Fulcrum Publishing Society Board of Directors MINUTES

Sunday, July 28th, 2019 141 Louis Pasteur, 10:30 a.m. - 12:47 p.m. Meeting #3 2019-2020 Publishing Year

Present: Kate Murray, Raghad Sheikh-Khalil, Matt Gergyek (ex-officio), Jonathan Rausseo, David Campion-Smith (Board candidate), Justin Turcotte, Dorian Ghosn (ex-officio)
Partially Present:
Absent (with reason): Savannah Awde, Kathryn LeBlanc (ex-officio)
Absent (without reason):

1. Opening of Meeting

J. Rausseo opened the meeting at 10:48 a.m.

2. Agenda

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

3. June Meeting Minutes

J. Rausseo motioned to approve June's meeting minutes. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. New Board Member Approval

K. Murray reminded the Board of D. Moyer's interest in being an Honourary Board member, and reminded the Board that he has not been officially voted in yet. K. Murray motioned to approve D. Moyer as an Honourary Board member. J. Rausseo seconded the motion. All voted in favour and the motion passed.

The Board proceeded to briefly discuss the need to start recruitment for more Board members as there are currently four open student seats on the Board.

5. Standing Actions List

J. Rausseo presented the standing actions list and he and K. Murray made the necessary changes.

6. General Manager

Financials

D. Ghosn began his report by reviewing the *Fulcrum's* financials for the month. He noted that not much has changed, but announced that the *Fulcrum's* RBC account has gone up.

<u>Auditor</u>

D. Ghosn reminded the Board of two options with regards to the audit this year, conducting an "audit review" or a "full audit", and requested that the Board vote on what option to do this year. He explained that if the Board chooses to do a review, the next General Manager doesn't have to go through a bunch of data. J. Turcotte read the Audit section from the Bylaws aloud to the Board. J. Turcotte motioned to do a full audit for this cycle upcoming year. There was no seconder. Discussion continued on the two different options. R. Sheikh-Khalil wondered if conducting an audit review in years when a full audit isn't conducted should be *The Fulcrum's* policy moving forward. All agreed that R. Sheikh-Khalil's suggestion should be a discussion for the next Policy Committee meeting. J. Turcotte motioned to hold an audit review for this cycle. K. Murray seconded the motion. All voted in favour and the motion passed.

UOSU Contract

D. Ghosn reported that he, R. Sheikh-Khalil, D. Moyer, and K. Murray held a conference call with *The Fulcrum's* lawyer, Jenna, to discuss the rough proposal of the contract. He noted that she advised that *The Fulcrum* will likely have to keep in the section about withholding money and that a definitions section should be added. D. Ghosn indicated that Jenna also said that she'll look into making the contract sound more professional.

D. Ghosn informed the Board that he and a couple of directors also held an in-person meeting with Sam from the UOSU to continue to review the terms of *The Fulcrum's* new contract. He declared that overall, the meeting went well. He went on to say that although there were some sections that Sam couldn't move on such as the withholding of fees section, he seemed to understand *The Fulcrum's* concerns and potential long term impact of the new contract. D. Ghosn mentioned that R. Sheikh-Khalil will go into more detail on it in her report.

Advertising Update

D. Ghosn advised the Board that he's begun the process of updating *The Fulcrum's* ad rate card including the prices, dates, and design, which he aims to have finished by September. He explained that for the pricing, he compared the pricing to other university papers. Some of the other changes that he noted were changing the CPM from \$15 to \$20, and changing the big box to match the leaderboard in pricing. J. Rausseo wondered if there's a difference in click rate between the big box and the leaderboard. D. Ghosn continued, saying that he spoke with A. Gergyek about adding a second big box ad to generate more revenue. He noted that he sent the request to Full View for them to complete. J. Rausseo wondered what the potential difference is in revenue between \$300 to \$400 if you maximize it. D. Ghosn explained that it would be going from \$5000 to \$6400. D. Ghosn added that he wants to see if *The Fulcrum* can get someone to do a site takeover for a month or so, which would mean that they would advertise exclusively with *The Fulcrum* for that time.

<u>Website</u>

D. Ghosn proceeded to give the Board an update on the website after someone gained access to *The Fulcrum's* website and deleted all the content. He mentioned that thankfully Full View had a backup that was only one month old and M. Gergyek was able to re-upload *The Fulcrum's* content. D. Ghosn informed the Board that he filed a police report, but unfortunately we haven't heard anything back yet as to how it happened or by who.

D. Ghosn proceeded to review the changes that have been made afterwards and the pages that have been fixed/updated. They include:

- All minutes(from fiscal year 2018-2019), AGM, and staff positions have been re-uploaded and updated;
- Removed a lot of the old statistics and wording from the advertising page and created a temporary page in which clients can email D. Ghosn directly for pricing;
- Twitter and Instagram have been fixed and should now be refreshing *The Fulcrum's* live content;
- Leaderboard ad is now working again; and
- Purchased and installed WordFence, which among other features, allows *The Fulcrum* to have 2-step verification. Cyber training will now be included with *The Fulcrum's* yearly orientation for new staff.
- 7. Online Report

D. Ghosn read K. LeBlanc's report aloud to the Board.

Google Analytics

K. LeBlanc reported that the hacking of *The Fulcrum's* website removed the global property, which is the tracker that counts the website view and feeds it into Google Analytics).

<u>Facebook</u>

K. LeBlanc stated that in the past 28 days, *The Fulcrum* Facebook page has received:

- 21 new page likes;
- Posts have a total reach of 9773, which was a 67% increase over the previous month; and
- 5918 engagements on the page, which was an increase of 36%

She noted that the biggest lessons learned this month from high performing content was:

- To do more breaking news posts; and
- That the page can handle a higher volume of memes.

K. LeBlanc recommended, pending approval of Ed Board, to aim for posting one meme per week, and added that 101 week, midterms, and exams are all times when the page can handle more memes (ie two or three per week instead of one). She clarified that in this context, "handle" means how many memes *The Fulcrum* can post while still getting excellent

engagement and not losing credibility as a news source. K. LeBlanc continued by stating that she informed M. Gergyek that *The Fulcrum* should run a meme contest during midterms.

<u>Twitter</u>

K. LeBlanc indicated that *The Fulcrum* had 67.6k engagements over the past 28 days. She noted that the lesson learned from Twitter this month was to use the platform for community-building content and tweets about the student choice opt-in. K. LeBlanc explained that this is because the majority of *The Fulcrum's* followers are not engaging with *The Fulcrum's* content. She added that alumni and current *Fulcrum* staff provide excellent engagement on any content related to *The Fulcrum* itself, which she said makes it a good platform for community building, recruitment, and promotion of the opt-in. K. LeBlanc clarified that this will shift as the volume of content increases in September, although the community building strategy should stay the same.

<u>Instagram</u>

K. LeBlanc informed the Board that the most recent stats that she has for Instagram are that *The Fulcrum* has gained 4 followers in the past week and 49 in the past two months. She declared that the biggest difficulty this month was getting engagement on the Bluesfest content. K. LeBlanc mentioned that a goal that she thinks *The Fulcrum* should have for Instagram for next school year is to test which kind of memes work well on the platform. She concluded by noting that the reposts are continuing to do well.

A brief discussion ensued on K. LeBlanc's suggestion to include more memes. J. Rausseo said that the memes don't have to not be serious, for example, political cartoons. M. Gergyek admitted that he's hesitant about using memes, especially during the school year as he's worried that it will affect *The Fulcrum's* credibility. R. Sheikh-Khalil offered that some of these meme posts could be viewed as an extension of *The Tomato*. M. Gergyek said that there's a line that *The Fulcrum* has to be careful that we don't cross.

8. Editor-in-Chief

2019-2020 Ed Board

M. Gergyek announced that he's getting August training ready for the Editorial Board, and that both digital and physical training packages are being prepared for it. He added that he's going to prepare specific training packages for each editor. M. Gergyek explained that the first production will begin the following week.

M. Gergyek informed the Board that he's putting in place a plan for the opinions section over the next few weeks. He continued by saying that he's finishing up production and social media documents that he plans on using in order to organize content. M. Gergyek announced that *The Fulcrum* style guide update is complete.

Content

M. Gergyek explained that content has slowed down a bit since last month mostly because he was focusing on getting the training packages ready, updating the style guide, and preparing for

the upcoming year. With that said, he mentioned that *The Fulcrum* is continuing to publish a few stories a week, including: following the university's carding incident, recent Bluesfest coverage, and U of O research. M. Gergyek continued by saying that some upcoming stories include: Pride Parade coverage in August and 101 Week Angles.

M. Gergyek announced that Anchal is starting a podcast partnered with CHUO called 1 in 5, focusing on mental health. M. Gergyek added that the podcast, which is geared towards international students, will be 30 minute episodes biweekly and that Christine, *The Fulcrum's* former Social Media Manager, made a logo for it. J. Rausseo wondered if the podcast is going to be ongoing or have a limited time run. M. Gergyek replied that it's going to be throughout the year. J. Rausseo then questioned if M. Gergyek will have editorial oversight over the final content. M. Gergyek answered that he will.

Social Media

M. Gergyek enthused that *The Fulcrum* is still seeing increases in interactions with *The Fulcrum's* content on social media in addition to increases in followers and likes.

M Gergyek reported that Safa, *The Fulcrum's* incoming Online Editor, will start on September 1st and said that K. LeBlanc is looking to put together some training packages for her.

<u>Promotion</u>

M. Gergyek stated that he and K. LeBlanc will be reaching out to fed bodies to promote *The Fulcrum*, especially during 101 week events. He noted that he'll be looking to set up class talks and is also asking faculties to send out his email calling for contributors to students. M. Gergyek continued by saying that he's working on getting tabling set up every day during Frosh Week and the clubs fair.

M. Gergyek mentioned that he's hoping to get a debate set up for local MP candidates.

M. Gergyek concluded his report by announcing that Ed Board meetings will be on Monday nights, the volunteer meeting will be on Tuesday nights, and Production day will be on Fridays.

9. President

<u>Security</u>

R. Sheikh-Khalil mentioned that the policy committee will be adding a section on security ethics to the *Fulcrum's* code of conduct forms to be signed by all members of the organization. She added that the committee will also be updating the Policy Manual and creating an incident response plan for how the *Fulcrum* can best react as an organization in similar circumstances.

<u>Hiring</u>

R. Sheikh-Khalil noted that the hiring committee met to go over plans for the General Manager position, and noted that the position was posted online, on job boards, and through Telfer student groups. She added that the committee will be meeting again to discuss the plan moving forward as the deadline for applications has now passed.

<u>Legal</u>

R. Sheikh-Khalil informed the Board that the UOSU sent the *Fulcrum* a draft contract for review. She mentioned that she met with Mathieu, the General Manager of La Rotonde, in order to discuss the options for the contract. R. Sheikh-Khalil noted that Mathieu expressed interest in La Rotonde having the same or a very similar contract as *The Fulcrum*, and asked to be included in *The Fulcrum's* final meeting with the OUSU.

R. Sheikh-Khalil indicated that she, D. Ghosn, D. Moyer, and K. Murray met with Jenna, *The Fulcrum's* lawyer, to discuss *The Fulcrum's* options with the contract and what *The Fulcrum* would like to see happen. R. Sheikh-Khalil noted that Jenna advised that *The Fulcrum* figure out what we want in principle and then she can figure out the wording of it.

R. Sheikh-Khalil proceeded by giving the Board an update on her, D. Ghosn, J. Rausseo, and J. Turcotte's meeting with Sam Shroeder from the UOSU. She noted that the team from *The Fulcrum* expressed their concerns with the sections on financial reporting and withholding of fees. She added that the need for a preamble and discussion section was discussed and agreed upon. R. Sheikh-Khalil continued that the group talked about what would constitute as a violation, and noted that Sam wasn't fully on board with that principle. She stated that *The Fulcrum* team let Sam know that make edits and send them back to the UOSU soon for review by their legal counsel. R. Sheikh-Khalil indicated that the minutes from that meeting will be saved on the drive for Board members to reference.

University Partnerships/Student Choice Initiative

R. Sheikh-Khalil reported that she contacted the Digital Journalism program regarding them considering *The Fulcrum* as a career service and is waiting for a response from them. She added that she'll be requesting a sit-down meeting with Digital Journalism to discuss potential future partnerships between the program and the paper.

R. Sheikh-Khalil announced that she's received some clarity from Sam Schroeder regarding how the opt-out process will work. She explained that students will pay their tuition fees and afterwards, they can choose to opt-out of specific services on UOzone. R. Sheikh-Khalil reminded the Board that other universities are allowing a 150 word description of each service for students to read and decide before opting out. She noted that she's sent a request to Eric Bercier (responsible for student services) that *The Fulcrum* be given some room to describe our service.

R. Sheikh-Khalil motioned to add five more minutes to the discussion. K. Murray seconded the motion. All voted in favour and the motion passed.

Marketing and Branding Committee

R. Sheikh-Khalil stated that 101 week plans are now underway. She mentioned that K. LeBlanc will be reaching out to fed bodies to try and get some time to canvass. R. Sheikh-Khalil wondered if there is any interest in hosting an event during 101 week. She continued by saying that clubs week is in the early weeks of school so *The Fulcrum* will have to talk with Sam

Schroeder about how tabling will be working this year. J. Turcotte mentioned that there's a mandatory information session for Digital Journalism at Welcome Week and suggested that *The Fulcrum* could attend or even table there.

<u>NASH</u>

R. Sheikh-Khalil noted that *The Ubyssey* is hosting NASH in January this year. She advised that *The Fulcrum* start making a plan for fundraising soon given the expensive travel costs. D. Campion-Smith stated that he spoke with FnS about having a cheque put towards fundraising/NASH instead of having contra with them this year.

Board Recruitment

R. Sheikh-Khalil informed the Board that Anchal Sharma has resigned from her Board seat.

Committees

R. Sheikh-Khalil reminded committee chairs to ensure that their committees are meeting each month.

R. Sheikh-Khalil ended her report by mentioning that J. Turcotte will be taking over her position as President in September.

Since there was an open staff representative seat and D. Campion-Smith was an Honourary Board member, R. Sheikh-Khalil asked D. Campion-Smith if he'd be interested in presenting his candidacy for that seat, which he said he was. J. Rausseo asked him the required questions, and D. Campion-Smith confirmed that he's not an employee of the University's student union, he hasn't filed for bankruptcy, and that he is of sound mind and body. R. Sheikh-Khalil motioned to appoint D. Campion-Smith as a staff representative on the Board of Directors for the 2019-2020 year. K. Murray seconded the motion. All voted in favour and the motion passed.

10. New Director Scheduling

All agreed on a tentative date of September 15th for the new director training. K. Murray said that she'd confirm with S. Awde to see if that date works with her as well. The Board briefly discussed potential topics to be covered, including: presentations on cyber security and in-camera, an introduction to the policy and budget, and potentially bystander training.

11. Chairing Committees

D. Campion-Smith agreed to chair the Marketing committee, and R. Sheikh-Khalil mentioned that S. Awde has expressed interest in chairing the Inter-Board Health and Wellness committee, which is the only other committee without a chair.

12. Other Business

J. Rausseo revisited the standing actions list and reviewed what each Board member and committee are responsible for over the upcoming month.

J. Turcotte suggested that the Policy committee should update the Policy manual to clarify that the *Fulcrum* is to have a review in years when the *Fulcrum* doesn't have an audit.

R. Sheikh-Khalil motioned to adjourn the meeting at 12:47p.m. All voted in favour and the motion passed.

Appendices

GM Report July2019

1.	Financials			
		Previous Month	This Month	Difference
	TOTAL	\$296,412.45	<mark>\$291,115.09</mark>	-\$5,297.36
	Chequing	\$209,485.13	<mark>\$203,762.44</mark>	-\$5,722.69
	RBC	\$86,927.32	<mark>\$87,352.65</mark>	<mark>+\$425.33</mark>

2. <u>Auditor</u>

Hold vote on whether to "review" or "full audit".

3. <u>UOSU Contract</u>

Held call with Jenna, Dayne, Kate, and Raghad to review rough proposal of new contract. Held an in person meeting with Sam(from UOSU) and directors to continue to review the terms of our new contract. Overall, the meeting was good and Sam seems to understand our concerns and potential long term impact of the new contract.

4. <u>Advertising Update</u>

I have begun the process of updating our ad rate card, including design and not just prices or dates. I'm aiming to have this done by September so that I can repost on the website and include our most recent statistics as I've already have multiple new and returning clients contact me for the 2019-2020 publishing year.

I also spoke to Matt about adding a second "Big box" back to our website to help increase ad space and sales; I've sent the request into Fullview for them to complete.

P.S. Thank you to Dayne for taking time out of his busy schedule to help train me.

5. <u>Website</u>

As everyone knows, we had the unfortunate situation at the start of July where someone gained access to our website editor and deleted all the content. Thankfully, Fullview had a backup that was only 1 month old and Matt was able to re-upload our content. I submitted a police report but unfortunately, we have not heard anything back yet in regards to how this happened or by who.

With that being said, here are all the changes that were made afterwards and pages that have been fixed/updated.

- All minutes(from fiscal year 2018-2019), AGM, and staff positions have been re-uploaded and updated.
- I have removed a lot of the old statistics and wording from the advertising page and created a temporary page in which clients can email me directly for pricing.
- Twitter and Instagram have been fixed and should now be refreshing our live content.
- Our leaderboard ad is now working again
- Purchased and installed WordFence, which among other features, allows us to have 2-step verification. Cyber training will now be included with our yearly orientation for new staff.

Google analytics:

The hacking of the website removed the global property (the tracker that counts website views and feeds it into Google analytics).

Facebook:

In the past 28 days, we've received 21 new page likes. Our posts had a total reach of 9773, which was a 67% increase over the previous month. We had 5918 engagements on the page, which was a 36% increase.

The biggest lessons learned this month from the high-performing content was a) to do more breaking news alerts, including off campus content; b) and that the page can handle a higher volume of memes. Pending approval of ed board, my suggestion would be to aim for posting 1 meme per week. 101 week, midterms, and exams are all times when the page can handle more memes (as in 2 or perhaps 3 per week instead of 1).

By "handle", in this context, I mean how many memes we can post while still getting excellent engagement and not losing credibility as a news source.

I also told Matt that the Fulcrum should run a meme contest during midterms.

This Chateau Laurier post had the most engagement: https://www.facebook.com/21188078209/posts/10157393122378210?s=1543655198&s fns=mo

This meme had the most likes:

https://www.facebook.com/21188078209/posts/10157431725518210?s=1543655198&s fns=mo

Twitter:

We had 67.6k engagements over the past 28 days.

Two top tweets:

https://twitter.com/the_fulcrum/status/1145373643129667584?s=21

https://twitter.com/the_fulcrum/status/1147181215054741504?s=21

(Top tweet not about the hacking) https://twitter.com/the_fulcrum/status/1154820178338865152?s=21

The lesson learned from Twitter this month was to use the platform for community-building content and tweets about the student choice initiative opt-in. This is because the majority of our followers are not engaging with our content, and the lower volume of articles in the summer doesn't help with that. However, alumni and current Fulcrum staff provide excellent engagement on any content related to the Fulcrum itself, which makes it a good platform for community building, recruitment, and promotion of the opt-in.

Note: this will shift as the volume of content increases in September. However, the community building strategy should still remain.

Instagram:

The followers stats I have is: +4 in the last week, and +49 in the last two months.

The post with the most engagement over the past month was a SCI post: <u>https://www.instagram.com/p/B0Y7LL4nKtP/?igshid=13xq3qi3lvht</u>

The biggest difficulty this month was getting engagement on the Bluesfest content.

A goal I think the Fulcrum should have for Instagram next school year is to test which kind of memes work well on the platform.

The reposts are continuing to do well.

Editor-in-Chief Board Report (June 23)

2019-20 ED BOARD

- August training date to be set next week (most likely August 24 or 25), pending work schedule
 - First production cycle will then begin the following week, with things picking up full swing in the first week of September
 - Training packages, both digital and physical, being prepared for training
 - Also building individual and specially catered training packages for each editor
- 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
- Fulcrum Style Guide update, first since 2014, is complete
 - Included updates to CP Caps & Spelling and CP Style Guide, along with guides to reporting on sensitive subjects (mental health, discrimination, etc.), using unnamed sources, adding corrections, retractions and apologies, reporting using social media, and much more

CONTENT

• Content has slowed down a bit since last month, mainly due to me focusing on getting training packages ready, updating our style guide, and generally preparing for the year ahead

- Continuing to publish a few stories a week, including following the university's carding inquiry and responses, recent Bluesfest coverage, U of O research, etc.
- Stories on the horizon: Pride Parade in August, 101 Week angles
- Anchal's starting a podcast!!

SOCIAL MEDIA

- Still seeing increases in interactions with our content on social media, as well as increases in followers/likes
- Kathryn preparing training materials for our next editor, Safa, as well as social media plans and strategies to put in place over the course of the year

PROMOTION

- Reaching out to faculties to set up class visits during first week of classes
- Also asking faculties to send out my email calling for contributors to students
- Reaching out to student associations for promotion during frosh week
- Working on getting tabling all set up every day during frosh week, especially during the clubs fair
- Working on getting a debate set up for local MP candidates

Fulcrum Publishing Society Board of Directors **President's Report** Sunday, June 23rd, 2019 *141 Louis Pasteur*, 10:30 a.m. Meeting #3 2019-2020 Publishing Year

<u>1. HR</u>

- Security
- Over the Canada Day long weekend, our website was breached through WordPress and all of our website content was removed. The infiltrator left a message for us calling us "anti-union".
- As a result of this rather unfortunate event, we put in place several measures to secure the website and all of our online accounts. These measures are detailed in our security awareness training (see the President folder for this month).
- The policy committee will be adding security ethics to our code to be signed by all members of the organization. The committee will also be updating the Policy Manual and creating an incident response plan for how we can best react as an organization in similar challenging circumstances

Hiring

- The hiring committee met to go over plans for the GM position. The position was posted online, on job boards, and through Telfer student groups for a projected start date of late September/early October
- The Committee will be meeting again to discuss what the plan for this position is as the deadline for application has come

2. Legal

- The UOSU sent us their draft contract for review re: distribution of our student fees
- We had many comments and edits to certain sections, and Dayne had a back and forth with Sam regarding the contract on the google document
- I met with Mathieu, LaRotonde's GM (and former EIC) to discuss our opinions of the contract. Mathieu expressed that LaRotonde would like LaRotonde to have the same, or very similar contract as The Fulcrum. He asked to be included in our final meeting with the UOSU
- Dorian, Dayne, Kate and I met with our lawyer, Jenna, to discuss our options with the contract and what we would like to see happen. She suggested we meet with them in person (which we were planning on), and gave us some potential alternatives to current wording. She also let us know that she would be able to look over and make changes/corrections to the document once we had met with them.
- Dorian, Jon, Justin and I then met with Sam Schroeder from the UOSU to talk about the contract. We expressed our concern with the sections on financial reporting and withholding of fees. We also established that a preamble and a definitions section would be necessary. We concluded by letting them know we would make edits and send them back to them soon for review by their legal counsel. Justin will be saving the minutes of this meeting in the drive under this month

3. University Partnerships/ Student Choice Initiative

- I contacted the digital journalism program regarding them considering us a career service. I am waiting for a response.
- I will be requesting a sit down meeting with Digital Journalism. Given Jon's university connections, he will be accompanying me and Matt to talk about future partnerships between the program and the paper
- We received some clarity from Sam Schroeder regarding how the opt-out process will work. Students will pay their regular tuition fees (including service fees) up front as per usual. Afterward, students can choose to opt out of specific services by visiting an application on UOZone.
- As mentioned, other universities are allowing a short 150-word description of each service for students to read and decide before opting out. Sam provided us with the name of the individual (Eric Bercier) responsible for the student services this year
- I sent Eric an e-mail requesting that we be given some room to describe our service if possible.
- 4. Marketing and Branding Committee

- 101 week plans have started. Kathryn will be reaching out to each of the fed bodies to try to get some time to canvass. Depending on the response, potentially we can order some items from the marketing budget to give away to students
- Would folks be interested in hosting an event during 101 week? If so we should also get going on that
- Clubs week is in the early weeks of school. We will need to talk to Sam Schroeder from the UOSU to talk about how tabling will work this year

<u>5. NASH</u>

• The Ubyssey is hosting NASH this January. Given the travel costs we should look into a plan for fundraising as soon as possible

6. Board Recruitment

• Anchal Sharma resigned her board seat. This means we have an open staff-writer board seat open, as well as the remaining student positions.

7. <u>Committees</u>

• Make sure that your committee is meeting once a month!