

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, September 30th, 2018
141 Louis Pasteur, 10:30 a.m. - 2:05p.m.
Meeting #5 2018-2019 Publishing Year

Present: Kate Murray, Anchal Sharma (ex-officio), Jonathan Rausseo, Raghad Sheikh-Khalil, Marguerite Gollish, Graham Robertson, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio), Denray Jean-Jacques (Ombudsperson)

Partially Present:

Absent (with reason): Justin Turcotte

Absent (without reason):

1. Opening of Meeting

M. Gollish opened the meeting at 10:55am.

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. Ombudsperson

R. Sheikh-Khalil explained that last year the ombudsperson worked on developing an anti-oppression document, and this year, she envisions a more active role, to ensure that everything that *The Fulcrum* does is smooth and that its practice is in line with its policies. D. Ghosn added that sometimes you are required to act as a mediator and receive emails about certain issues. All agreed that it would be a good idea for D. Jean-Jacques to be present at HR meetings.

4. Approval of August Meeting Minutes

K. Murray motioned to approve the August meeting minutes. G. Robertson seconded the motion. All voted in favour and the motion passed.

5. Standing Actions List

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

6. General Manager

D. Ghosn began his report by reviewing *The Fulcrum's* numbers as of Friday. He noted that he sent off the BLANK forms to the CRA and will hopefully be hearing back from them soon.

D. Ghosn mentioned that the marketing committee held a meeting to go over changes and passed them to FullView. D. Ghosn explained how he originally asked if the website would be ready for October 9th. FullView said that they could probably have it ready for sometime this week, but they aren't able to give a specific date. J. Rausseo asked if there will be a beta-period. D. Ghosn said that he thinks that they have probably been doing that all along. J. Rausseo suggested that the Board should have a beta-period where they test out the website. D. Ghosn indicated that *The Fulcrum* has been having a lot of website hosting issues. He continued that there is no permanent fix, but he has been trying to take steps to update things using InMotion support. D. Ghosn added that it doesn't seem to be malicious attacks but rather just server problems. G. Robertson proposed that *The Fulcrum* could promote the new website on social media along with the food issue.

D. Ghosn noted that he received 500 promotional pens and they look great! He announced that he purchased new computers for the office and that *The Fulcrum* received the SFUO summer levy.

7. Marketing Manager

K. Bobal began by reviewing *The Fulcrum's* current sales numbers. He noted that there are online sales too, but he hasn't put them in yet because they're still ongoing. R. Sheikh-Khalil wondered if the website outages have affected *The Fulcrum's* numbers. K. Bobal replied that he doesn't think so.

K. Bobal announced that he attended his first event, which was the International hangout. He explained that unfortunately he was unable to sign a contract with Sports Services and Community Life due to a new policy on their end, however, they do still owe us \$1000 and two events. R. Sheikh-Khalil said that one event should be Capital Hoops.

K. Bobal informed the Board that he was able to table at Frosh Week. He mentioned that he handed out pens, lollipops, and chips, and got a lot of new volunteers.

K. Bobal noted that he's ran two social media contests so far: 1) had users send in a picture using a newspaper in a creative way, and 2) had users send in a picture showing school spirit for the Panda Game. He said that he'll continue to do contests every month.

K. Bobal indicated that Mike from FNS is very open to having an event, such as a launch event, run by *The Fulcrum* there.

8. Editor-in-Chief

A. Sharma informed the Board that the new editors are doing really well, and announced that the Frosh Issue was very successful. A. Sharma mentioned that the Food Issue will be going to the printers this week and will be on stands on Wednesday.

A. Sharma noted that there has been a bit of lag with videos being uploaded. J. Rausseo suggested posting through Facebook first at they would get more views.

A. Sharma stated that a lot of *The Fulcrum's* content has been reposted by CUP Wire, which is cool.

A. Sharma proceeded to review the social media analytics. She explained that the bounce rate is down - people are staying on the website longer and there are more new users. She added that the socials are also doing better in terms of engagement. A. Sharma announced that the top stories include: U of O request termination..., the Homepage, BOA meeting, Dear Ty, etc. She noted that a lot of these numbers are social rather than organic.

A. Sharma concluded her report by going over some updates and areas that she'd like to work on, including:

- Being more active on Instagram with posting live stories;
- Holding performance evaluations throughout October;
- Waiting on Board's approval on the updated constitution;
- Ed Board wants K. Bobal and D. Ghosn to be more present in the office, whether that means having set hours that they are there or something;
- Computers need to be installed;
- Rame needs to send D. Ghosn a list of equipment that needs to be purchased for the visual department, including things like batteries for cameras, battery chargers, SD cards, etc;
- Coffee for the office would be great to have if possible;
- Planning on distributing the readership survey in October

J. Rausseo asked if the Board could get a full list of the Ed Boards complaints and concerns. A. Sharma said that she will ask them for one.

9. President

Finance

R. Sheikh-Khalil stated that the finance committee met to discuss the implications of the SFUO. She explained that they put together a list of next steps, drafted an email to J. Rausseo's contact at the university, which he will send. R. Sheikh-Khalil went on to say that the committee discussed hosting a town hall in conjunction with I Vote Je Vote to address the future of the student union, etc. sometime during this semester. As a budget note, R. Sheikh-Khalil noted that the Board will be putting a hold on non-discretionary spending at the moment until the Board is certain that we'll be receiving a levy in the winter.

R. Sheikh-Khalil added that Fadi will be changing his signing authority on Monday.

HR

R. Sheikh-Khalil announced that D. Ghosn paid Savannah additional money for the extra duties that she took on during the Editor-in-Chief role for A. Sharma.

Policy

R. Sheikh-Khalil mentioned that the policy committee met to discuss A. Sharma's updated editorial job descriptions as well as acting pay, the term "staff", etc.

Marketing and Branding

R. Sheikh-Khalil reported that the marketing and branding committee met to go over the web design. She said that they discussed having a potential launch party at FNS. R. Sheikh-Khalil explained that there have been some changes to the Sports Services contracts. She added that she and G. Robertson will be meeting with Matthew Boulden from IPPSSA about a partnership for "The Fulcrum's Correspondents' Dinner" tomorrow.

Referendum

R. Sheikh-Khalil noted that although the referendum committee met, the Board will have to put this project on hold due to the current SFUO issue.

Inter-Board Relations

R. Sheikh-Khalil updated the Board that the inter-board relations committee met to discuss hosting an event soon.

CUP Meeting

R. Sheikh-Khalil announced that there will be a free mini NASH event in Toronto on Friday.

Trainings

R. Sheikh-Khalil told the Board to expect to have more trainings. She added that they need to start planning the Strategic Planning session.

Board Recruitment

R. Sheikh-Khalil informed the Board that she received a note of interest from Dayne Moyer, a former *Fulcrum* GM, about joining the Board as a community representative. She went on to say that he'll be sending in his application soon. R. Sheikh-Khalil reminded everyone that the Board should be actively recruiting for open Board seats.

Emergency Situations

R. Sheikh-Khalil mentioned that the Board should have a working emergency contacts list for situations like the power outage from the tornado.

10. Finance

R. Sheikh-Khalil went over what the Board needs to do to get *The Fulcrum's* levy, and what happens if *The Fulcrum* doesn't receive its levy. She proceeded to read aloud the university's press release about the SFUO situation. R. Sheikh-Khalil mentioned that the committee will hopefully be having a sit-down with the university to discuss getting *The Fulcrum's* money and the maintenance of our relationship. All agreed that it would be a good idea to get in contact with La Rotonde about this.

R. Sheikh-Khalil outlined a list of possible steps that the Board could take in the event that we don't hear back from the university about scheduling a meeting with them:

- Force an emergency meeting with the university; then
- Meet with Jenna (lawyer) to discuss *The Fulcrum's* options; then
- Put a shadow budget together with no levy in place; then
- Write a letter to the editor highlighting this situation

R. Sheikh-Khalil also mentioned that the committee plans to reach out to the IFSD about the possibility of having a panel discussion as well as meeting with the BOA following the committee's discussions with the university to discuss rebuilding the student union.

M. Gollish wondered if the pro bono lawyer would cover a new contract if it comes to it. D. Ghosn replied that he believes so.

11. HR

J. Rausseo motioned to go in camera with everyone in the room present. K. Murray seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil motioned to go out of camera. J. Rausseo seconded the motion. All voted in favour and the motion passed.

12. Marketing and Branding

G. Robertson showed the link of the draft website to everyone, and briefly went over some of the changes that were discussed at the committee's meeting, including the contact us page, etc. He also added that perhaps *The Fulcrum* could receive a portion of the drink sales at the website launch event.

13. Interboard Relations

M. Gollish offered to read J. Turcotte's report since he is absent from the Board meeting this morning.

J. Turcotte reported that he met with the Ed Board at their meeting on September 17th to give them updates from the BoD, such as electing D. Jean-Jacques to the role of Ombudsperson. He also discussed several possibilities for an upcoming social event, including: a trip to Saunder's Farm, an escape room, or a halloween costume party at the office. The Board all agreed on a halloween costume party for the October social event, maybe on October 18th.

14. Referendum

R. Sheikh-Khalil noted that this project is currently on hold due to the recent situation with the SFUO.

15. Policy

M. Gollish explained that she's working on flagging all mentions of "staff" in the Policy Manual to figure out the different contexts. She added that she's going to remove all mentions of "staff status" as there are different meanings for this and some uncertainty surrounding them. M. Gollish read the staff contingency fund section (section 5.4.1) aloud and noted that it might need to be changed. J. Rausseo said that the term "staff" should probably be changed to "employee" instead.

M. Gollish continued by saying that the publication cycle needs to be defined as its changed now.

16. CUP

R. Sheikh-Khalil informed the Board that she met via skype with a CUP representative, and some other EICs of papers across Ontario to discuss the upcoming Ontario conference. She mentioned that the theme will be getting it right, and there are several speakers lined up. R. Sheikh-Khalil then reviewed the questions that she asked the other EICs:

- Mentorship from media/journalists? → have a wide directory of alumni who they keep in contact with, giving them updates and asking for updates in return. They also have people come in weekly to give advice. R. Sheikh-Khalil said that they suggested we contact our alumni.
- How has your video content gone? → have three full-time people working on their media team in addition to two part-time editors, copy editors, and a podcast worker. They don't work on the same schedule, but the content is linked to content on the website.
- What kinds of training have you received? → R. Sheikh-Khalil noted that they received internal training for free, and alumni come in for training sessions. They suggested that we contact Murad Hamadi, a journalist for the Logic who has previously worked at Maclean's and The Citizen, and David Spock, who is the Logic's EIC and a CUP alumni.

- How have your advertisement finances gone? → They suggested that we speak with the Eyeopener's GM.

17. Other Business

J. Rausseo motioned to adjourn the meeting at 2:05pm. All voted in favour and the motion passed.

Appendices

GM Report March 2018

1. Financials

TOTAL	\$220,540.03
Chequing	\$137,069.55
RBC	\$83,470.48

2. Directors

Ontario Business forms sent out after speaking to CRA representative.

3. Website Renovation Process

We've received the updated main page, header pages, and article pages from Stephane. We held a meeting on Wednesday to discuss any further changes to the header and article pages and have sent them back off to Stephane. Stephane can potentially have the site ready and launched this week but can't confirm a date. What do want to do?

4. Website Hosting Issues

As you all know, the website has been having a lot of issues recently when it comes to staying online. Unfortunately, there is no permanent fix to this issue but I have taken some steps to update the site with key plug-ins and coding from InMotion support.

5. Updating the policy on the website

Need the Master policy of most recent edits to upload.

6. Advertising

Received our 500 pens and they look great!

7. New Computers

Purchased new computers and waiting for all staff to transfer everything into 1 file on current computers so that I can begin the set-up process.

8. Adobe Creative Suite

Will be purchasing the Business version of the Adobe Creative Cloud Suite for our visual staff within the next week.

9. Business Cards

Finished business cards and changed Presidents email address.

10. Summer Levy

We received our summer levy!

August Board Report 2018

Sales

Current Sales Totals:

September: \$2864

October :\$4017

Total Sales \$6872

The Current total sales is \$6872.

Ad Space is really fillinf up with having the one special issue each month. This has been the best month by far in a while. We are doing better than the monthly average we projected

Free Media total: \$604

Sports Services and Comm life Contract.

After Attending the International student hangout. Sports/ Community Life Services Has currently put our previous deal on “hold” and could quite possibly be the end of as well.

Due to new promotion policy procedures on their end they were unable to get the contract previously established , signed. Since they did advertise with us in the first issue. There is currently a “balance owed” so there are two remaining events that we are able to attend.

Still yet TBD.

Frosh Week.

Tabling at frosh week was a success. We managed to secure a table at frosh week for both weeks. We got lots of new volunteers for ed board and handed out many pens and key lanyards.

This year we offered students chips and lollipops as an incentive to come to our table and learn more about us.

I ran an activity with students. A simple game of Jenga, the twist, each piece you pull out has a question or a “Dare” students had to successfully pull 3 pieces to earn one of the snacks.

This activity was successful and definitely helped with the engagement at the table.

Thank you to everyone who was able to come and help out tabling with me.

Social Media.

We have now ran two social media contests.

Our first one was to take a picture using a newspaper in a creative way (other than reading) and to post it. We offered FNS gift cards as the prize.

Our second one was to take a picture showing your school spirit for a chance to win a pair of panda game tickets.

Both contests were successful. We will be continuing to run them each month to increase awareness and engagement with our followers.

International Student Hangout

Our first event presence was at the International student hangout. Dorian and I went and spent time walking around talking to students a lot of whom were unaware of the fulcrum. We handed out pens and key lanyards and participated in activities with the students. It was a great time minus the fact we missed the food.

FNS EVENT

I have reached out to Mike about having an event run by the fulcrum at FNS . He is very open to the Idea. He leaves October 4th for two week vacation and would like to get things sorted out before hand. So I will need to meet with him next week with a plan.

What time will the event take place ?
Are we selling tickets ?
How much are tickets ?
How will we promote the event ?

These are just some of the questions that need to be sorted out before I meet with him.

Content

We're still on a high from the SFUO's escapades. Everyone's sections are coming along nicely. The Frosh issue did well, and we're printing our Food Issue this week, which will be on stands Wednesday.

A lot of our content has been republished through the CUP wire, in other student publications.

Our videos are coming along well, there's just a slight delay from when they're done to when they actually get uploaded to our social media.

Marketing Strategies

We had two social media contests so far, which helped increase our follower count on various social media, most notably on Instagram and Facebook.

Social

See social media report shared with Kate, Raghad

Goals:

- Need to be more active on Instagram (since we have new content this should be a natural occurrence) ; still an issue, need to talk to Christine about this — also want edboard to use Instagram stories more
- Will be holding performance evaluations throughout October

Other

- Sent updated constitution to board; waiting for approval
- Want to set up CBC/Ottawa Citizen tour; Soccer game with La Rotonde (Got postponed due to scheduling conflict)
- Website issues: Staff and readers have been complaining about our website not working, it's causing a lot of problems for edboard
- Feedback about business team: Edboard wants Dorian and Kaylum to be present in the office
- We can't be asking people to do more than what's in their job description
- Computers need to be installed; it's easier for me if Dorian can be in the office to supervise people getting their files together, because I have a lot of other editorial stuff to deal with
- We need more equipment for visual; Rame talked to Dorian, I don't know if that has been communicated with the board
- Coffee
- Readership Survey; Got into the account. Thinking of rolling it out in October when we have fresh content, to get a better idea of what people like/want more of — can do this this month

Fulcrum Analytics Report September 18 to September 24

FULCRUM WEBSITE ANALYTICS

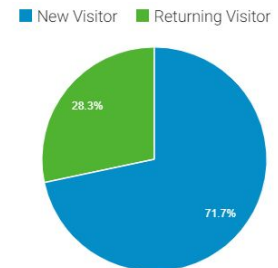
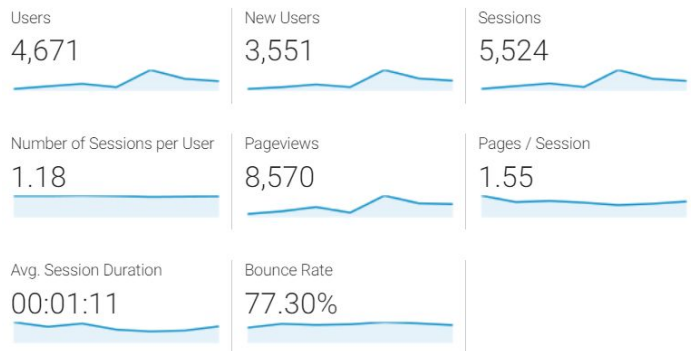
Audience Overview



Everything is green this week! Which is mostly attributed to our breaking news story which did super well. The spike on September 22nd can be correlated with the posting of the breaking news story which is what has brought in most of our views this week. Our users went up 91%, woo! I love it when the SFUO has scandals.

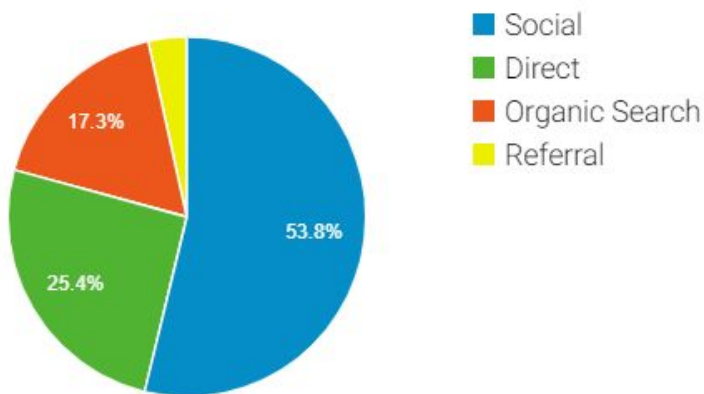


New visitor ratio went up this week as well which tends to happen with breaking news. Generally, the influx of new people who don't usually check out our website brings in all the new views.



Acquisition

Top Channels



For the second week in a row, social beat out organic search! (Even direct beat out organic search this week, which is really cool). Hopefully, this trend will continue.

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	4,671	3,551	5,524	77.30%	1.55	00:01:11
1 ■ Social	2,563	<div><div></div></div>		83.39%	<div><div></div></div>	
2 ■ Direct	1,212	<div><div></div></div>		80.56%	<div><div></div></div>	
3 ■ Organic Search	825	<div><div></div></div>		54.31%	<div><div></div></div>	
4 ■ Referral	166	<div><div></div></div>		82.12%	<div><div></div></div>	

Facebook did really well this week, as per usual. Reddit beat out instagram which is also a trend that tends to happen when there is SFUO drama.

	Social Network ?	Acquisition			Behavior			Conversions		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		2,563 % of Total: 54.87% (4,671)	1,683 % of Total: 47.40% (3,551)	3,011 % of Total: 54.51% (5,524)	83.39% Avg for View: 77.30% (7.89%)	1.37 Avg for View: 1.55 (-11.91%)	00:01:00 Avg for View: 00:01:11 (-15.18%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Facebook	2,369 (92.18%)	1,572 (93.40%)	2,761 (91.70%)	83.88%	1.35	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Twitter	174 (6.77%)	94 (5.59%)	215 (7.14%)	78.60%	1.46	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. reddit	22 (0.86%)	14 (0.83%)	23 (0.76%)	82.61%	1.39	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Instagram	5 (0.19%)	3 (0.18%)	12 (0.40%)	58.33%	4.33	00:06:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

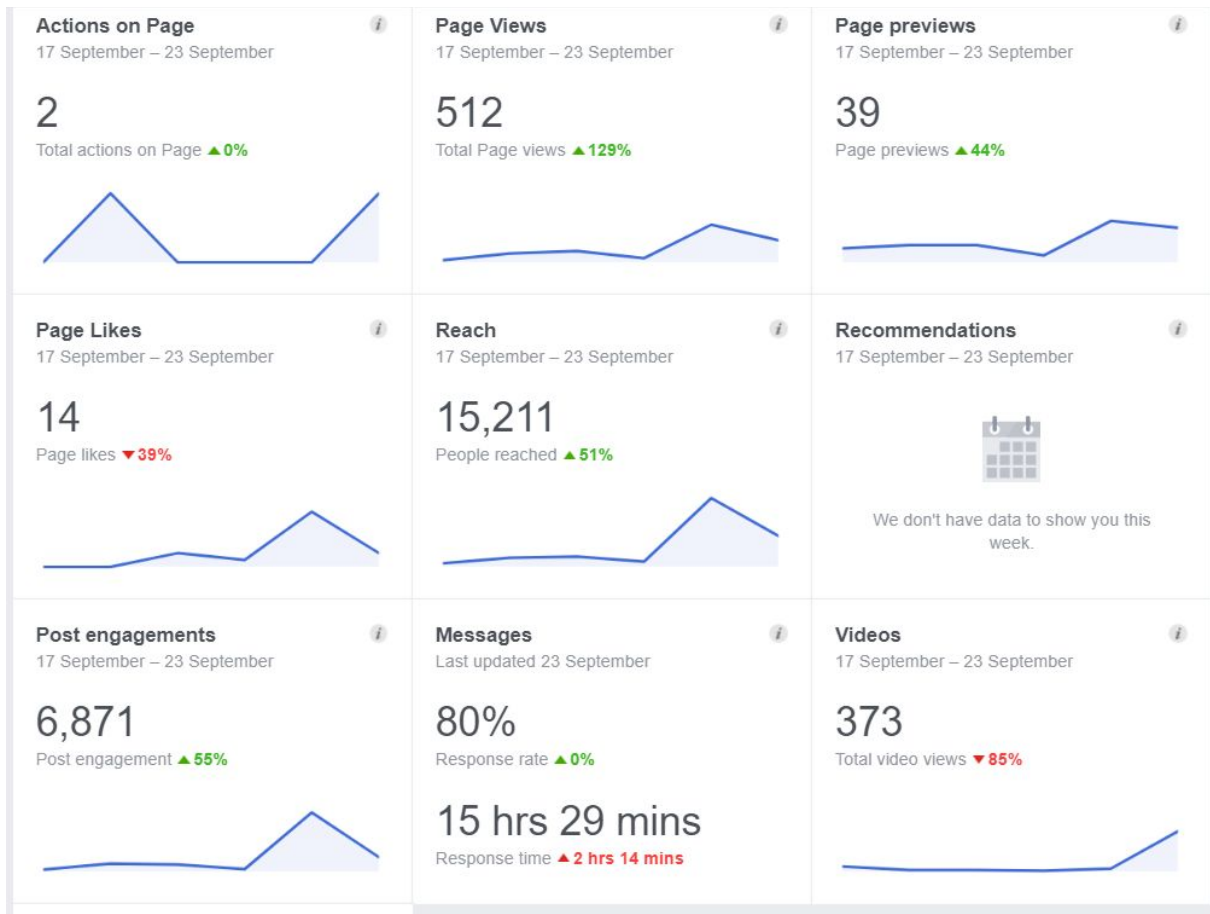
Behaviour

As with the theme of this report, the SFUO breaking news came in first before home page this week! I'm pretty sure this story did better overall than the very first breaking news of allegations in the SFUO. I think part of what contributed to this story doing so well is because we broke the news before La Rotonde did which is really encouraging.

	Page	Pageviews	% Pageviews
1.	/news/u-o-requests-resignation-sfu-members-implicated-fraud-allegations/	3,174	<div></div> 37.04%
2.	/	759	<div></div> 8.86%
3.	/news/boa-meeting-selects-forensic-auditor-sees-vp-equity-resign/	425	<div></div> 4.96%
4.	/dear-ty-dear-ty/dear-ty-fucked-ca/	419	<div></div> 4.89%
5.	/breaking-2/incoming-sfu-president-executive-director-face-allegations-fraud/	271	<div></div> 3.16%
6.	/news/sass-overhauls-counselling-coaching-unit-adds-walk-clinic-group-therapy/	151	<div></div> 1.76%
7.	/the-tomato-2/lrt-literally-just-noise/	146	<div></div> 1.70%
8.	/news/u-o-prof-receives-grant-study-mmiwg-inquiry/	144	<div></div> 1.68%
9.	/news/u-o-requests-resignation-sfu-members-implicated-fraud-allegations/?platform=hootsuite	114	<div></div> 1.33%
10.	/category/news/	101	<div></div> 1.18%

FACEBOOK INSIGHTS

Post Reach/Net Likes

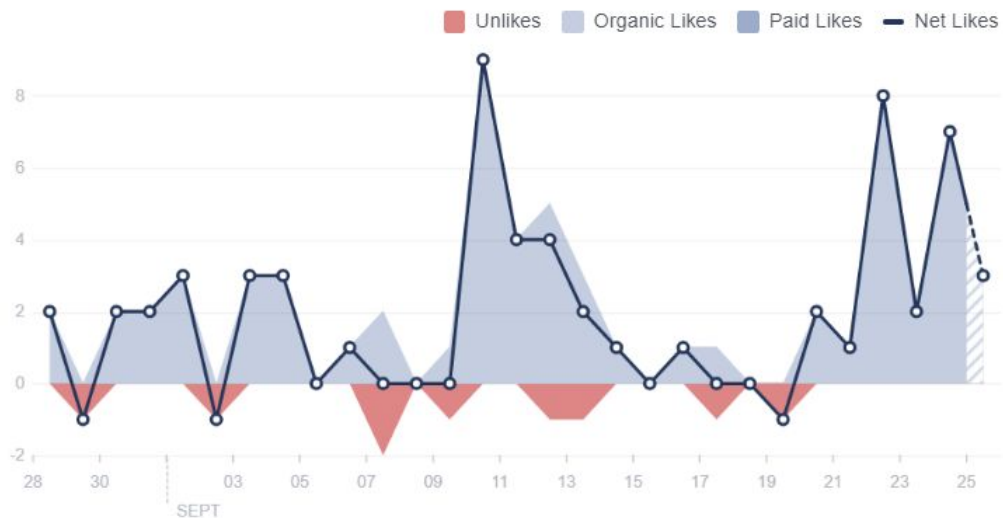


Page likes went down by a bit this week but our reach and engagements went up by a lot. I noticed a lot of engagement in terms of commenting and sharing with our breaking news!

+14 page likes this week.

Net Likes

Net likes shows the number of new likes minus the number of dislikes.



As usual, engagement decreased a bit over the weekend but will hopefully keep going up as the week goes on.

Post Reach



The number of people who had any posts from your Page enter their screen.



Top posts

Facebook is glitching hard time with this part so I'll keep checking back until it stops glitching. Meanwhile, I sound like a broken record but that breaking news story did really well for sure.

How we compare

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	137.5K 	▲ 1.3%	250	20.1K 
2  Ottawa Sun	37.8K 	▲ 0.5%	250	3.7K 
3  FÉUO SFUO	5.5K 	▲ 0.5%	12	41 
4  The Charlatan	2.8K 	▲ 0.1%	35	229 
YOU 5  The Fulcrum	2.4K 	▲ 0.9%	43	357 
Keep up with the Pages you watch. Get More Likes				
6  Canadian University Press	1.2K 	▲ 0.1%	0	0 
7  La Rotonde	2.5K 	▲ 0.4%	23	196 

0.9% improvement this week!

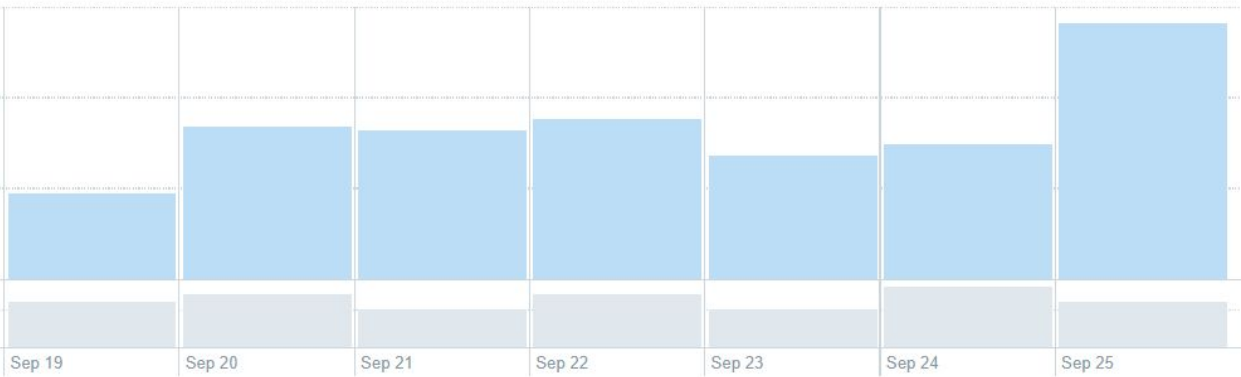
TWITTER ANALYTICS

Overview

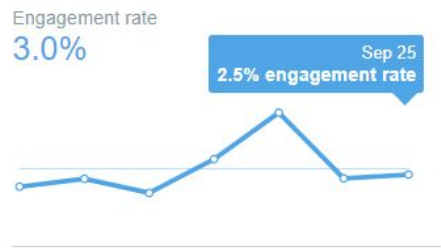
28 day summary with change over previous period



Your Tweets earned **19.4K impressions** over this **7 day** period








Our 28 day summary went up from last week. Ideally, we'd like to keep it consistently at around this point or higher. It dropped a little on Sunday (23rd) as usually and a little bit on Monday (24th) possibly because there were only 5 posts that day because our website was down for most of the day so it was a little more difficult to post things properly.



Most of our metrics on Twitter have gone up, however. 73 likes per week and, more importantly 323 link clicks, is pretty good for this week.

Top Tweets

SASS story did really well on Twitter this week as well as LRT story and SFUO scandals.

	The Fulcrum @The_Fulcrum · Sep 23 SASS overhauls counselling and coaching unit, adds walk-in clinic, group therapy: ow.ly/DrU230IVfDi pic.twitter.com/eUBjKqzDbc View Tweet activity	576	17	3.0%	Promote
	The Fulcrum @The_Fulcrum · 3h Story forthcoming twitter.com/the_fulcrum/st... View Tweet activity	562	20	3.6%	Promote
	The Fulcrum @The_Fulcrum · Sep 22 Ready for Rail? Not yet. Find out why the new LRT line has been postponed, again. ow.ly/aEGk30IUQrJ pic.twitter.com/JdWga6IxnA View Tweet activity	558	19	3.4%	Promote
	The Fulcrum @The_Fulcrum · Sep 21 The Fulcrum is giving you a chance to win two Panda Game tickets! Contest rules: 1. Follow our Facebook, Instagram (@instafulcrum) or Twitter account 2. Post a picture of how you show your school spirit! 3. Tag us and the friend you would like to go with. Contest ends Sep 26th. pic.twitter.com/cbF9vh5ebf View Tweet activity	556	15	2.7%	Promote
	The Fulcrum @The_Fulcrum · Sep 24 U of O prof receives grant to study MMIWG Inquiry: ow.ly/Hjhc30IX0r2 pic.twitter.com/cJy1shKLwM View Tweet activity	524	9	1.7%	Promote



The Fulcrum @The_Fulcrum · 3h

734

7

1.0%

On Sept. 17, [@uocommonlaw](#) held a panel with law experts titled "The Constitution, notwithstanding?" Check out our coverage from [@themindofmaris](#)
[ow.ly/ZckU30IXJNl](#) [pic.twitter.com/cClhKPI0X3](#)

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 19

694

27

3.9%

Monthly [@SFUO_FEUO](#) #BOA meeting goes in-camera twice, chooses forensic auditor, receives letter from former SFUO president, and announces vp equity's resignation.
[ow.ly/RkKA30ITcum](#) [pic.twitter.com/79DzwLNlu5](#)

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 21

657

67

10.2%

Women's hockey team defeat Laurentian 5-2 in preseason matchup. [ow.ly/CN9n30IUQmE](#) [pic.twitter.com/6xe1Pi7yMX](#)

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 20

645

17

2.6%

The phenomenon of the ByWard bear, explained.
[ow.ly/jYJl30ITPld](#) [pic.twitter.com/iugmnGzkPT](#)

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 19

602

6

1.0%

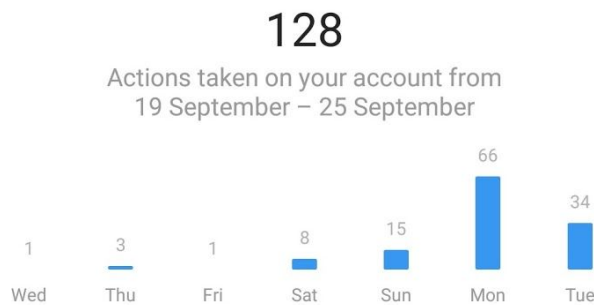
On Sept. 11, Vancouver-based artist, Tim Lee, was invited to speak by [@uOttawaArts](#). Check out our coverage to see what he recommended for aspiring #[UOttawa](#) artists.
[ow.ly/DHa730ITcHz](#) [pic.twitter.com/XBW6PiNqK0](#)

[View Tweet activity](#)

Promote

INSTAGRAM INSIGHTS

Interactions



Profile visits

+93 vs. 12 September - 18 September

121

Website clicks

+6 vs. 12 September - 18 September

6

Get Directions

+1 vs. 12 September - 18 September

1

Discovery



Reach

+62 vs. 12 September - 18 September

367

Impressions

+221 vs. 12 September - 18 September

846

Interactions went up quite a lot this week from 35 to 128 and Discovery from 343 to 367. I think the contest helped with this so it might be good to do more giveaways/contests/interactive things on instagram in the future.

Fulcrum Publishing Society
Board of Directors

President's Report

Sunday, September 30, 2018

Fulcrum Office, 10:30 a.m.

Meeting #5 2018-2019 Publishing Year

1. Finance

SFUO Update

- We met to discuss the implications of the University's termination of their contract with the SFUO
- Put together a list of next steps given this announcement, with the priority going to ensuring that our levy is still in place, as well as what we will do in the event that we no longer receive a levy
- I have drafted an e-mail to send to Jon's university contact. Hoping for a response this week.
- We have also discussed hosting a panel discussion/town hall in conjunction with IVoteJeVote to address the future of our student union, what students want to see and rebuilding trust in institutions
- See the attached Finance Committee Minutes for more details

Budgeting Note

- Given the uncertainty of our financial situation this Winter, any non-discretionary spending must be put on hold for the moment. This includes parties, acting pay, etc. Until we are certain we will be receiving our money in the winter, we need to be conservative with our spending. If you are uncertain about what counts as non-discretionary, run it by me or Jon first!

Quarterly Investments Update

- We need to review the status of our investments. We also need to change the signing authority from Lucas to Dorian

2. HR

Acting Pay

- As you all were informed, we paid Savannah an additional amount for her time taking on the role of EIC
- We clarified that we don't currently have an acting policy in place and given that her job requirements include taking up the role of EIC in the event of an absence, we could not justify paying her more on that basis. However we did pay her an amount out of the training budget line for going above her duties to train staff for their first print edition
- That e-mail discussion will be saved in the Drive
- A general note on online discussions- please remember to save important e-mails to the drive

3. Policy Committee

- The Policy Committee met this month to present Anchal's updated editorial job descriptions at next month's meeting as her contracts currently refer to outdated positions.
- Other topics included discussing a policy for acting pay, and updating the term "staff" in the bylaws. These are ongoing projects and will be discussed at our next meeting
- In addition, Margeurite and Kate will be putting together new Master Bylaw and Policy word documents since they are currently missing and need to be updated on the website.

4. Marketing and Branding Committee

Website

- This committee met to go over website design changes. The website is nearing the end of its updates. We made a few notes on slight changes we would like to see, but otherwise things are going according to plan
- The website should be ready by Thanksgiving. Christine will be doing some promotional activities to announce the launch of the new website
- Kaylum will be looking into having a launch party potentially at FNS or the like
- We have had a lot of website difficulties lately. This should be resolved when the new website is launched with our new hosting service. Thank you all for your patience at the time and for finding workarounds during delays. (i.e posted breaking news on facebook, and responding to comments regarding website outages. Your work has been noticed!)

Advertising

- Changes to Sports Services may mean we can no longer advertise with them.. Kaylum will continue to look into this
- We were not able to advertise at the Panda Game for this reason

Events

- I spoke with Matthew Boulden from IPPSSA regarding a partnership for "The Fulcrum's Correspondents Dinner" post model parliament. He is very interested in the idea. Graham and I will be meeting with him tomorrow (Monday October 1st at 4:30pm in the IPPSSA office to discuss initial ideas)
- Kaylum will be involved in this planning also, once we have confirmed it is a go!

5. Referendum Committee

- This committee met to go over strategies and next steps, however following the news with the SFUO and the lack of clarity about receiving our levy, we unfortunately need to put this project on hold.

6. Inter-Board Relations Committee

- This committee met to discuss having a social event soon! Look out for that.
- I still have not properly introduced myself to ed board, so potentially I will be by at the next meeting- of not I will see you all at the event!

7. Ontario CUP Meeting

- Meet with a few papers to discuss updates
- There will be a “mini NASH” on October 5th. THIS friday. It will be for free, and I encourage anyone who can attend to go
- They were very interested in learning about our transition to online. We will follow up on this with a full report with the steps to our transition
- I asked several questions to other papers. See my meeting notes for more details
- Now that I have met the other papers, in the future if any of you have any questions for me to pose at these meetings, I will give you a heads up. (Mostly for editorial, but also for the Board)

6. Training

- Expect to see some additional training at meetings as well as a larger Board, business, and editorial training soon
- We have our strategic planning session coming up, so we need to begin to plan for that

7. Board Recruitment

- I received an e-mail from Dayne Moyer, our previous GM looking to apply for the role of community rep. He would like to “see through The Fulcrum” after hearing about the SFUO’s contract termination with the University.
- I have added the e-mail to the drive. He will be sending his resume and cover letter to me shortly.
- We should continue to advertise for vacant board positions!

8. Tornado/ Emergency Situations

- I sent an e-mail to staff to work from home if needed, and delays were to be accommodated for
- We should have a working emergency contacts list in case of an emergency situation. This tornado highlighted the fact that we were unprepared! Anchal, please put together an editorial list with alternate e-mails, phone numbers, and emergency contacts. Kate will do the same for the Board and Business employees
- Finance/Capital assets committee should do a walk through of the office to ensure nothing has been damaged

We have had a crazy month, but it’s really great to see everyone stepping up and working really hard to make sure we do great in the midst of the chaos! Kudos to all of you for a continued job well done.

Student Levy Meeting

<https://www.uottawa.ca/university-fees/incidental-fees-undergraduate>

<https://www.uottawa.ca/university-fees/incidental-fees-graduate>

<https://media.uottawa.ca/news/university-ottawa-terminates-agreement-sfu>

“14. What happens to student media (*the Fulcrum*, *La Rotonde*, CHUO)?

The University is not involved in the management of *the Fulcrum*, *La Rotonde* or CHUO. *The Fulcrum*, *La Rotonde* and CHUO are each their own corporation, independent of the SFUO and of the University.”

- ask the university what best practices they have
- don't get on their bad side
- under no obligation to honour the SFUO's agreements
- Hold off on the referendum
- Meet with the BOA to help them restructure. Under the guise of University staff. You're opaque, no financial oversight. Cannot prove that you take student experience into account.
- How do you fix the student union? Talk to Editorial Board--? Jon try to find a room and a date. Talk to Kevin Page. What would you do in this situation?

- 1- a. Get our levy (Find out what the University needs for us so that continues). One paragraph e-mail to Michel by tomorrow. (Tonight) Send to Jon
 - a. Jon and I sit down with the university to talk about the nitty gritty of us getting our money and the maintenance of our relationship
- 2- IF no:
 - a. Force an emergency meeting with the University; then
 - b. Set up a meeting with Jenna to discuss our options; then
 - c. Put together a shadow budget with no levy in place; then
 - d. We use our as activist editors to highlight the injustice of the situation
- 3- Reach out to IFSD by our meeting on Sunday. Meet in person to discuss possibility of a panel discussion. Q&A following an informed discussion. Reach IvoteJevote people for a partnership.
- 4- Meet with the BOA following talking to University. Ideally we would approach the conversation with them, knowing the reasoning behind the university's decision.

- Michel Guilbeault → the AVP student experience and now reports to David Graham.
- Probably the financial group under Michel that deals with this. We will likely be dealing with them.

Any levied group gets a staff.

Fulcrum Publishing Society – Board of Directors
Branding and Promotion Committee Report (Sunday, September 30th, 2018)
Prepared by: Graham Robertson



Website Redesign

- The old website has been crashing frequently, making it difficult for breaking news stories to be uploaded and in general for staff and readers to access/visit the website
- The new website is nearly complete, and can be found at thefulcrum.fullview.ca
- Dorian, Anchal, Kate, and Graham met to go over the new website and make suggestions for changes, but overall it's clean and visually appealing and much more modern
- FullView is currently in the process of transferring over all of the content to the new website, and incorporating the changes that we've asked for
- Anchal and Graham have requested the deadline for completion to be Tuesday, Oct. 9th (after the Thanksgiving weekend); Dorian will communicate this with FullView and follow up with us, especially so ed board knows when the new website will be ready and so Christine can work on social media promo/ Kaylum can possibly do an event

Advertising/Marketing

- Unfortunately, Sports Services' sponsorship policy changed such that we weren't able to advertise at Panda Game this year, however we were able to do a social media contest to give away two tickets
- Event ideas:
 - Pending confirmation of the Oct. 9th deadline for the website (or whenever it will be ready) we had discussed a website launch event possibly at FnS or 1848 (1848 might be tricky as it's an SFUO business and they're in a bit of a crisis); we could ask for a portion of cover or a portion of proceeds from a drink sold
 - Dorian proposed to Anchal and Graham a Fortnite tournament, possibly for the website launch event?
 - At the Sept. 17 meeting, Raghad, Dorian, Kaylum, Kate, and Graham discussed a Model Parliament after-party/gala hosted by the *Fulcrum* in the style of the White

House Correspondents Dinner; Raghad has contacted Matthew Boulden,
organizer of Model Parliament

Fulcrum Publishing Society
Inter-board Relations Committee
NOTES

Wednesday, September 19th, 2018
Meeting #1

Present: Justin Turcotte

Since I was the only one to attend the meeting, there was no actual meeting. This is a review of my update to Ed Board for September and my plan for October.

1. Ed Board Update

On Monday, 17 September I met with the editorial board at their regular Monday meeting. I updated them on our August board meeting, specifically: the discussion at the Referendum Committee, the introduction of a treasurer position to be occupied by a current board member, the discussions that Raghad has had with Erik from CUP about documenting The Fulcrum's transition online, the website redesign, and the fact that we now have an Ombudsperson.

The Ed Board members were most interested and asked questions about the referendum and the website redesign. Some members wanted a timeline for the launch of the new website, a date I was not able to provide them.

2. October Social Event

After our discussion about the August board meeting, I solicited ideas from the Ed Board about a potential social event in October. The proposed ideas were:

- Escape Manor (\$\$)
- Saunders Farm - Fright Night (\$\$\$)
- Halloween Haunted House/Costume Party in The Fulcrum Office (\$?)

If the Board would like to choose their favourite option from the list above, that would be fantastic. Once an event is chosen, a date will be decided upon and we'll all get together!

Fulcrum Publishing Society
Referendum Committee
NOTES

Wednesday, September 12th, 2018
100 Louis Pasteur, 5:30 p.m. - 6:30 p.m.
Meeting #1

Present: Kate Murray and Justin Turcotte

Green = question

Yellow = important

NOTE (26 September): With the recent termination of the agreement between the Student Federation of the University of Ottawa and the University of Ottawa, it is the opinion of the Chair of the Committee that the committee be placed on hold pending the outcome of future events. Specifically, whether The Fulcrum will receive its levy through a new undergraduate student government or through an agreement negotiated directly with the University of Ottawa administration. If The Fulcrum is able to receive its levy directly from the University of Ottawa, it might act as a further method to bolster its independence from student government.

Further question (26 September): Does The Fulcrum receive a levy from students represented by the Graduate Students Association of the University of Ottawa. If not, why not? In The Fulcrum's By-laws, graduate students are also members of the Corporation.

1. The Question

Current levy is \$2.25 per full-time student and \$1.20 per part time-time student (same as *La Rotonde*).

According to the SFUO Constitution (2018-2019):

“The referendum question must be concise, precise, and unambiguous. The question must be answered simply by a Yes or No. 4.4.2. b. a petition duly signed by one thousand five hundred (1500) or five (5) percent of the members of the Federation, whichever is less. The petition must list the student number of every signatory and must be delivered to the Chairperson of the Board of Administration, no later than 7 days prior to a meeting of the Board of Administration. The petition must clearly indicate the question to be posed in accordance with subsection 4.3.5.2. In this case, at the Board of Administration meeting immediately following delivery of the petition, the Chairperson must require the Board to select a timeline to hold the referendum consistent with 4.4.2.”

Who is the Chairperson of the Board?

The current question is as follows:

Do you support improving coverage of student news at The Fulcrum—the University of Ottawa’s official English-language, student-run newspaper—and ensuring the paper can continue to hold university institutions accountable, by giving them their first ever student levy increase as an independent body by granting a one-time increase of 70 cents for full time students and 30 cents for part time students, with The Fulcrum’s levy adjusted yearly according to inflation as measured by the consumer price index?

This question has also been translated into French. We are concerned this may be too wordy, cutting the word count on this long sentence may be something to consider.

Where does 70 cents and 30 cents come from? Do we want to reexamine these numbers? We agree that the increase should definitely be kept below \$1, but what about 80 and 40 cents?

If La Rotonde is willing to come on board, the question may be adjusted to the following:

Do you support improving coverage of student news on campus at The Fulcrum and La Rotonde—the University of Ottawa’s official, student-run newspapers—and ensuring the papers can continue to hold university institutions accountable, by giving them their first ever student levy increase as independent bodies by granting a one-time increase of 70 cents for full time students and 30 cents for part time students, with The Fulcrum’s and La Rotonde’s levy adjusted yearly according to inflation as measured by the consumer price index?

Several questions need to be asked if La Rotonde is included:

- Has La Rotonde ever increased their levy?
- Can The Fulcrum and La Rotonde jointly submit one referendum question?
 - Ideally this would permit us to split the collection of signatures, with each paper collecting 750 signatures
 - Could we run a joint YES Committee?
- And of course, where does La Rotonde stand?
 - When can we expect to hear back on a decision from them?
 - When does their Board meet next?

Raghad, Justin, and Kate will hopefully be meeting with La Rotonde in the near future (within the week) to present our plan and get a reading on their interest.

2. Submitting the Question

The SFUO General Election must be held no later than the business day of February 2019. We believe it is best to submit our question along with our duly signed petition of 1500 students 7 days prior to the December Board of Administration meeting. This allows a buffer period of one month for any unforeseen issues. Our very last opportunity to submit the question and signatures would be 7 days prior to the January Board of Administration meeting.

- Can we have the SFUO proofread the question before we start collecting signatures?
- We need to determine the dates of the Board of Administration meetings. Justin has reached out to Rudolph Damas (a member of the BoA) to get the dates, times, and locations of the meetings.
- If the question needs to be changed, do we need to collect all of our signatures over again?

3. Timelines

The rough timeline is as follows:

Part A: Collecting Signatures

- 1) Meet with La Rotonde
 - a) Raghad, Justin, and Kate
 - b) Let them think about it
 - c) Figure out where they stand
 - d) When can we expect to hear back? -> ideally before the end of this month
- 2) Run everything by the Board of Directors on 30 Sept
- 3) Start collecting signatures at the beginning of October
- 4) Have all 1500 (or 750) signatures by the end of November (2-months to collect all signatures (9 weeks, one of which is Reading Week))
- 5) Submit the question and all signatures to the Chairperson of the Board of Administration 7 days prior to their December meeting
- 6) Someone should attend the December meeting to speak on behalf of the motion if necessary and to witness the deliberation

Part B: YES Committee

- 1) To Be Determined

4. Strategy

Only the Board of Directors and volunteers can participate in the referendum efforts. Paid staff (Editorial Board and Business Staff) cannot participate.

- Can we use The Fulcrum's social media accounts? Or do we need to create separate ones for the referendum effort?
- Do we have to pay for space in our own paper? Theoretically, if there were to be a NO Committee they would not have this same luxury.

Get all the BoD members / volunteers a t-shirt to wear while collecting signatures or campaigning. Wear Fulcrum lanyards when the temperature drops and we're outside?

We will hand out the signature sheets freely and aim to collect them all the last week of November.

Volunteers:

- A BoD member should attend the volunteer meeting on Tuesday at 4:00 p.m. the first week of October to explain what we are doing and to ask them to help us collect signatures from students. Hand out signature sheets.
- Maybe check-in midway
- Collect the sheets at the meeting the last or second last week of November

We will be responsible for creating any promotional material on our own as the Board.

We need to determine at what level of commitment we want our marketing campaign to be.

- Certainly want a social media campaign
- Will we be overwhelming students with the parallel awareness campaign for our transition to online?

5. To-Do

- Hash-out what our campaign will be to raise awareness for Part B of our timeline (the campaign)
 - Is any sort of outreach required while we collect signatures?
 - Will we have a signature table set-up, or just go around individually to students?
- Answer all of the question above highlighted in green!
- Delegate tasks to the rest of the Board of Directors at the 30 Sept meeting, this effort will require all members of the BoD to help out!

6. Follow-Up

Jon's Helpful Email:

- Just a quick question, we receive \$2.25 per semester? That might have an impact on the question.

- **Chairman of the Board is usually the chair of the BOA**

To be certain it is going to the right place I would send multiple copies... to the chair, the comptroller general, and the VP finance

- The question does seem a bit long and I think there is a section where you say "by giving them.... by granting them..."

Maybe this instead?

*Do you support improving coverage of student news at The Fulcrum—the University of Ottawa's official English-language, student-run newspaper—and ensuring the paper can continue to hold university institutions accountable, by giving them their first ever student levy increase as an independent body, **by granting a one-time increase of 70 cents for full time students and 30 cents for part time students**, with The Fulcrum's levy adjusted yearly according to inflation as measured by the consumer price index?*

- If you want to go short:

*Do you agree to support The Fulcrum—the University of Ottawa's official English-language student newspaper— by giving them a one-time increase of **70 cents for full time students and 30 cents for part time students**, with The Fulcrum's levy adjusted yearly according to inflation as measured by the consumer price index?*

- I do not know if La Rotonde has ever increased their levy. I feel like if they have, we would have also do it at the same time. Otherwise it would be strange that our levies are the same.

- Yes, we can jointly submit one question but they cannot be considered separately... therefore a student can't say yes to La Rotonde and no to the Fulcrum. Also, it would mean that you would have

to change the question because we are no longer asking for 70 cents, we would be asking for \$1.40 with 70 cents going to each group.

- You can run a joint yes campaign with La Rotonde but the spending limit stays the same. I am not sure if two referendum questions are allowed to work together or if that is considered some form of collusion.
- I don't know much about their board but maybe we should have a joint meeting to talk shop with them?
- I think you can ask them to read the question for us but I don't think that they guarantee that it means the question can't be challenged. I think we would need to talk to the comptroller.
- Yes, if the question changes, you need to get the signatures again.
- I do not think that we are allowed to use the Fulcrum Social Media accounts. Since we pay someone to maintain them, we would have to add those salaries to the referendum budget. Also, it would make the Fulcrum biased as the paper should be covering both side of any debate or referendum question. (There is the strong possibility that there would also be a no side)
- Yes we would and I don't think we could afford it. I can't remember what the cap cost is but it is not very high. (putting ads in our own paper)
- I think we could keep the online thing and the referendum separate.
- I have done a few referendum questions in the past and going person to person gets you 10 times as many signatures.

FULCRUM

THE UNIVERSITY OF OTTAWA'S ENGLISH-LANGUAGE STUDENT NEWSPAPER SINCE 1942

654 07-85 University Private
Ottawa, ON
K1N 6N5
613-695-0060

Fulcrum Publishing Society – Policy Committee
MINUTES

Thursday, September 20th, 2018

Fulcrum office 5:30 PM - 6:30 PM

Present: Marguerite Gollish, Kate Murray, Raghad Sheikh-Khalil

Defining the term “staff”

- 1) Re-defining the term “staff” in the policy manual
 - a) There are varieties of ‘staff’ at the Fulcrum (ed board, business) - any mention needs to be clearly defined. There are many unclear references to staff in the manual at the moment. At the next meeting all mentions will be flagged and discussion will be had on what most appropriate mention of staff is warranted.
 - b) Due to the changing nature of “staff status” (in the Ed Constitution it refers to a number of “publications”), it would be more prudent to remove any reference to ‘staff status’ if possible, or contextualize as much as possible. ‘Staff status’ is only defined in the Editorial constitution, further discussion needed whether the policy manual should reference the Editorial constitution. In any case this a flag to consider any reference to the constitution and make sure it is still valid.
- 2) Role of honorary Board members
 - a) Dealt with, we will avoid using them unless special role like lawyer, financial
- 3) Acting Pay for staff
 - a) Find the final version of the budget to see if this is in there.
 - b) Do we have a staff contingency fund? It is defined in the policy manual (Section 4.4.1) but as we don’t have the final version of budget can’t confirm whether there is a line or not. To be further discussed once more information is available.
 - c) Acting pay — not directly referred to under staff contingency, although there is the following specification: “unexpected expenses, including, but not exclusive to: maternity/parental leave and raises” which was deemed to cover an approval of acting pay.
 - d) 5.4.1 Staff Contingency Fund. The budget passed by the Board shall include a line designated as “Staff Contingency Fund” and which:
 - i) a. Shall be no less than 2% of the total salaries line. These funds will be drawn from a special account reserved expressly for this purpose, which will be replenished each year as necessary;
 - ii) b. Shall be used to pay for unexpected expenses, including, but not exclusive to: maternity/parental leave and raises.
 - iii) c. The Editor-in-Chief may ask the President for authorization to use the fund. The President’s permission shall be considered sufficient for its one-time use.
 - iv) d. Any authorization of funds made by the President must be included in the President’s monthly report.
 - v) e. If the funds requiring authorization affect more than two publication cycles, then the Board’s approval is required
- 4) Section to be added to the Interpretation list at the beginning of the policy manual to define (or leave open enough the definition of) “Publication.

- a) The following is proposed: “Publication” refers to a weekly cycle as defined by editorial board.
- b) If there is no consensus at board meeting on this interpretation will be referred to a further meeting.
- 5) Ed board constitution - match job descriptions to policy manual. What are the changes? If not substantial present to board to be updated in the policy manual.
 - a) Section 5.03 does not need to be changed.
 - b) The following need to be changed to Staff descriptions in the Policy Manual:
 - i) Editor in Chief position description
 - ii) Managing Editor
 - iii) Remove multimedia coordinator
 - iv) Add Social Media Manager

CUP Ontario Meeting

Thursday September 18th

In attendance: Jacob, EIC of the EyeOpener, Molly Ontario Representative, Safina- EIC of the Chord at Laurier, Sabrina- The Strand, Michael- EIC of the Gazette, Me.

1- Who can attend the conference?

2- Ontario Conference overview:

-theme of getting it right

-accuracy, what you should look out for

Speaker List

1. national news media counsel. Huge national org that deals with complaints with orgs. Talks on factual errors, what happens when they are made, how to fix the situation. How dealing with them has changed. Less about assigning blame, more about regaining trust with readers. What papers can do about it.
2. EIC of motherboard at Vice. Doing the presentation that was supposed to be at NASH. On science journalism. Importance of getting stuff accurate. Through the lens of science reporting.
3. Anita Lee from Discourse. Toronto-based. Brif overview of what they do at the discourse. Looking to expand their coverage. What it's like to be a smaller publication, what that is like for them
4. Recent graduate panel. Richard chan- the varsity, Jack Hauen, Audrey

- two of them at the globe, flair, and chatelaine, none of them went to J school. What it's like to get a job with those credentials. Pitching and freelancing.

NASH feel on a smaller scale.

Update from other papers

The Strand

- put out an equity style guide.
- in the process of putting out their first magazine of the semester

Eyeopener

- dealing with editors that have left
- opening their special issues to idea that are not niche to reporters
- special issue about nostalgia
- Equity training

The Chord

- Homecoming coming up

Western Gazette

- Corinne from the bachelorette flaked
- Hosting a book drive with the library
- Sally Armstrong coming to speak

My Questions

q-mentorship from media/journalists?

- Wide directory of alum
- Keep in contact with alum, keep them abreast and ask for updates on them and give them updates. Weekly people come to their Ed Board meeting to talk about what they've been doing and give advice. Their GM has been around for 15 years. Contact your alum.

q-how has your video content gone?

- In the media program. Full-time 3 people on the media team. Staff-people. Only 2 part-time editors. Copy editors, and podcast worker
- don't work on the same schedule, but content is linked to content on the website.
- The strand podcast in garageband, but partnered with the radio club on campus. Start off with podcast bc it is less work.
- Check out the eyeopener's video content for
- -interviews with writers after features are posted, athletes, inside the story type thing, talk about the process
- or it could be separate content

q-what kinds of training have you received?

- Internal training for free
- Alumni come in for training sessions
- Journalists in Ottawa. Murad Hamadi works for the Logic. Worked macleans and the Citizen before.
- The logic's EIC was CUP alumni. David Spock. He founded it.

q-how have your advertisement finances gone?

- Will contact the Eyeopener's GM