of production that don't go according to plan - interviews and stories fall through, there are technical issues, people get sick, huge news stories break at the last minute, what have you. However, when any kind of problem comes up, people don't freak out, and actually say that they trust the rest of the team to help solve the situation.

And whether it's a crazier week or not, we always manage to get through the production process at a similar time.

Everyone is also learning from situations that don't go as well. In the areas of production, online, and and general routine people are getting more comfortable and more proficient in their roles.

There are definitely kinks to be worked out when it comes to getting every aspect of the process and our specific roles down, and all of us, myself included, are learning and adapting to be more effective in our roles going forward.

We plan to push the pace of improvement even faster by doing in-house workshops, for example, our visual editor teaching photography, and getting external speakers, for example, people in the digital journalism faculty.

Freelance

The year is young, but we're starting to see a lot of interest in freelance. I get emails all the time specifically about the freelance program, and we have several volunteers working towards it. We have people who are close in arts, as expected, but we're also seeing interest in freelance for sports, which is amazing, since the sports editor always has trouble with volunteers. We haven't seen as much in news, but we have been seeing a higher volume of volunteers for news so far, so hopefully we can entice these writers into the freelance program.

GM Report Sep, 2017

1. Financials

TOTAL	\$203,836.07
Checking	119,658.30
Savings	4,177.77
RBC	80,000.00

2. Audit

Drafted financial statements have been approved and we are on pace to submit our tax return before the Oct 31 deadline.

3. CUP / NASH

The cost of being a cup member for 2017-18 is \$190. I do not understand how they are able to request such a low amount from each newspaper, but this is great news for us. Being a member of CUP gives us a \$95 discount for every person we send to nash, so we will be recovering the cost of the membership as long as we send 2 or more people to nash.

Already at \$3,600 in fundraising dollars, still waiting to hear back from:
Telfer, Social Sciences, Public and international affairs

****Any other ideas??****

NASH Budget: \$6112
Fundraising to date: \$3600
Total funds for NASH: \$9712

I will need the board to approve the purchase of ***up to*** 16 nash tickets (total cost of \$7,389.33)

The deadline for early bird pricing is Oct. 11, so Eric and I will have roughly 10 days to figure out how many people are interested in coming. Worst case scenario we can purchase a set amount of tickets at early bird pricing, and then if anyone who is unsure changes their mind later on all we have to do is charge them the difference between early bird and regular pricing.

4. Frosh

Frosh week was great. We were able to set up our beautiful new advertising and promotional materials while tabling and managed to sign up over 100 students who are interested in writing for the Fulcrum.

5. Printing

All printing runs have been without complications thus far.

6. Safety Inspection

After looking over the official safety inspection from uOttawa, I noticed a few issues that require paid repairs. I reached out to Marc to clarify who is responsible financially for these repairs. I have attached the updated safety inspection which outlines which repairs we must pay for and which repairs the university will pay for.

7. Insurance

The board must vote to approve the renewal of our annual insurance policy. Details attached.

8. Free Media

Free Media deposited another \$1493.06 into our account. Bringing our total national ad revenue collected during 2017 to just over \$8100.

Free still owes us another \$760 from last publishing year, according to my calculations.

Weekly Sales Per Issue

Week	Sales (\$)	Contra
August 22	\$621.50	

September 4	\$3467,67	\$1525
September 11	\$2702.96	
September 25	\$2431.22	\$671
October 2	\$1880.19	
Total	\$11103	\$2196

Prospects

Prospects this month	Status
Heart and Stroke Foundation	In Talks
RCMP	In Talks
Spin city Ottawa	Waiting on confirmation of contract
Pho bo Ga	Need to follow up
Herb and Spice food shop	Need to follow up
Cats R us	Need to follow up
Edible Arrangements	Need to follow up
St. Paul university	Waiting on Signing of contract
Green Room and Liquor Store	Waiting Reply
Tavern on the Canal	Waiting Reply
University of Western	Waiting Reply
University of Saskatchewan	Waiting Reply
University of Manitoba	Waiting Reply
University of Alberta	Waiting Reply
University of Laval	Waiting Reply
University of Mcgill	Waiting Reply
University of Dalhousie	Waiting Reply
University of British Columbia	In talks
University of Montreal	In talks
University of Waterloo	Waiting Reply
University of toronto	Waiting Reply
Maclarens	Need to follow up
St . Louis	Need to follow up
Als Steak house	Need to follow up
Sir John A	Need to follow up
CBC	Waiting to sign contract and return

Training

Dayne was in once again and helped me a great deal, especially with the procedure for online advertisements. How to upload and set the delivery time for the online ads as well as how to rotate them with other ads etc... Thank you Dayne.

Webmaster

Our Webmaster was very helpful. We were having issue with the online advertising but he was able to solve the issue and have the ads back an running within a matter of days. Good hire Lucas!

Alignment

After meeting with a client he referred me to join Alignable. It is a networking website for local small businesses that encourages communication and collaboration. I have made a profile for the Fulcrum and I look forward to seeing how we can benefit from it. Which I am sure we will.

President's Report- September Board Meeting

October 1st, 2017

Board and Editorial Training

Orientation training was generally successful despite some lack of attendance on the editorial and business sides. Hopefully additional training can be scheduled for the upcoming fall strategic planning session.

Health and Stress questionnaires were distributed at the training and will be submitted by editorial. The inter-board relations committee will spearhead an effort into analyzing these questionnaires and coming up with recommendations for health and stress improvements that can be implemented on a structural level by the board.

Committees

Following the board training, committee leaders will be expected to schedule and meet at least once a month to work on projects related to their portfolio. Please send out doodles this week for your committees.

Strategic Planning Session

We should start to schedule and plan for this. Especially before winter break.

NASH

Nash tickets have been released and we plan on subsidizing the price of ten tickets or so for editorial (first). Lucas has done a great job with fundraising within the university. The fundraising and philanthropy committee and perhaps aid him with his efforts. If you would like to attend NASH, please let the GM know. We would like to subsidize tickets for attendees as much as possible. However, as the conference is in Toronto, prices should be very manageable.

CUP Membership

CUP contacted us about rejoining at a much smaller fee. The fee will pay for itself due to the subsidy given on NASH tickets. I think it is a smart investment, especially as it will give our writers an opportunity to submit their writing for JHM awards.

Mid-year evaluations

Mid-year evaluations are coming up for full-time employees. Look out for an e-mail from Kate regarding scheduling your eval sit-down.

Questions about our stands and newspaper distribution

I've noticed certain stands have not been filled on time and sometimes have La Rotonde papers in the stands. Can we take a look around campus on Mondays to make sure stands are filled, and if not, we need to have a discussion with our carriers.



At least we don't look like this:



Board Social

What would you guys like to do this month? I'd like to schedule a social together. Philanthropic, maybe could host a larger Fulcrum event, like a gala as well?