

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, June 2<sup>nd</sup>, 2019  
141 Louis Pasteur, 10:30 a.m. - 12:16 p.m.  
Meeting #12 2018-2019 Publishing Year

**Present:** Kate Murray, Dorian Ghosn (ex-officio), Graham Robertson, Raghad Sheikh-Khalil, Dayne Moyer, Matt Gergyek (ex-officio)

**Partially Present:**

**Absent (with reason):** Jonathan Rausseo, Justin Turcotte

**Absent (without reason):** Donya Ashnaei

1. Opening of Meeting

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

2. Agenda

R. Sheikh-Khalil motioned to approve the agenda. D. Moyer seconded the motion. All voted in favour and the motion passed.

3. April Meeting Minutes

R. Sheikh-Khalil motioned to approve April's meeting minutes with the following amendment: -replacing "the firm that it was working with" with "Earnscliffe."

D. Moyer seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

G. Robertson presented the standing actions list and made the necessary changes. One point to note is that the mail room has agreed to separate *The Fulcrum's* mail for us.

5. General Manager

D. Ghosn began his report by going over the difference in financials from the previous month. He informed the Board that he withdrew \$200 for petty cash with Jon for the rest of the month. D. Ghosn then proceeded to give the Boards some updates on actions over the past month. He noted that the computers have been recycled thanks to the help of Jon. D. Ghosn mentioned that he's still been following up with clients, and indicated that *The Fulcrum* haven't been charged yet by FullView. He stated that in terms of hiring, the Online Editor (Kathryn), Sports Editor, and Features Editor have all accepted their offers. D. Ghosn noted that he was waiting for Kathryn to accept her contract offer before he sent an offer to Safa, and that now that she has, he'll do so tomorrow.

D. Ghosn reviewed the final budget lines with the Board as a final fiscal review. He said that he's going to pay freelance once per semester, and said that always keeps a ledger for petty cash. D. Ghosn wondered if freelancers need a T4. D. Moyer replied that it depends on how much they make, and suggested looking at Ceridian.

## 6. Editor-in-Chief

M. Gergyek announced to the Board that he sent out job offers to all positions:

- Art: Rame Abdulkader
- Online Editor: Kathryn LeBlanc (8 week contract) and Safa
- News: Trevor Oates
- Sports: Charley Dutil
- Arts: Ryan Pepper
- Features: Zoe Mason

He explained that the plan for the Opinions section is that each editor is responsible for finding someone to write once per week and maybe even asking different club groups to do once/per month. M. Gergyek added that he's been getting things ready for the new team to start and preparing the training package.

M. Gergyek reported that they've been keeping up with content and have been posting one to two stories per week. He announced that he's in the process of finalizing a couple of investigative stories. M. Gergyek noted that he'll be getting media passes for Bluesfest, Folkfest, and the Fringe Festival. He also added that the June Board of Governors meeting will be covered as well.

M. Gergyek mentioned that he's working on updating *The Fulcrum* style guide this year as well as having *The Fulcrum's* Twitter and Instagram accounts verified. D. Moyer enthused that it's amazing that the Opinions section is becoming more contribution-based. He noted though that *The Fulcrum* needs to be careful that *The Fulcrum* doesn't consistently publish the same groups, and that it's stressed that *The Fulcrum* doesn't want the opinions of the various groups, but rather the opinions of the people who are writing the articles. M. Gergyek said that he will add that to the Editorial Board training.

R. Sheikh-Khalil wondered if there is a minimum amount of followers that are needed for verification. M. Gergyek replied that there isn't. D. Ghosn asked if M. Gergyek could look into getting *The Fulcrum's* Instagram profile to be a business one. M. Gergyek said that he'll look into it today. D. Ghosn informed those present that he'll be exiting everyone from Slack and asking them to add their personal emails instead.

## 7. President

In the interest of time, R. Sheikh-Khalil went over some of the main points from her report that hadn't already been mentioned yet. R. Sheikh-Khalil reported that *The Fulcrum* will not be receiving a full levy next year (2020-2021). She mentioned that the minutes from the CUP

meeting have been saved onto the shared Google Drive, and noted that she hasn't received the minutes from the May 1st meeting, but the ones from the most recent one are there.

R. Sheikh-Khalil stated that no changes to the budget have been made since the Annual General Meeting, and hopefully it can be passed today. R. Sheikh-Khalil reminded the Board about the new budget measures that the Federal Government introduced to protect Canadian journalism. She noted that *The Fulcrum* does not yet know how to apply for the measures as it hasn't been put in place by the government yet, but that the Board will need to ensure that it takes the measures into account when planning for *The Fulcrum's* year end and budget next year.

R. Sheikh-Khalil indicated that hiring for the Editorial Board and the Online Editor has taken place. She mentioned that ahead of the AGM, she received all the presentations, which was very helpful. R. Sheikh-Khalil stated that the presentation made by the auditor at the AGM wasn't the most helpful, and said that the Board should try and find a solution for that moving forward. She recommended that in future years, the Board book the same room to host the AGM and find a chair well before the date. D. Moyer motioned to add five minutes to the discussion item. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil informed the Board that Casandra will be giving a presentation to the Board at the June meeting, and asked that Board members submit any questions that they have ahead of time.

R. Sheikh-Khalil explained that she's been in contact with other papers about what their strategies are for getting funding for next year in light of the provincial government's Student Choice Initiative. She reported that the other papers were able to get recognition from their journalism programs that they should be considered career services. She continued by saying that *The Eyeopener* sent her a copy of their signed letter. R. Sheikh-Khalil explained that she will be sending a copy of it to the University of Ottawa's Digital Journalism program for support and then will attempt to sit down with the university to discuss *The Fulcrum's* funding. She noted that since the VP Academic resigned from his position this year, she believes that this process and the communication with the university has been slower than it should be.

R. Sheikh-Khalil announced that the Ubysey is potentially interested in hosting NASH this year. She mentioned that they are trying to gather research about interest and logistics and have created a survey for people to fill out with regards to it which G. Robertson has just emailed to all members of the Board.

R. Sheikh-Khalil concluded her report by noting that every seat on the upcoming Board for the 2019-2020 Board is filled except for the four student seats.

## 8. Policy Committee

K. Murray began her report by announcing that all bylaw amendments that were approved at the AGM have been updated in the Bylaws. She then mentioned that the committee met this

month to discuss three items: (1) revisit the discussion on signing authorities, (2) amend the policy for emergency budget needs re: audit, and (3) review section 6.18 (Hiring Section of the Policy Manual).

K. Murray reported that the committee reviewed the signing authority discussion in light of the points that were raised at the last Board meeting, namely the concern that having four specific roles as signing authorities might not be the most convenient as it might be hard for some to be available to sign checks, etc. Instead, the committee proposes removing the Vice President as the signing authority and having the third signing authority be any other one Board member as voted in by the Board.

With regards to the emergency budget needs re: audit, K. Murray explained that the committee remembers that this item was added after the first meeting with Paige from the SFUO, but they don't remember the context. After much discussion, they concluded that it was perhaps referring to the instances in which the *Fulcrum* stipulates that a new audit needs to be performed (I tried to find this policy, but was unable to). The committee decided that no further action needs to be taken with this item.

K. Murray noted that the committee reviewed Section 6.18 of the Policy Manual and after much discussion, decided that it should remain as is.

Finally, K. Murray mentioned that while going through the Policy Manual at the meeting, Justin came across Section 12.2, which is outdated and in need of updating. She proceeded to present the proposed changes.

The Board discussed the proposed amendments and agreed that section 12.2 should be further amended to read as follows "The Chief of Staff shall take minutes of every Board meeting or assign their responsibility to another Board member that include..." R. Sheikh-Khalil motioned to omnibus approve the proposed policy amendments along with the most recent amendment to the Policy Manual. D. Moyer seconded the motion. All voted in favour and the motion passed.

## 9. HR Committee

K. Murray motioned to approve people as new Editorial Board editors providing that they accept and sign their contracts. D. Moyer seconded the motion. All voted in favour and the motion passed.

## 10. Budget

D. Ghosn went through the Budget (the same version from the AGM) line by line with the Board. He noted that *The Fulcrum* just received a payment from national advertising from last year, but it was late so it will count towards this year's fiscal. D. Moyer stated that he thinks the Board should add more money towards Advertising and Promotions if there's a plan in place to use it.

D. Ghosn mentioned that *The Fulcrum* might not need the CUP/NASH expenses depending on if there's a conference this year or not.

D. Ghosn recommended increasing the Freelance line by at least \$500. R. Sheikh-Khalil wondered if people are happy with freelance pay. D. Moyer said that he thinks that should be an Editorial Board discussion.

G. Robertson noted that he thinks that the Board should budget some money for maintenance as well as for transportation, if for example, for an editor to use an uber if they are at a late event for their story and the buses aren't running anymore.

#### 11. Other Business

D. Moyer stated that he thinks the Board should discuss the General Manager position since it's a hard position to fill. He said that, for example, *The Fulcrum* could be paying a bookkeeper to handle all of that for a couple of hundred dollars a month and then hire out accounting. D. Moyer added that he thinks it should be a HR discussion. D. Ghosn added that it would be better for future audits too given the protocol that *The Fulcrum* has with regards to conducting an audit every year that there is a new General Manager, etc.

K. Murray motioned to adjourn the meeting at 12:16pm. All voted in favour and the motion passed.

#### Appendices

### GM Report May 2019

#### 1. Financials

<b>TOTAL</b>	<b>\$306,998.50</b>	<b>\$299,336.26</b>	<b>-\$7,662.24</b>
Chequing	\$220,478.32	\$214,098.55	-\$6,379.77
RBC	\$86,520.18	\$85,237.71	-\$1,282.47

#### 2. Miscellaneous

- *Petty Cash*
  - \_\_\_ Withdrew \$200 from chequing account with Jon. Will be useful during the publishing year for either, small freelance fees or small reimbursements.
- *Computers*
  - \_\_\_ Old computers have been recycled by uOttawa(thanks Jon).

- *Website Charges*
  - \_\_\_ We have yet to be charged by Fullview. I've tried to contact a few times to follow up but expect a charge this month.

### 3. **Accounts Receivable**

Still following up with clients. Total amount still due = \$3,314.06

### 4. **Hiring 2019-2020**

Held several interviews over the last month. Thank you to Matt, Anchal, Kate, and Raghad for helping out and providing your feedback. We have sent out the contract offers to our successful candidates except for the "Fall" Online Editor because we were awaiting the acceptance of our "Summer" candidate first (salary distribution purposes).

### 5. **Fiscal 2018-2019**

Please see separate excel document.

## **Editor-in-Chief Board Report (June 2)**

### **HIRING/2019-20 ED BOARD**

- Job offers sent out for all positions; all strong candidates with unique and positive visions for the Fulcrum as it enters online-only-era ...
  - Art Director: Rame Abdulkader
  - Online Editor: Kathryn Leblanc (eight-week contract)
  - News Editor: Trevor Oattes
  - Sports Editor: Charley Dutil
  - Arts & Culture Editor: Ryan Pepper
  - Features Editor: Zoë Mason
- Putting plan for opinions section into action over the next few weeks
- Finishing up production doc and social media doc we'll use for organizing content
- Dorian's reset emails and working on resetting Slack and WordPress log ins
- Starting to build training package for all of ed board and finalizing date for training in late August; also building individual training modules for each member of ed board

### **CONTENT/SOCIAL MEDIA**

- Been keeping up with content, publishing one to two stories a week
  - Cannabis policy story did very well, along with APTPUO bargaining stories
  - Other stories: profile of former University Librarian, U of O student heading to Apple showcase, CFS takes province to court, FolkFest lineup, honorary doctorates, May BOG meeting what to expect and recap, student death in residence, UOSU hiring interim position, profile of U of O's dean of health sciences
  - In the process of a number of other longer investigative features to put out soon
  - Bluesfest passes are almost finalized, along with Fringe Festival content
- The online editor will start next week, full of fresh ideas for rest of year
- Updating Fulcrum Style Guide to reflect new union and updates to CP Style Guide
  - Also including new information on confidential sources, data journalism
  - Also adding style for editor's notes and corrections
- Exciting social media updates...
  - Getting Instagram and Twitter accounts verified (once Twitter allows it again)

Fulcrum Publishing Society  
Board of Directors

## President's Report

Sunday, April/May 2019

*141 Louis Pasteur, 10:30 a.m.*

Meeting #10/11 2018-2019 Publishing Year

### 1. Legal

#### Student Union Fees Referendum

- The referendum on student fees passed. We now need to focus all our efforts on ensuring that students vote not to opt out of the Fulcrum's fees
- Note that although we are receiving a summer levy this year, we will not be receiving the full amount next year due to the SCI. This should be taken into consideration during budgeting.

#### ORCUP Lobby Campaign

- After a meeting with representatives from the lobby effort it was clear that the CUP lobby campaign didn't yield the results we had hoped for. CUP advised Earncliffe on April 15th that it would no longer be pursuing the lobby campaign.
- With that said, the Minister's office noted they may want to meet with CUP sometime in May, and the firm has decided to represent CUP on pro bono as they believe in the cause.
- CUP discussed having a federal funding campaign relating to tax credits. I expressed my belief that this is not a good idea given that it is an election year and because we likely already qualify for the credits.
- The minutes from this meeting are saved in the drive under this month for more detail.

## 2. Finance

### Budget

- A draft budget was presented at the AGM. No changes have been made to the budget since then. The budget will be approved by the incoming board in June.

### 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.
- We do not yet know how to apply for QCJO status as this has not yet been put in place by the government. However, we need to ensure that we take this into account when planning for our year end and budget next year.

## 3. HR

### Exit interviews

- Exit interviews were conducted with all the full-time staff. Those notes are saved in each employees confidential file.

### Hiring

- The Board decided to hire Dory back for a two month period with the opportunity for extension. We will continue to post the GM position as open in the meantime as Dorian will be looking to take on another full-time job in two months.
- Hiring for edboard positions as well as the online editor has been taking place over the last month.
- Three candidates interviewed for the online editor position. Kate or myself was in attendance for each interview in addition to Matt, Dory and Anchal.
- The Board asked a minimum of 5 questions to each candidate (which were put together by the HR committee)
- After interviewing and meeting to discuss, it was decided that we would like to hire Kathryn Leblanc for two months and Safa starting in August.
- The board will need to ratify these two positions.

### Transition reports

- Another reminder that transition reports are due. Please send them to me if you have not already.
- I encourage you all to have a sit down with your successor to discuss your position any challenges you encountered and where you'd like to see it move forward. This would be a good time to answer any questions your successor may have also.

## 4. AGM

- The AGM was held on April 10<sup>th</sup> in DMS 3105.
- The head of each committee, as well as the EIC and GM presented what their teams have been working on all year. This all went very smoothly. In the future we should continue to have draft presentations submitted ahead of time for room for editing.



- The auditor also gave a presentation on our financials. Although I believe having someone is important in order to be able to dissect some complicated financial information, I do not believe the presenter was easy to understand. We may need to reconsider this part of the AGM moving forward.
- We should also remember to appoint the chair earlier!
- We managed to get our boardroom in DMS for free this year thanks to Dorian. We should try to make sure we can have the same situation for the coming years.

#### 5. Marketing and Branding Committee

- Cassandra was unable to attend our meeting due to a family emergency, however she proposed to have a final meeting with the new board some time in June to discuss ideas moving forward. Please prepare some questions ahead of time.
- The CBC Tour for EdBoard was not scheduled this year due to lack of interest in April. In the future we now know that no major events should be planned after March in the second semester.
- The soccer tournament appeared to be a success.
- The readership survey results are linked here for the readership/marketing committee to peruse/analyze:  
<https://thefulcrum.typeform.com/report/Ux5SF4/H6F9MslRdtwkSJZc>

#### 6. University Partnerships/ Student Choice Initiative

- 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.
- I have been in contact with other papers about their strategy for getting funding next year. The other papers were able to get recognition from their respective journalism programs that they should be considered career services. The eyeopener sent me a copy of their signed letter. I will be sending an e-mail for endorsement from our digital journalism program and will then attempt to sit down with the university to discuss our funding.
- The University has yet to outline how the opt-out process will work. Other universities are allowing a short 150 word description of each service for students to read and decide before opting out. Hopefully we can get the same.
- Since the VP Academic resigned from his position this year, I believe this process, and communication with the admin is slower than it should be. (A lot of unfortunate circumstances at UOttawa all at once this year it seems!)

#### 7. NASH

- The Ubyyssey is considering hosting NASH and will be taking it to their Board for a vote on June 7<sup>th</sup>. They are currently in the exploratory phase where they are trying to gather research about interest/feasibility/financials/logistics.
- They have sent over a survey for everyone to fill out related to their interest in hosting. Let's make sure we all fill it out ASAP, so that hopefully it will ensure we have someone hosting NASH this year.
- <https://forms.gle/XwhDeLbEow9WSbxbA>

## 8. Policy

- The policy committee met to go over final changes before year-end.
- It has been decided that changes to job descriptions will be added to contracts and not to the policy moving forward to avoid confusion over job responsibilities.

## 9. Board Recruitment

- We currently have every position filled for next year with the exception of our student seats
- David Champion-Smith has applied for student rep- however past employee of the fulcrum may not be able to apply for those seats. His resume is saved in the drive.

# FULCRUM

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

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Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, June 2, 2019)



April Policy Meeting: Friday, May 31, 2019  
Present: Kate Murray, Justin Turcotte, and Dorian Ghosn

## Updates

All bylaw amendments that were approved at the AGM have been updated in the Bylaws.

## May Meeting

The focus of this month's meeting was to discuss three items:

1. Revisit the discussion on signing authorities;
2. Amend the policy for emergency budget needs re: audit;
3. Review section 6.18 (Hiring Section of the Policy Manual)

## Signing Authority

The committee reviewed the signing authority discussion in light of the points that were raised at the last Board meeting, namely the concern that having four specific roles as signing authorities might not be the most convenient as it might be hard for some to be available to sign checks, etc. Therefore, the committee has revised their proposal to the following instead:

4.2 Signing Authorities. The signing authorities of the Corporation shall be the:

- a. President;
- b. ~~Vice President(s);~~
- c. General Manager; and
- d. **Any other one** Board member **as voted in by the Board** ~~that may be appointed by the Board~~

4.14 Changing Signing Authorities. At any date prior to the first duly constituted meeting of the new Board, an outgoing President, ~~and any outgoing Vice President(s), and~~ **the elected Board member who holds signing authority** must submit signed letters renouncing their signing authority of the Corporation to the General Manager. At any date prior to May 31 or immediately following the hiring of a new General Manager, the outgoing General Manager must also submit a signed letter renouncing their signing authority of the Corporation to the President. At the time of the expiration of contract, termination, or resignation of an employee mandated by the Board to have signing authority they must submit a signed letter renouncing their signing authority of the Corporation to the General Manager.

### **Emergency Budget Needs Re: Audit**

The committee remembers that this item was added after the first meeting with Paige from the SFUO, but they don't remember the context. After much discussion, they concluded that it was perhaps referring to the instances in which the *Fulcrum* stipulates that a new audit needs to be performed (I tried to find this policy, but was unable to).

### **Section 6.18 (Hiring)**

The committee reviewed this section and after much discussion, decided that it should remain as is.

### **Section 12.2**

While going through the manual at the meeting, Justin came across Section 12.2 which is outdated and in need of updating. The committee proposes the following changes:

12.2 Meeting Minutes. The **Chief of Staff** ~~vice-president internal communications or her delegate~~ shall take minutes of every Board meeting that include:

- a. The names of the Board members and guests who attended the meeting;
- b. The text of all motions before the Board, including all related documentation necessary to give effect to a Board motion that has been passed (such as a budget); and
- c. The results of the votes on all motions.

Following the voted approval of the minutes at a duly constituted Board meeting, any two signing authorities must sign the document to certify its approval. Only signed

minutes may be uploaded to the corporate website. The signed copy of the minutes shall be kept at the Corporate headquarters