

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, March 31<sup>st</sup>, 2019  
141 Louis Pasteur, 10:30 a.m. - 1:42 p.m.  
Meeting #10 2018-2019 Publishing Year

**Present:** Kate Murray, Jonathan Rausseo, Dorian Ghosn (ex-officio), Justin Turcotte, Anchal Sharma (ex-officio), Graham Robertson, Dayne Moyer, Raghad Sheikh-Khalil, Kaylum Bobal (ex-officio), Matt Gergyek (incoming EIC)

**Partially Present:**

**Absent (with reason):** Donya Ashnaei, Rachel Hammond

**Absent (without reason):**

1. Opening of Meeting

G. Robertson opened the meeting at 10:42 am.

2. Agenda

R. Sheikh-Khalil motioned to approve the agenda with the following amendment:

-move the HR discussion to other business

J. Rausseo seconded the motion. All voted in favour and the motion passed.

3. February Meeting Minutes

J. Rausseo wondered what happens to votes made after meetings (online). K. Murray explained that she includes them in an online votes section at the end of that month's monthly minutes. J. Rausseo said that he'll motion about funds during the finance section. J. Rausseo motioned to approve the February meeting minutes. J. Turcotte seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

G. Robertson went over the standing actions list and J. Turcotte made the necessary changes.

5. General Manager

D. Ghosn began his report by reviewing *The Fulcrum's* financials and announcing that banking is looking good right now.

D. Ghosn mentioned that he helped K. Bobal organize and host the Office trivia event, which was very successful. He noted that he spoke with some people afterwards, and they said that they would definitely be interested in another event and most would be willing to pay a small entry

fee. D. Ghosn noted that *The Fulcrum* has two meetings left with Casandra, and the next meeting will take place this Thursday.

D. Ghosn informed the Board of the final details after calling Bell to cancel *The Fulcrum's* phone lines:

- \$60 installation fee for “phoneless internet setup”;
- \$10 extra for internet bill for eight months = \$80;
- \$600+tax for all three lines = \$678; and
- \$960+tax = \$1082.88

He continued by stating that the difference between cancellation vs staying is \$264.88, and noted that the cancellation date is scheduled for April 5th. Discussion ensued on office safety now that there will be no more phone lines in the office. All agreed that it would be a good idea to ensure that there are phone chargers there as well as to inform employees and volunteers about the UOttawa safety app. D. Ghosn said that he will purchase some iphone and android chargers for the office.

D. Ghosn indicated that *The Fulcrum* finally received and deposited *The Fulcrum's* levies for both the fall and winter semesters, and said that the total for both levies is \$259, 443.32, which is significantly more than the Board thought it would be.

D. Ghosn proceeded to give updates on some other *Fulcrum* accounts:

- Cancelled *InMotion Hosting* as *The Fulcrum* is no longer using their services;
- Cancelled *Moneris Service* as *The Fulcrum* hasn't been using it since switching to Quickbooks. He added that he cancelled the service earlier in the month and was able to negotiate a three month refund;
- Noted that was a delay in receiving *The Fulcrum's* annual rebate of \$100, but its finally been deposited to *The Fulcrum's* account. He explained that there are a couple of charges that *The Fulcrum* will unfortunately not be able to get back because *The Fulcrum's* bank account was unexpectedly too low due to not receiving the levies; and
- Stephane from *Fullview Design* contacted D. Ghosn this week to inform him that the six month grace period has ended and that *The Fulcrum* will now be \$99/per month as previously discussed.

D. Ghosn mentioned that he'd like to schedule a finance committee meeting before the AGM in order to finalize the budget lines.

## 6. Marketing Manager

K. Bobal went over the final advertising sales, noting that they total \$12, 031 and that *The Fulcrum* had budgeted for \$16, 000. He explained that the print advertising was significantly harder to sell as there wasn't much interest from business owners. K. Bobal continued by stating that the fact that *The Fulcrum* only printed once per month was also a contributing factor in lower print sales, as oftentimes businesses wanted to advertise for an event that fell outside of the printing schedule. He added that three back pages were used towards fundraising for NASH.

K. Bobal admitted that online advertising was much popular this year compared to last year, with a total of \$4350 online sales (had budgeted for \$2000). He noted that this includes a ten month contract that will continue for seven more months.

K. Bobal indicated that *The Fulcrum's* ad rate card currently shows that *The Fulcrum* averages 30,000 impressions monthly. He explained that he's been rotating ads in the big box and leaderboard and limiting it at two. K. Bobal continued by stating that if the ads are in rotation with another ad, this would mean that the impression would be cut in half, making it 15,000 impressions which is not what *The Fulcrum* are selling. He said that he'll be adding another price to the new ad rate card that will reflect being in rotation with another ad.

K. Bobal announced that the social media contest for Poutinefest went really well and resulted in *The Fulcrum* gaining ten more followers. He said that he'll be planning another contest for the second week in April as *The Fulcrum* still has some FNS contra to use for giveaways. K. Bobal added that there is no theme planned for it yet, and that it will probably be a more general social media contest.

K. Bobal stated that the trivia night was a big success, with over 35 people attending. He mentioned that he'll be hosting another trivia night in April and this time there will be a \$5 entry fee.

K. Bobal mentioned that he's trying to organize a CBC tour for the staff, and said that he'll keep everyone updated on its progress.

K. Bobal excitedly reported that he's also trying to secure some gym or field time at the end of April to host an activity day for students, and that Jesse from Community Life just needs to talk to some people on his end to see if its possible. He stated that he's planning on reaching out to local businesses to see if they could sponsor (or at least give a discount on) lunches. K. Bobal indicated that he's hoping to finalize the details this week so that he can be promoting it.

## 7. Editor-in-Chief

A. Sharma reported that the Editorial Board finally had a full staff for the last month of production, as Hanna was sick for the last couple of weeks so Savannah and A. Sharma managed her section.

A. Sharma indicated that the Editorial Board are putting together this year's final issue, which is a history of the *Fulcrum*, this weekend. She mentioned that at first she had to start a gofundme to raise funds for printing costs, but once *The Fulcrum* got its levies, she refunded the money.

A. Sharma reminded everyone that *The Fulcrum* owes freelancers money at the end of each month.

A. Sharma announced that the EIC election was held during the first week of March and Matt Gergyek, *The Fulcrum's* current features editor, was elected as the incoming EIC. She reminded everyone that he'll need to be ratified by the Board today.

A. Sharma proceeded to give some updates on marketing strategies and volunteer outreach.

- Sent out her final newsletter last Monday;
- Held job shadowing this month for volunteers, which was overseen by Matt;
- Completed the section editor workshops with Matt's features workshop and CHUO presented a short information session about radio
- Jane Lytvynenko, a *Fulcrum* alum who now works at BuzzFeed, gave a skype presentation about disinformation, which went really well;
- Held the Office trivia night last week, which was a team effort

A. Sharma briefly went over the social media analytics report.

A. Sharma noted that she included the link to the results of the readership survey in her report, and mentioned that she meant to send it to Jon, but she forgot to. She also mentioned that *The Fulcrum* and CHUO have started a collaboration which will continue into next year and maybe over the summer as well. A. Sharma wondered if K. Bobal is planning a CBC tour for the staff.

A. Sharma concluded her report by reporting that *The Fulcrum* will be collaborating with *La Rotonde* and *The Charlatan* on a panel on the importance of student news. She said that she needs the Board's help and also K. Bobal's help in organizing this. A. Sharma said that it's tentatively scheduled for April 14 or 15, and she still has to reach out to faculties and book a room. She added that a social media plan is lined up for the event.

## 8. President's Report

### *Legal*

#### Student Union Referendum

R. Sheikh-Khalil reminded those present that the referendum on student fees will take place from April 3rd-5th. She also informed the Board that she met with Francesco, who's a member of the union transition team to discuss a potential partnership, adding that he wanted *The Fulcrum* to endorse a "yes" vote. R. Sheikh-Khalil noted that *The Fulcrum* will receive summer fees if it passes. She indicated that D. Ashnaei will be posting some ads about the student choice initiative.

#### ORCUP Lobby Campaign

R. Sheikh-Khalil stated again that Eamscliffe, the lobby firm, was hired at the beginning of March, and since the initial meeting with the firm, there hasn't been much movement in the lobby case since the beginning of March. She informed the Board that the CUP president advised her that they will finally be having a meeting with the minister's PA tomorrow, and that the Board should have a better idea of the situation then. R. Sheikh-Khalil reminded the Board that *The Fulcrum* pledged to contribute \$4500 over three months. D. Moyer asked if *The Fulcrum* has been billed yet. R. Sheikh-Khalil replied that it hasn't yet, and that *The Varsity*

generously volunteered to pay \$7500 for the entire first month. She mentioned that she'll be having another meeting with the coalition on Monday for an update and to decide as a team if it is useful to continue paying for the firm moving forward.

#### *Finance*

##### Levy

R. Sheikh-Khalil reported that *The Fulcrum* has received its fall and winter levies, and that all monies collected from the GoFundMe campaign for the last print issue have been refunded. She added that she received confirmation from the UOSU transition team that if the referendum on student fees passes, *The Fulcrum's* summer levy will also be distributed.

##### Budget

R. Sheikh-Khalil mentioned that the finance committee met several times this month in order to put together draft budgets for the upcoming year. She clarified that the budgets were drafted under the assumption that the union's referendum on student fees passes and that the Student Choice Initiative is to continue as planned. In the interest of time and given that everyone present attended the last budget meeting, R. Sheikh-Khalil didn't go into more details on the various budget drafts or the reasoning behind them. She added that K. Murray took notes at that meeting, which will be added to the drive in this month's meeting folder.

##### Federal Budget Measures

R. Sheikh-Khalil stated that the Federal Budget introduced several new measures to protect Canadian Journalism, including the option to register as a Qualified Canadian Journalism Organization (QCJO), which would essentially deem those organizations to be like a charity. She noted that *The Fulcrum* does qualify for these measures, and that we would have until the end of this fiscal year (apply for it while filing taxes). R. Sheikh-Khalil said that if *The Fulcrum* is approved as a QCJO, we should be eligible for a refundable labour tax credit, which would refund 25% of editorial employees' wages.

#### *HR*

##### Employee Roundtables

R. Sheikh-Khalil indicated that bilats have been conducted with all of the full-time staff.

##### New Employees

R. Sheikh-Khalil wished Matt congratulations on his voting in as EIC for next year.

J. Rausseo motioned to add five more minutes to the discussion. J. Turcotte seconded the motion. All voted in favour and the motion passed.

#### *AGM*

R. Sheikh-Khalil reminded everyone that the AGM will be held on April 10th in DMS 3105. K. Murray said that she'd look into possible chairs for the AGM.

#### *Inter-board Relations Committee*

R. Sheikh-Khalil mentioned that she thinks it would be nice to have a final Board event, possibly an Ottawa Fury Game. She said that she'd email the Board and Ed Board details about it later.

In the interest of time, R. Sheikh-Khalil didn't go through her updates from the rest of the committees, noting that each committee chair will speak to them in their own reports anyway.

## 9. Marketing Committee

G. Robertson informed the Board that the committee had a meeting with *The Fulcrum's* marketing consultant, Casandra, at the end of February. He stated that at the meeting, C. Wang, K. Bobal, J. Rausseo, and G. Robertson discussed tactics that are employed by other campus newspapers to grow their following. He noted that this included increased engagement with followers and a curated Instagram feed.

G. Robertson outlined some of the events and contests that are either currently in the planning stages or have just occurred, including:

- A talk on fake news and disinformation with Jane Lytvynenko, a *Fulcrum* alum who works for BuzzFeed. The talk, which was organized by A. Sharma, was well-attended;
- K. Bobal, A. Sharma, and D. Ghosn organized an Office trivia night, which also went well;
- K. Bobal is organizing the annual CBC tour to take place sometime in April;
- The Poutinefest contest was well-received, and K. Bobal will be planning to host two more social media contests over the month of April

G. Robertson concluded his report by informing the Board that following discussion at the Strategic Planning Session and the budget meeting, the committee are finalizing the combined social media and marketing manager roles. He noted that the details should be confirmed by mid-April.

## 10. Policy Committee

K. Murray stated that the policy committee met this month to review the instances from the Archives when bylaws were presented to the Board, but then they either weren't voted on or were voted on by the Board, but not at that year's AGM. She added that the committee also revisited and defined the term "staff" in the policy manual and bylaws, and discussed the mentions of the SFUO in both the policy manual and the bylaws. K. Murray also noted that the committee also discussed changing the mentions of the "SFUO" in both documents, but agreed that it would be best to revisit those mentions after the student union vote and once a new agreement has been made. She proceeded to present the bylaw and policy amendments to the Board for approval.

Discussion ensued on the proposed amendments. D. Moyer motioned to reject the proposal to both eliminate the Chair as an Officer of the Board and keep the role as an ad hoc position that informally rests with one person. J. Rausseo seconded the motion. All voted in favour and the motion passed. J. Turcotte motioned to add 5 more minutes to the discussion item. J. Rausseo seconded the motion. All voted in favour and the motion passed.

Discussion ensued on the definition of staff status in the documents and all agreed that it should just appear in the policy manual.

J. Rausseo motioned to approve all other amendments to the bylaws and policy manual that were presented. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

#### 11. Finance Committee

The Board discussed the possibility of paying for another editor with the money promised to *The Fulcrum* from the summer levy. All agreed that there should be another finance committee meeting sometime this week to discuss the budget.

#### 12. Inter-Board Relations Committee

J. Turcotte went over his plan and vision moving forward with the committee next year. He explained that he liked to change the focus of the committee to be the Inter-Board Health and Wellness Committee, taking a more direct role in facilitating wellness amongst employees. Discussion ensued about this possibility. D. Moyer expressed his concern about changing the focus of the committee and making it so narrow. He stated that he thinks the direction of the committee is something that should change each year according to the needs and wishes of employees. A. Sharma on the other hand mentioned that she thinks it's a really good idea.

#### 13. Strategic Planning Session Debrief

D. Ghosn began the discussion by stating that he thought that the wellness section was good to discuss, and added that he thinks that it would have been good to keep the final part of the session to Editorial Board structure. R. Sheikh-Khalil suggested that in the future, the Board could have a budget consultation at the second strategic planning session of the year and then talk about structure. J. Rausseo added that it could be used to discuss resources: what does *The Fulcrum* need over money. D. Moyer mentioned that the session should be about people bringing their best ideas forward, looking at what tools do we have to aid in moving forward and talking a bit about organizational strategy. All agreed that the second strategic planning session of each year should be more of a continuity from the previous semester's session. J. Rausseo added that *The Fulcrum* should design some sort of enterprise KPI's.

#### 14. Ratification of New EIC

A. Sharma introduced Matt LAST NAME, who is *The Fulcrum's* current Features Editor, and briefly went over his platform. J. Rausseo asked Matt how he's feeling on delivering on limited resources. Matt replied that he's talked with a lot of people and he feels confident in the approach that he's planned in consultation with them. He also mentioned that he's thinking of changing the weekly production cycle, which will mean that *The Fulcrum* will be able to get things out right away and not have set deadlines for things. J. Rausseo motioned to ratify Matt

LAST NAME as *The Fulcrum's* EIC as of May 1st. D. Moyer seconded the motion. All voted in favour and the motion passed.

#### 15. AGM

The Board discussed the proposed agenda for the AGM and approved it. All agreed that part J of Section 1 of the Bylaws needs to be changed, and K. Murray said that she'd include it in the bylaws to be proposed and voted on. K. Murray reminded those present that the quorum for the AGM is 25 people, and that each person is allowed to be a proxy for two people.

A. Sharma indicated that she and Matt will be meeting tomorrow to discuss roles and structure under a 50% budget (plus a summer levy). Discussion subsequently ensued over whether job descriptions should remain in the appendices section of the policy manual or just in their contracts. All agreed that the policy committee will discuss this at an upcoming meeting.

R. Sheikh-Khalil and J. Rausseo agreed that they will have a discussion with the Digital Journalism department about being deemed a career service.

#### 16. Other Business

R. Sheikh-Khalil mentioned that she is looking to conduct a mini study of what other papers are paying their staff to get an idea of how *The Fulcrum* is doing.

The Board also discussed that the Ombudsperson role should be publicized more, both by clarifying the role in the policy manual and by adding a description on the website.

J. Rausseo motioned to go in camera. J. Turcotte seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil motioned to go out of camera. D. Moyer seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil motioned to adjourn the meeting at 1:42pm. All voted in favour and the motion passed.

Appendices

### **GM Report March 2019**

#### 1. Financials

<b>TOTAL</b>	<b>\$325,023.56</b>
Chequing	\$239,790.80

RBC	\$85,232.76
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## 2. **Marketing**

Helped Kaylum organize and host our “The Office” themed trivia last weekend and it was a great success. I spoke to a few of the groups that stayed afterwards and most said they would be willing to pay \$2-\$5 for entry if we did something like this again.

We have 2 more meetings with Casandra remaining as well. Our next meeting will be held this week on Thursday, April 4th.

## 3. **Bell Account**

These are the new and final details from another few calls to Bell to cancel our phone line:

\$60 installation fee for “phoneless internet setup”

\$10 extra for internet bill (x 8 months) = \$80.00

\$600+tax for all 3 lines = \$678.00

960+tax = \$1082.88

Difference of cancellation vs staying is \$264.88. Our cancellation date is April 5th, between 12 p.m. and 5 p.m.

## 4. **Student Levy**

After a long delay, we’ve finally received and deposited our levies for BOTH the fall and winter semesters. The total of our student levies for 2018-2019 is \$259,443.32.

## 5. **Other Account Updates**

*InMotion Hosting*: Renewal date was coming up and it is now cancelled since we are no longer using their services.

*Moneris Service:* We had been getting getting charged about \$17-\$20 a month for this service and we were not using it because we switched over to Quickbooks. I cancelled the service earlier in the month and was able to negotiate a 3 month refund.

Chequing/Visa Account: There was a delay in receiving the annual fee rebate of \$100 but was finally able to get it into our account. There is, however, a couple of charges that we will unfortunately not be able to get back as our bank account was unexpectedly too low(thanks student levies) for the rebate to kick in.

*Fullview Design:* Stephane contacted me this week to inform me that the 6 month grace period has ended and we will now be paying \$99+tax/month as discussed last year during our construction of the new website (Software updates, dedicated hosting, SSL certificate, static IP address, DNS hosting).

## 6. **Budgeting**

I would like to schedule a final finance meeting before AGM to finalize the budget lines.

## **March Board Report 2019**

### **Sales**

#### **Current Sales Totals:**

September: \$2864

October :\$3217

November : \$1056

December \$800

January \$1457

February \$781

March \$1231

April \$625

Total =\$12,031

Print ads Sales goal for the year was not met. The Goal was \$16,000.

The print advertising was noticeably more difficult to sell. The interest was not

there from business owners.

I spent a few day with Dorian reaching out to businesses as well and we were experiencing the same difficulty.

The once a month schedule was also a factor. Advertisers often wanted to post an event and the event would fall outside of our print schedule. Not allowing them the opportunity to advertise in the paper.

3 back pages were also used towards fundraising for NASH.

## **Online Advertising**

### **Leaderboard/Big Box Ad**

Online Advertising was far more popular this year in comparison to last.

This is good for the Fulcrum as we are transitioning to online only. Total sales for online are at \$4350. Which is more than our goal of \$2000. This includes a 10 month contract that will continue for another 7 months.

### **Ad Rate Card**

Currently our Ad rate card shows that we average 30,000 impressions monthly.

I have been rotating ads in the bog box and leaderboard and limiting it at 2.

If they are in rotation with another ad then this would mean the impression would be cut in half making it 15,000 which is not what we are selling.

I will be adding an additional price to the new Ad rate card that would reflect being in rotation with another ad.

Free Media total: \$2024

Online Ads \$4350

## Social Media

Social Media Contest was ran for the poutine fest.

The Contest was successful we gained 10+ followers.

The winners were contacted and given their prize.

Another Social Media Contest will be run for 2<sup>nd</sup> week of April.

We still have FNS contra to use for giveaways.

## Trivia Night

Trivia Night was a huge success we had 35+ People attend everyone had fun and Mike appreciated the business.

The trivia was broken into 3 rounds with 25 questions each round and prizes given out in each round.

The Kahoot app was awesome. We will be purchasing the app for future use.

## Poutine Fest

Attended the poutine fest handed out some fulcrum pens and some extra poutine.

It wasn't as busy as I anticipated because it was cold out and most students would get their poutine and go somewhere indoors.

## **Upcoming Marketing events.**

### **Pub Night Trivia**

Due to popular demand I will be organizing another trivia night for the month of April.

This time there will be a fee of \$5, which will help contribute to the prizes.

### **CBC Tour**

I am currently trying to get in touch with someone from CBC Ottawa to organize a tour for the staff.

I will keep everyone updated on the outcome of this.

### **Activity Day(Pending)**

Towards the end of April I am trying to secure some Gym time or Field time and Organize a few activities for students.

Jesse needs to talk to people on his end to see if this is possible.

Reaching out to local business for sponsors for Lunch either completely or at a discounted price.

It would be a Full Day of activities.

Gym – Basketball, Dodge ball. Volleyball.

Field- Soccer, Flag Football , Ultimate Frisbee

Admission would be either \$5 or \$10 Individual fee or a team fee which would all

depend on what I can or can not get and prices for which I get them.

I am hoping to have all the details this week so I can start promoting it.

### **Hiring / training**

We finally had a full staff for the last month of production.

Hanna was sick for the last couple of weeks so Savannah and I managed her section.

### **Content**

We're putting together our final issue, The Final Word, which is a history of the Fulcrum, this weekend.

I at first had to start a gofundme to raise funds for printing costs. We raised over \$4000 in less than 48 hours. Once we got our levies I refunded the money.

### **Content Enhancement/Freelancing**

- We owe freelancers money at the end of each month

### **EIC elections**

We successfully held our EIC election in the first week of March. Matt Gergyek, our current features editor, was elected as incoming EIC. He needs to be ratified by the board.

I bought pizza for the election.

### **Marketing Strategies/volunteer outreach**

I sent out our final newsletter last Monday.

We held job shadowing overseen by Matt this month for volunteers.

We completed our section editor workshops with Matt's features workshop, and the CHUO presented a short info session about radio at our last volunteer meeting.

Jane Lytvynenko gave a presentation online to edboard and volunteers about disinformation, which went well. She's agreed to do it again next year.

We had our trivia night last week. It was "a team effort." I didn't go, but I heard it went well.

### **Social**

\*See most recent social media report by Christine, shared with Raghad\*

## Completed/upcoming:

- **Readership Survey:** <https://admin.typeform.com/form/Ux5SF4/results#summary> — I meant to send this to Jon but I forgot to.
- **CHUO:** started a collaboration which will continue into next year and possibly over the summer.
- CBC tour? Is Kaylum planning this?

## On-going/New

- Panel with La Rotonde and the Charlatan about the importance of student news. Need the board or Kaylum's help organizing this. Tentatively scheduled for April 14/15. We have a social media plan lined up.

## Fulcrum Analytics Report March 2019

### FULCRUM WEBSITE ANALYTICS

#### Audience Overview



March was a pretty good month for us: general highlights include new social media initiatives and a few breaking news stories. Our users and sessions both went up by a very significant amount compared to last month (we got double compared to February). Bounce rate and session duration both have decreased but only a bit and it could also be attributed to the fact that we had a couple briefs which would take less time to read.

Users

21K

↑48.2%

vs last 28 days

Sessions

26K

↑40.5%

Bounce Rate

85.41%

↑5.1%

Session Duration

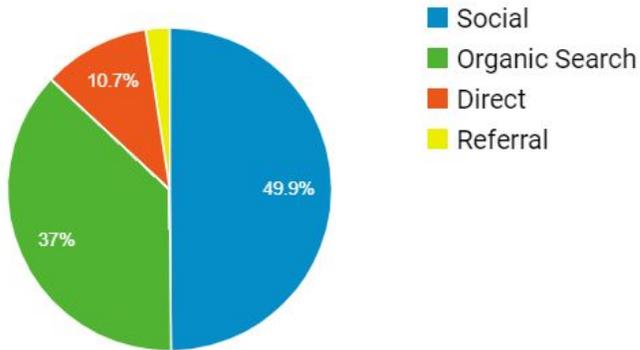
0m 45s

↓21.6%



## Acquisition

### Top Channels



Social has been doing really well, taking up about half of our acquisitions for the last month!  
Bounce rate from social always hovers at a pretty steady rate between 85-90%

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	21,087	19,047	26,983	85.28%	1.38	00:00:45
1 <span style="color:blue">■</span> Social	9,084	<div style="width:38.73%;"><div style="width:38.73%;"></div></div>		88.46%	<div style="width:88.46%;"><div style="width:88.46%;"></div></div>	
2 <span style="color:green">■</span> Organic Search	6,866	<div style="width:32.56%;"><div style="width:32.56%;"></div></div>		77.48%	<div style="width:77.48%;"><div style="width:77.48%;"></div></div>	
3 <span style="color:red">■</span> Direct	4,295	<div style="width:20.87%;"><div style="width:20.87%;"></div></div>		88.59%	<div style="width:88.59%;"><div style="width:88.59%;"></div></div>	
4 <span style="color:yellow">■</span> Referral	1,368	<div style="width:6.5%;"><div style="width:6.5%;"></div></div>		90.36%	<div style="width:90.36%;"><div style="width:90.36%;"></div></div>	
5 <span style="color:teal">■</span> Email	16	<div style="width:0.08%;"><div style="width:0.08%;"></div></div>		88.24%	<div style="width:88.24%;"><div style="width:88.24%;"></div></div>	
6 <span style="color:green">■</span> (Other)	4	<div style="width:0.02%;"><div style="width:0.02%;"></div></div>		100.00%	<div style="width:100%;"><div style="width:100%;"></div></div>	

As usual, Facebook maintains the lead with Twitter following. Reddit also does really well when we have breaking news which has happened a lot this month.

		9,084 % of Total: 43.08% (21,087)	7,376 % of Total: 38.73% (19,047)	12,301 % of Total: 45.59% (26,983)	88.46% Avg for View: 85.28% (3.74%)	1.29 Avg for View: 1.38 (-6.71%)	00:00:36 Avg for View: 00:00:45 (-20.65%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
<input type="checkbox"/>	1. Facebook	7,613 (83.44%)	6,156 (83.46%)	10,384 (84.42%)	88.91%	1.28	00:00:36	0.00%	0 (0.00%)
<input type="checkbox"/>	2. Twitter	1,231 (13.49%)	977 (13.25%)	1,611 (13.10%)	87.09%	1.36	00:00:40	0.00%	0 (0.00%)
<input type="checkbox"/>	3. reddit	210 (2.30%)	188 (2.55%)	222 (1.80%)	92.34%	1.13	00:00:12	0.00%	0 (0.00%)
<input type="checkbox"/>	4. Instagram	43 (0.47%)	31 (0.42%)	57 (0.46%)	43.86%	2.30	00:01:31	0.00%	0 (0.00%)
<input type="checkbox"/>	5. LinkedIn	14 (0.15%)	11 (0.15%)	14 (0.11%)	71.43%	1.43	00:00:12	0.00%	0 (0.00%)
<input type="checkbox"/>	6. Instagram Stories	8 (0.09%)	8 (0.11%)	8 (0.07%)	62.50%	5.00	00:01:48	0.00%	0 (0.00%)
<input type="checkbox"/>	7. Blogger	2 (0.02%)	2 (0.03%)	2 (0.02%)	50.00%	1.50	00:00:28	0.00%	0 (0.00%)
<input type="checkbox"/>	8. Pocket	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
<input type="checkbox"/>	9. WordPress	1 (0.01%)	1 (0.01%)	1 (0.01%)	0.00%	2.00	00:16:11	0.00%	0 (0.00%)
<input type="checkbox"/>	10. YouTube	1 (0.01%)	1 (0.01%)	1 (0.01%)	0.00%	3.00	00:06:28	0.00%	0 (0.00%)

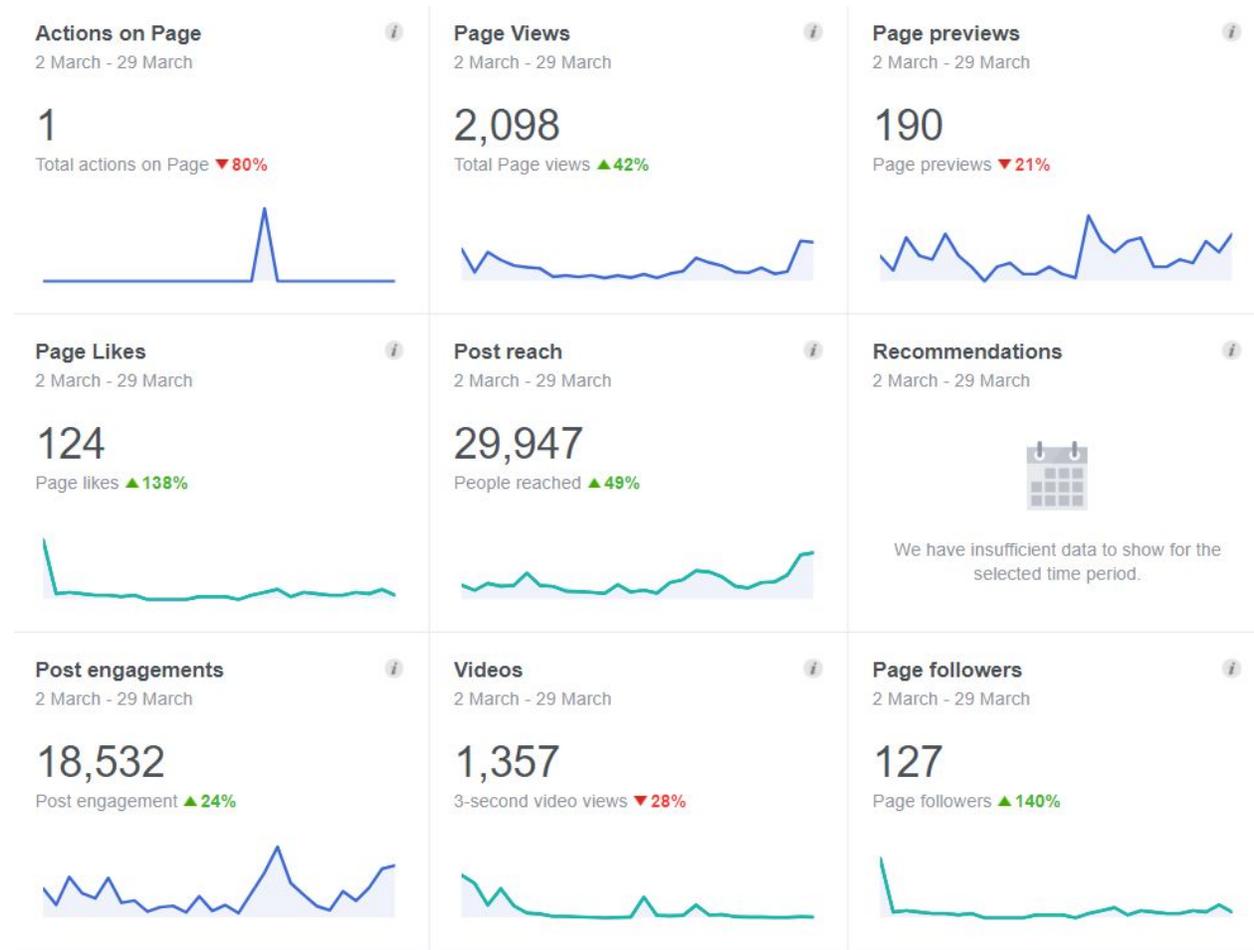
## Behaviour

Top stories include U of O student suring carleton, the van on campus and stephanie iacroix.

	Page	Pageviews	% Pageviews
1.	<a href="#">/news/u-of-o-student-sues-carleton-student-for-alleged-defamation/</a> 	5,525	 14.79%
2.	<a href="#">/</a> 	2,350	 6.29%
3.	<a href="#">/news/car-races-down-u-of-o-pedestrian-walk-between-ucu-and-res-complex/</a> 	2,135	 5.72%
4.	<a href="#">/news/paying-tribute-to-stephanie-lacroixs-impact-on-the-campus-community/</a> 	1,292	 3.46%
5.	<a href="#">/news/charges-laid-after-driver-sped-through-u-of-o-campus/</a> 	660	 1.77%
6.	<a href="#">/news/sfu-denies-plans-to-close-liquidate-cafe-alt/</a> 	411	 1.10%
7.	<a href="#">/category/news/</a> 	406	 1.09%
8.	<a href="#">/opinions/make-mental-health-training-mandatory-for-professors/</a> 	381	 1.02%
9.	<a href="#">/news/sfu-allegedly-told-employees-to-expect-layoffs/</a> 	342	 0.92%
10.	<a href="#">/contact-us/</a> 	266	 0.71%

# FACEBOOK INSIGHTS

## Post Reach/Net Likes



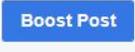
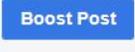
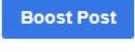
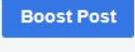
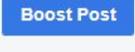
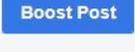
We've had a pretty solid increase of 124 likes as a page this month! The sports polls and the breaking news definitely helped with that. Our engagements are also doing really well but we've been posting less videos since the last couple fell though.

### Top posts

Top posts this month: competitive club of the month, McDonald's raccoon, breaking van, all the sports polls.

Published	Post	Type	Targeting	Reach	Engagement	Promote
30/03/2019 11:04	It's your favourite event of the year: the Fulcrum Annual General Meeting!			71	0 0	<a href="#">Boost Post</a>
29/03/2019 18:48	The Tomato investigated a scene involving the McDonald's raccoon on			2K	155 95	<a href="#">Boost Post</a>
29/03/2019 16:44	The club was formed to help students with an interest in the management			915	48 81	<a href="#">Boost Post</a>
29/03/2019 15:31	The government of Ontario has released the 2018 Sunshine List, a			1.3K	325 24	<a href="#">Boost Post</a>
29/03/2019 12:57	It's your favourite event of the year: the Fulcrum Annual General Meeting!			273	1 0	<a href="#">Boost Post</a>
28/03/2019 16:25	The UO Students' Union / Syndicat étudiant de l'UO has released the full			423	25 2	<a href="#">Boost Post</a>
28/03/2019 14:24	ICYMI: Gee-Gees track and field coach Andy McInnis has been			279	4 0	<a href="#">Boost Post</a>
28/03/2019 13:16	Innocence Ottawa provides free legal support to people who have been			402	4 1	<a href="#">Boost Post</a>
28/03/2019 11:30	For our uOttawa Gee-Gees Competitive Club of the Year 2019			8.7K	1.2K 492	<a href="#">Boost Post</a>
28/03/2019 09:17	The Fulcrum Annual General Meeting is coming up! ANYONE can attend,			320	2 2	<a href="#">Boost Post</a>
27/03/2019 18:28	The votes are in. Here are the top four uOttawa Gee-Gees athletes of			1.2K	50 41	<a href="#">Boost Post</a>

27/03/2019 16:27		Drawing from the new source material of Pierre-Esprit Radisson's			366		5 0																																																																																																																																																																																																																																																																																																																																																																																				
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25/03/2019 16:34	 Turns out our Gee-Gees athletes are a superstitious bunch. Here are some			881		107 49		
25/03/2019 15:43	 Student unions at the University of Ottawa - L'Université d'Ottawa held a			1K		118 22		
25/03/2019 14:57	 The UO Students' Union / Syndicat étudiant de l'UO has launched its first			881		58 8		
25/03/2019 14:33	 While SASS can be helpful in daytime hours, a person in crisis or			1.7K		97 73		
25/03/2019 10:27	 It's your favourite event of the year: the Fulcrum Annual General Meeting!			503		6 4		
24/03/2019 17:59	 In the latest Albums You Should Have Listened To, Ben Woodhouse			682		51 31		
24/03/2019 16:13	 Interested in learning about radio? CHUO 89.1 FM will be hosting a			418		3 3		
24/03/2019 15:59	 What are some of the graduating uOttawa Women's Basketball doing			759		21 14		
24/03/2019 13:57	 Software engineering and death metal might not sound like a natural			1.2K		47 26		
24/03/2019 11:57	 The University of Ottawa - L'Université d'Ottawa's Bryce Lab			1.7K		108 20		
23/03/2019 15:18	 Patrick Grandmaitre and Brendan Jacome both received U Sports			615		10 5		

23/03/2019 11:01		For our fourth and final day of voting, we have two outstanding women:			361		7 2		<a href="#">Boost Post</a>
22/03/2019 18:08		In this week's FulcFit, we go over a recipe for vegetarian stew. Next time			449		5 0		<a href="#">Boost Post</a>
22/03/2019 16:11		Need a place to study on campus? Need computers and resources?			1.2K		81 24		<a href="#">Boost Post</a>
22/03/2019 15:00		ICYMI: Ottawa Police arrested a 36-year-old man after he allegedly sped			396		24 5		<a href="#">Boost Post</a>
22/03/2019 11:00		Day 3 of 4 of the Fulcrum's 2019 varsity all-star squad voting brings us			2.5K		347 129		<a href="#">Boost Post</a>
21/03/2019 18:37		Thinking about taking up running when the last of the snows melt?			647		20 5		<a href="#">Boost Post</a>
21/03/2019 16:36		"Far from overhauling a troubled community, the City of Ottawa seems			697		23 1		<a href="#">Boost Post</a>
21/03/2019 14:35		The Electric Vehicle Council of Ottawa is launching a campaign for			1K		27 26		<a href="#">Boost Post</a>
21/03/2019 11:33		For our second day of voting for the Fulcrum's 2019 varsity all-star squad,			875		71 12		<a href="#">Boost Post</a>
21/03/2019 09:20		BREAKING: The Ottawa Police have confirmed in a statement today that			2.1K		352 46		<a href="#">Boost Post</a>

## How we compare

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	147.4K 	▲ 0.2%	250	630.9K 
2  Ottawa Sun	40.5K 	▲ 0.1%	250	137.5K 
3  FÉUO SFUO	5.6K	▼ 0.1%	7	1.5K
4  The Charlatan	3K	▲ 0.5%	24	1.9K
<b>YOU</b> 5  The Fulcrum	2.8K	▲ 0.9%	36	5.3K
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
6  La Rotonde	2.7K	▲ 0.1%	17	460
7  Canadian University Press	1.2K	▲ 0.1%	0	0
8  UO Students' Union / Sy...	1.1K	▲ 2.7%	9	2.8K

The Fulcrum is doing well in terms of growth and is

# TWITTER ANALYTICS

## Overview

**28 day summary** with change over previous period



We had a really good month on Twitter in March, all of our metrics went up by good amount. We also got 73 new followers on the platform!

Your Tweets earned **104.1K impressions** over this **28 day** period



Our impressions are really good, we average about 26K impressions a week which is 10K more than our usual average! Again, this is mostly attributed to the breaking news stories that did really well and our sports polls.

Engagement rate

2.4%



Link clicks

872



On average, you earned **31 link clicks** per day

Retweets

158



On average, you earned **6 Retweets** per day

Likes

308

Mar 30  
7 likes

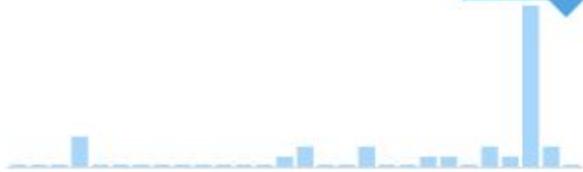


On average, you earned **11 likes** per day

Replies

31

Mar 30  
0 replies



On average, you earned **1 replies** per day

### Top Tweets

Top tweets this month: Matt being EIC, our gofundme donations, sports polls

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate



The Fulcrum @The\_Fulcrum · Mar 5

Say hello to [@mattgergyek](#), our 2019-2020 Editor-in-Chief! [pic.twitter.com/3fVZDzIHZt](https://pic.twitter.com/3fVZDzIHZt)

[View Tweet activity](#)

4,494

1,498

33.3%

Promote



The Fulcrum @The\_Fulcrum · Mar 4

Thank you to everyone who has shared and donated so far! With your help we hope we can meet our goal:

[gofundme.com/the-last-fulcr...](https://gofundme.com/the-last-fulcrum) [twitter.com/anchalsharma\\_/...](https://twitter.com/anchalsharma_/...)

[View Tweet activity](#)

2,335

79

3.4%

Promote



The Fulcrum @The\_Fulcrum · Mar 4

Thank you for your generous donation [@theeyeopener!](#) [twitter.com/theeyeopener/s...](https://twitter.com/theeyeopener/s...)

[View Tweet activity](#)

2,101

25

1.2%

Promote



The Fulcrum @The\_Fulcrum · Mar 27

For our [@uOttawaGeeGees](#) Varsity Club of the Year 2019 showdown, we have [@uottawarowing](#) vs [@geegees\\_mgolf](#). Support your favourite club here and on Facebook. Winner will be featured in our final issue!

[View Tweet activity](#)

2,061

136

6.6%

Promote



The Fulcrum @The\_Fulcrum · Mar 19

The Fulcrum is choosing the top [@uOttawaGeeGees](#) athletes of the year. Over the next few days, vote for your chosen all-star squad from all the varsity sports right here on Twitter!  
[@GeeGeesMHKY](#) [@geegees\\_wsoccer](#)

2,054

61

3.0%



**The Fulcrum** @The\_Fulcrum · Mar 4

1,988

38

1.9%

Update: We are no longer accepting donations for our GoFundMe campaign! Thank you to [@awilkinson](#) for helping us exceed our goal and everyone else who contributed for making our final print issue a possibility. We look forward to sharing it with you!  
[twitter.com/anchalsharma\\_/...](https://twitter.com/anchalsharma_/...)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 17

1,706

89

5.2%

[@ottawacity](#) councillor [@ShawnMenard1](#) has been branded a "button burglar" after his episode at [@CFRideauCentre](#) where he removed countless buttons from clothing. [@TheTomato0](#) [thefulcrum.ca/the-tomato-2/o...](https://thefulcrum.ca/the-tomato-2/o...)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 21

1,520

77

5.1%

**#BREAKING:** The Ottawa Police have confirmed in a statement today that Marc Andre Fournier, an Ottawa native who sped through [#uottawa](#) campus yesterday afternoon is now facing eight criminal charges. [#ottcity](#) [#ottnews](#) [ow.ly/ogTR30o8mGI](https://ow.ly/ogTR30o8mGI)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 28

1,494

99

6.6%

For our [@uOttawaGeegees](#) Competitive Club of the Year 2019 head-to-head, we have [@uOttawaNordiq](#) vs [@ladyggultimate](#). Vote for your favourite team here and on Facebook before 11:30 am tomorrow in our last popular choice club vote of the year!

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 20

1,465

110

7.5%

Update: Ottawa Police have arrested the 36-year-old man who allegedly sped down Cumberland Street, Laurier Avenue and pedestrian walkway on University Private in a stolen vehicle. What we know so far about where the van was sighted: [goo.gl/2iVidK](https://goo.gl/2iVidK) [pic.twitter.com/AvxSvXHYkU](https://pic.twitter.com/AvxSvXHYkU)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 19

1,410

20

1.4%

The Ontario government announced Tuesday that sexual violence prevention service fees will not be subject to the government's opt-out framework for post-secondary institutions, according to [@theyeopener](#). [ow.ly/nSPC30o71kF](https://ow.ly/nSPC30o71kF)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 19

1,395

57

4.1%

From [@TheTomato](#): "We take mental health very seriously," \_\_\_\_\_, president of the University of \_\_\_\_\_ wrote in a statement on Twitter. "We support [#belletstalk](#) and encourage students to seek help." [ow.ly/bG3k30o70vL](https://ow.ly/bG3k30o70vL)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 20

1,323

40

3.0%

Live broadcast of police presence on campus [twitter.com/anchalsharma\\_/...](https://twitter.com/anchalsharma_/...)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Mar 25

1,283

55

4.3%

What are some of our [@uOttawaGeeGees](#) athletes' pre-competition superstitions? [@CDuts98](#) talked to a bunch of them to bring you some of the best superstitions for our new Sports Confessional column. [thefulcrum.ca/sports/sports-...](https://thefulcrum.ca/sports/sports-...)

Promote

## INSTAGRAM INSIGHTS

### Interactions ⓘ

85

Actions taken on your account from  
23 March – 29 March



Profile visits 85

-61 vs. 16 March - 22 March

### Discovery ⓘ

448

Accounts reached from  
23 March – 29 March



Reach 448

-98 vs. 16 March - 22 March

Impressions 4,228

+215 vs. 16 March - 22 March

Instagram has stayed pretty constant. We have gained some followers and the breaking news story that was posted got more likes (45) than average (around 15-20).

Fulcrum Publishing Society  
Board of Directors  
**President's Report**  
Sunday, March 31, 2019  
*141 Louis Pasteur, 10:30 a.m.*  
Meeting #9 2018-2019 Publishing Year

### 1. Legal

Student Union Fees Referendum

- The referendum on student fees will take place from April 3<sup>rd</sup> to April 5<sup>th</sup>. A copy of the question has been saved in the drive under this month's Board meeting.
- I met with Francesco, a member of the union transition team, to discuss a possible partnership with the Fulcrum. The transition team put together the new union's constitution and has been regularly meeting with the University to ensure a smooth changeover. None of the members of the transition team are running for an executive position.
- Francesco informed me that if the referendum question passes, Summer Fees will be distributed as well.
- He also noted that the University will likely only sign an agreement with the Union if the referendum passes.
- Francesco wanted the Fulcrum to endorse the yes vote, however he understood our need to remain impartial as an organization. I informed him that we will instead be advertising the referendum in print as well as on our social media, and make it clear that many student services depend on this vote. I also informed him that individually our staff will be endorsing the yes vote online as they are entitled to do so.
- The advertisement for print has been sent over to EdBoard. Graham will be making a visual for social by Sunday night, and sending it over to Christine for placement.

#### ORCUP Lobby Campaign

- Earncliffe, the lobby firm, was hired as of early March.
- Soon after they were hired, I had a meeting with two representatives from the firm and the other Ontario papers involved in the coalition to discuss any questions we had about the lobby campaign. The meeting went over our current strategy, next steps and current timelines.
- The minutes from this meeting are saved in the drive under this month for more detail. Much of this was presented during our strategic planning session.
- Since this meeting, there has not been much movement on our case. After speaking with CUP President, Erik Preston, he let me know that they will finally be having a meeting with the minister's PA on Monday April 1<sup>st</sup>. That meeting will determine if we have a chance to successfully argue the essential designation. If it does not lead to a subsequent meeting, we likely will not pay the firm for a third month. The firm said it has been much more difficult than usual for them to get a meeting with the ministry.
- The Fulcrum pledged to contribute \$4500 over three months. We have yet to be billed for our involvement. The Varsity generously volunteered to pay \$7500 for the full first month.
- I will be having a meeting with the coalition Monday evening following their meeting to receive an update and decide as a team if we believe it is useful to continue paying for the firm moving forward.

#### 2. Finance

##### Levy Update

- We have received our fall levy and our winter levy. All monies collected from the GoFundMe donations for the last print issue have been refunded.

- As noted above, we were previously uncertain if we would be receiving our summer levy this year, however I received confirmation from the UOSU transition team that if the referendum on student fees passes, the summer levy will also be distributed.

## Budget

- The Finance Committee met several times this month to put together draft budgets for the coming year.
- The budgets were drafted under the assumption that the union's referendum on student fees passes, as well as that the Student Choice Initiative (SCI) is to continue as planned.
- A 30%, 40%, 50%, 60%, 75%, 88%, and 100% budgets were put together. Given that we cut printing costs, an 88% budget would be equivalent to our current spending. A 100% budget would mean that we have room for new initiatives.
- After consulting with current survey numbers (a survey by OneNote asking a sample of 600 students if they would opt out of fees for Student Journalism yielded a 57% opt-out rate), with other student papers, and by reviewing our savings numbers, the committee decided to go with a 50% budget. The assumption is that the Board and Editorial would put forth some form of campaign to ensure we receive the budgeted-for fees. If those fees are not secured, we have a sufficient amount of funds in our savings to cover the remainder. Next year we can recalibrate our budget to actual expectations.
- A budget consultation was held with EdBoard on March 26<sup>th</sup> to go over the budget. Kate will be saving the minutes of this meeting in the drive under this month's folder.
- The Finance Committee presented a 50% budget with two proposals on how to distribute the salaries line. (1- primarily to section editors, 2- partially to editors and partially to freelance.)
- EdBoard presented their current thoughts on a new organizational structure for editorial that works within the new budget. Edboard will be sending over their new job description prior to starting their hiring process in early April.

## Federal Budget Measures

- The Federal Budget introduced several new measures to protect Canadian Journalism
- Registering as a Qualified Canadian Journalism Organization (QCJO) would essentially deem us to be like a charity
- If we are approved as a QCJO, we should be eligible for a refundable labour tax credit. This credit would refund 25% of editorial employees' wages.

### 3. HR

#### Employee Roundtables

- Bilats were conducted with all the full-time staff

#### New employees

- Matt Gergyek has been voted in as EIC next year. Congratulations, Matt! He will need to be voted in by the board during the March Board Meeting.

### 4. AGM

- The AGM will be held on April 10<sup>th</sup> in DMS 3105.

- The head of each committee will be presenting what their committee has been working on all year. Those draft presentations are due for this coming Board meeting.
- Edboard will also be giving a presentation (led by Anchal) about each of their sections.
- Dorian, with the help of The Finance Committee, will be presenting our year to date, our 50% budget, and our 100% budget
- Kate will present the updates to the Bylaws during her Policy Committee update
- We have yet to receive confirmation that our auditor will be in attendance for our meeting. This needs to be completed ASAP.
- We also need to appoint a chair for the meeting.

#### 5. Strategic Planning Session

- The strategic planning session was held on March 17<sup>th</sup>. The theme was on the future of the Fulcrum given the union, the student choice initiative and our transition to online.
- A presentation was given regarding an update to our funding situation, a presentation was given on navigating through change, and a third presentation/discuss was led regarding our vision as a paper moving forward
- One of the takeaways was that EdBoard should co-run these sessions and contribute at least one presentation/ lead one discussion in the future.

#### 6. Marketing and Branding Committee

- The committee met with Cassandra, our marketing consultant, early this month and will be meeting with her again on Thursday April 4<sup>th</sup>. This is likely the second to last meeting with her.
- The Office trivia night was hosted at FnS to a very large turnout. Thanks to everyone involved in this event.
- Kaylum will be organizing two more events for the year: The CBC Tour for EdBoard and likely another trivia night due to the success of the first.
- Graham put together an infographic to promote our new website features. This should be advertised accordingly on social- has this been done?
- The readership survey is no longer being advertised. Do we have those results?

#### 7. University Partnerships

- Given that we are transitioning completely away from print, it is important that we make an effort to be more visible on campus by collaborating with campus institutions.
- Anchal and the Arts and Culture Editor have been working with the CHUO on some interesting initiatives, including the training for radio/podcasting hosted by CHUO that happened this month.
- Anchal has also been working with several other local papers including The Charlatan and LaRonde to put together a panel on the importance on Student News. This is a great initiative. The Board will be happy to help with this once the details are put together. Great work!

## 8. Inter-Board Relations Committee

- Justin has continued to meet with Ed Board each month.
- This month he and I met to pass on important information to EdBoard including advertising for the AGM to volunteers, putting together slides for the AGM, and voting in the student fees referendum. We also had a chance to debrief about the strategic planning session, which was very helpful.
- The committee was considering putting together a final event for all staff- potentially an Ottawa Fury Game? We can gauge interest at the meeting.

## 9. Policy

- The policy committee met to go over final changes to bylaws before the AGM.
- Changes to job descriptions will be completed as soon as EdBoard has finalized them. The committee will ensure updates to Business Positions are completed prior to hiring as well.

## 10. Board Recruitment

- We have put a slight pause on Board recruitment given that the AGM is coming up soon. However we will contact any parties who noted that they were interested to apply during the AGM.

# FULCRUM

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Ottawa, ON  
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613-695-0060

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Fulcrum Publishing Society – Board of Directors  
Branding and Promotion Committee Report (Sunday, March 31st, 2019)  
Prepared by: Graham Robertson



## **Marketing Consultant**

- Kaylum, Christine, Jon, and Graham had a meeting with our marketing consultant, Casandra, at the end of February, where she provided an overview of tactics employed by other campus newspapers to grow their following
  - This included increased engagement with followers, and a curated Instagram feed

## **Events and Contests**

- Anchal organized a talk with Jane Lytvynenko, a Fulcrum alum who now works for BuzzFeed
- The talk was well-attended and focused on fake news and disinformation

- Kaylum, Anchal, and Dorian organized an Office trivia night in March which was also well attended
- Kaylum will be organizing the annual CBC Tour for sometime in April, more details to follow
- PoutineFest was well-received on our social media, and Kaylum is planning to host two more social media contests in April

### General Notes

- Following discussion at the Strategic Planning session and the budget presentation, we are currently finalizing the combined social media and marketing manager roles. The details should be communicated in April.

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Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, March 31, 2019)



February Policy Meeting: Saturday, March 30, 2019  
Present: Kate Murray, Justin Turcotte, and Anchal Sharma

### March Meeting

The focus of this month's meeting was to review the instances from the Archives when bylaws were presented to the Board, but then they either weren't voted on or were voted on by the Board, but not at that year's AGM. The committee also revisited and defined the term "staff" in the policy manual and bylaws, and discussed the mentions of the SFUO in both the policy manual and the bylaws.

The following are the bylaw amendments (and one policy manual amendment) that the committee is re-proposing to the Board for approval:

### Bylaws

From April 2016 Board Meeting (although these proposals were approved at the Board meeting, they were not presented at the AGM the following year):

## 1. Treasurer Role

~~Eliminate the Chair as an Officer of the Board (Section 8 of By-Laws) and keep the role as an ad hoc position that informally rests with one person.~~

8.04 Treasurer. The treasurer is responsible for the oversight of corporate liquidity, investments, and risk management related to the company's financial activities. The treasurer must review the General Manager's books and financial records, meet with the General Manager, and make an independent presentation of the Fulcrum's financial position **quarterly** ~~at every Board meeting making recommendations where necessary.~~

## 2. Strategic Plan at AGM

Add to 5.02 of Bylaws "updates to the strategic plan".

From January 2017 Board Meeting (although some changes to the policy manual were voted on and approved at this meeting, these proposed bylaw amendments were not voted on):

3. 03 Honourary Members. The Board may from time to time confer Honourary Member status upon any person for such period of time as it shall deem appropriate, but any person so designated shall not be deemed to be a **voting** member of the Corporation.

4.06 Community Representative. One (1) seat will be filled by a member of the Ottawa community at large and who has professional experience ~~as outlined in Section 4.09 of this By-law~~. **Professional experience is defined as experience in business, marketing, law, public relations, or publishing.**

~~4.09 Professional Seats. Professional experience is defined as experience in business, marketing, law, public relations, or publishing.~~

## Policy

From September 2018 Board Meeting (the following was included in the policy committee report, but was not proposed or voted on at the Board meeting):

- 1) 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.

## "Staff"

- Change all mentions of “staff meetings” to “volunteer meetings” throughout both the policy manual and the bylaws
- Remove “staff elections” out of the Editor-in-Chief’s job description in the policy manual
- Section to be added to the Interpretation lists at the beginning of the policy manual ~~and bylaws~~ to define “staff status”
  - The following is proposed: “Staff status” refers to a volunteer who has contributed to the paper three times and has attended three volunteer meetings.

## “SFUO”

The committee agreed that it would be best to revisit the mentions of the SFUO in both documents until sometime next publishing year given that the student union referendum hasn’t happened yet and if it does pass, *The Fulcrum* may have to renegotiate a new deal/partnership.

### Inter-board Relations Committee – Final Report



#### Annual General Meeting

10 April 2019

1. Role of the Committee
  - a. Standing committee of the Board
  - b. Responsible for improving communication between the Board and the editorial team
  - c. Communicates decisions made at monthly Board meetings to the editorial team

#### 2. Goals for 2018/2019

The following vision for the committee was approved by the Board on 26 August 2018:

- a. Responsibilities of the committee are best done not in a traditional committee setting. There is little point of adding another monthly meeting to both the Board and the EdBoard to discuss how to communicate better.
- b. Best suited to be done by one person.

- c. I would attend EdBoard meetings once a month to update the editorial team, take questions, and bring any concerns back to the Board
  - d. I would also organize one social event per team for the entire Fulcrum team (Board, EdBoard, business staff, and volunteers)
3. Accomplishments
- a. I attended five meetings with EdBoard, as well as two strategic planning sessions. It became evident that a meeting wasn't always needed.
  - b. Social events:
    - i. October: Fulcrum Halloween party
    - ii. January: NASH Award Celebration
    - iii. February: Oscar Night
  - c. I also believe I became a regular and recurring face of the Board for the editorial team. They knew right from their orientation in August that there is a Board working behind the scenes and we are available for any concerns they may have. This became evident to me when I would get questions from EdBoard members outside of regular meetings, be it on campus for example.
4. Initiative
- a. A Health and Safety Stress Questionnaire was distributed to all employees at the November Strategic Planning Session
  - b. Nine paper surveys were completed
  - c. The results were presented to the Board in early March
  - d. There were important concerns highlighted in the results which can be used to provide direction moving forward
  - e. *See quotes.*
5. Moving Forward
- a. Committee Format

- i. In terms of the chair, there is a question to be asked of who is best suited to chair this committee? For example, there is a seat on the Board for a Fulcrum alumnus. Are they best suited to chair this committee because they have experience on EdBoard, or is it better to have someone who doesn't already have an expectation of how EdBoard is meant to look?
- b. Health and Safety Stress Questionnaire
  - i. Move online to facilitate increased participation over paper surveys (too much logistics)
- c. Possible committee reorganization
  - i. I think that this committee may be able to better situate itself with a mandate as follows: *To promote and facilitate a healthy workplace and wellness amongst the employees, volunteers, and Board members of The Fulcrum.*
  - ii. Stress and wellness have been identified as a concern for retention and was highlighted in the health and safety stress questionnaire. It is time to take a more direct and intentional role in looking after the wellness of our employees.
  - iii. This keeps many of the facets of the committee, while allowing the EIC to focus on being that main link between the EdBoard and the Board

## 6. Conclusion

- a. The Inter-board Relations Committee is able to give a face to the Board for editorial employees and act as a social facilitator
- b. There may be a need to reorganize the committee to focus on health and wellness, using an existing structure to address a key concern
- c. Any questions?

