

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, August 24<sup>th</sup>, 2020  
Google Hangouts, 10:00 a.m. - 12:04 p.m.  
Meeting #4 2020-2021 Publishing Year

**Present:** Kate Murray, Justin Turcotte, Kalki Nagaratnam, Benjamin King, Rame Abdulkader, Charley Dutil, David Campion-Smith

**Partially Present:** Raghad Sheikh-Khalil, Leyla Abdoell

**Absent (with reason):**

**Absent (without reason):** Patrick Mangan

1. Opening of Meeting

B. King opened the meeting at 10:01am.

2. Approval of Agenda

J. Turcotte motioned to approve the agenda. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

3. Kahoot Activity

C. Dutil led a mini quiz based on the articles this past month. As it was such a hit and the Board really enjoyed it, they agreed that it will be a regular agenda item.

4. Online Voting Platform

B. King briefly helped the directors set up Socrates, the online voting platform that he presented to the Board previously, to use for the rest of the meeting.

5. Approval of July's Meeting Minutes

J. Turcotte motioned to approve July's meeting minutes. D. Campion-Smith seconded the motion. All voted in favour and the motion passed.

6. Standing Actions List

J. Turcotte went through the standing actions list and K. Murray made the necessary changes.

7. General Manager

Financials

R. Abdulkader began her report by reviewing the Fulcrum's financials. She announced that she and B. King are officially signing authorities to the Fulcrum's chequing account. R. Abdulkader continued, saying that the next step is a meeting with the bank tomorrow to get a credit card under her name.

R. Abdulkader informed the Board that the Fulcrum received a portion of the UOSU levy, although they still owe us part of it, which is the amount that has not been paid yet by students. She continued, saying that the UOSU will send the Fulcrum the remaining amount once it has been paid to them. R. Abdulkader explained that in the past, the UOSU has paid in full the amount owed to the Fulcrum before it receives it from the University. She said that now, the UOSU would like to pay the Fulcrum what is received rather than what is billed. R. Abdulkader noted that according to the Fulcrum's contract with the UOSU, in section 2 and 3 they have the right to do this.

#### Ed Board

R. Abdulkader mentioned that unfortunately Anchal won't be able to take over the podcast this year. She stated that she and C. Dutil have agreed that continuing the Podcast section without Anchal will be difficult, and so they have decided instead to replace this position with an Associate Features position. R. Abdulkader indicated that applications have been going well and they have an interview lined up for later this week.

#### Health and Safety Program

R. Abdulkader reported that the program is almost complete after Justin's reviews and has been edited down to 30 pages! She noted that she's sent a request to have it reviewed one last time through a Workplace Health and Safety Advisory service.

#### Freelance Report

R. Abdulkader briefly presented the freelance report that she prepared. She mentioned that she made a few changes to the program, which she'd like to present for approval:

- How many freelancers can be hired for each section; and
- She thinks that the report needs to be a mandatory document that editors need to read.

J. Turcotte said that the Board will leave the intricacies of the freelance project to the Ed Board, explaining that the Board is mostly concerned with how much the Fulcrum spends and how does that compare to what the Fulcrum pays editors etc.

R. Abdulkader continued, saying that the freelance fund has not been documented well in the past. She presented a graph to the Board based on the Fulcrum's budget over the past few years, and stated that she's going to prepare a survey to be filled out at the end of each semester. R. Abdulkader added that she doesn't think that editors are aware how many freelancers they can have.

#### 8. Editor-in-Chief

#### 2020-21 Ed Board

C. Dutil informed the Board that Anchal left the Fulcrum this month. He excitedly mentioned that her contact with CBC Radio, for which she's been doing some really fantastic work with, was extended. C. Dutil explained that he thinks an associate features editor would be a good additional role to have (in the place of hiring a new podcast editor) so that they can help the features and science and technology sections as both will be producing a lot of features.

C. Dutil announced to the Board that the Fulcrum will be having 13 staff members starting on August 31st. He added that training documents are almost done, and that section editors will be trained on the WordPress and on the Fulcrum Style Guide. C. Dutil also noted that he is finishing the preparation of position-specific reference documents for the Fulcrum's News and Production teams.

C. Dutil mentioned that he needs to figure out how to get an issue widget on the Fulcrum's website.

C. Dutil indicated that he also created the production team and the production schedule, which will be the team who will stay a little longer on Sunday's to complete the PDF edition. J. Turcotte wondered if this edition will be every week or only certain weeks. C. Dutil answered that it will be one week a month.

C. Dutil announced that he has finished updating the Editorial Constitution, and it will be voted on in September.

#### One in Five

C. Dutil proceeded to give the Board some more details on the One in Five podcast. He explained that with Anchal gone, the task of producing One in Five would fall on the shoulders of a new employee that would have to be quickly trained in addition to contributions from himself. C. Dutil continued, saying that with a number of projects already on the go, he doesn't have the time and energy to invest into the One in Five project. Instead, C. Dutil stated that he and R. Abdulkader have decided to reinvest the resources into the Fulcrum's Features and Science and Technology sections. He clarified that the Fulcrum didn't scrape One in Five, but that it's just been shelved for now.

#### Content

C. Dutil reported that there wasn't a lot of news this month, and that he focused a lot on preparing for the beginning of the year. With that said though, he said that the Fulcrum did cover residences this month and the concerns that many feel towards the fall semester.

#### The Fulc Sessions

C. Dutil declared that the Fulc sessions will be a series of concerts from up and coming Ottawa artists with no audience that are filmed in the Fulcrum's basement. He said that the videos of these sessions will be posted across the Fulcrum's social media platforms.

C. Dutil indicated that the plan is for them to take place later in September, and noted that he's working on promotion and an artist call out with L. Abdoell. He added that they'll look at

having it sponsored. C. Dutil also mentioned that they would eventually like to have a similar event for up and coming stand-up comedians.

### Other Projects

C. Dutil updated the Board on the painting of the office, saying that it's half-way done. He stated that he had to take a break after four days earlier this month due to exhaustion, and that he'll be finishing it next week.

C. Dutil reported that he looked in the cottage for the Ed Board as part of the NASH contingency plan, and he has a good idea of where they'll go. He went on to say that he also has a couple of workshops that are nearly booked.

## 9. President

### COVID-19 Pandemic

J. Turcotte gave the Board a COVID-19 update. He stated that at this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office permitted based on requirements.

### Executive Committee

J. Turcotte stated that the Executive committee met this month to discuss several items, including: committees, the Ombudsperson role, and the upcoming virtual AGM.

J. Turcotte reported that the committee agreed that the Board's current committees represent the needs of the organization well. He continued, mentioning that it was suggested that the disciplinary committee be removed and replaced with the HR committee as it's rarely ever used and the HR committee exists in the same format. J. Turcotte noted that the Policy committee will be looking into it.

J. Turcotte stated that the committee also discussed the Ombudsperson role. He explained that the committee recognized that the role is almost never engaged, thus meaning that it creates a position in title only. J. Turcotte indicated that some of the committee members suggestions included:

- Encouraging the EIC to include a note about the existence of the Ombudsperson role when replying to editorial complaints; and
- Having the Ombudsperson present a semesterly report on systemic trends and complaints and try to make recommendations to improve the system. He continued, saying that this would involve connecting with the EIC to collect a record of complaints (for reporting purposes only) each semester to identify potential problems for the future.

J. Turcotte added that the committee is seeking to fill this position at the upcoming AGM. J. Turcotte asked C. Dutil what he thought of these ideas and C. Dutil replied that he has no issues with them.

J. Turcotte informed the Board that the Executive committee and R. Abdulkader will be meeting this week to do a tech trial with Zoom Webinars, which the Fulcrum will be using for its upcoming virtual AGM. He went on to state that both the auditor and Dorian, the Fulcrum's former GM, have been confirmed to present at the AGM.

#### Legal Committee

J. Turcotte said that he reached out to the Canadian University Press' executive, and they've agreed to subsidize one hour of the Fulcrum's media lawyer's time. He continued, saying that unfortunately the Fulcrum's legal expenses have been much higher than anticipated this summer.

#### Finance Committee

J. Turcotte informed the Board that the Fulcrum's empty RBC chequing account has been closed.

J. Turcotte excitedly announced that the Fulcrum's signing authorities have been updated. He advised that R. Abdulkader is in the process of securing a new corporate credit card.

#### Human Resources Committee

J. Turcotte reported that the Fulcrum's Podcast Editor resigned this month. He mentioned that as a result, R. Abdulkader and C. Dutil discussed and decided that it would be best to proceed with an Associate Features position instead, which has been posted.

J. Turcotte indicated that R. Abdulkader is in the final stages of working on the Fulcrum's Health and Safety program, which will be ready for staff training for this publishing year. He clarified that the first day for the Fulcrum's editorial team will be Monday, August 31st.

#### Board Matters

J. Turcotte mentioned that there are currently three open seats on the Board:

- University Representative;
- Student Representative; and
- Fulcrum Alumnus.

He declared that the Board hopes to fill these seats at the AGM in September.

#### Calendar Items

J. Turcotte reminded the Board that the next monthly meeting will be on September 20th at 10:00am.

C. Dutil asked about the CUP Wire, and said that he'll contact someone about it. He also said that the Editorial Board will be meeting on Tabaret Lawn on August 31, and invited J. Turcotte to give a mini presentation to them then.

#### 10. Online Editor

L. Abdolell prefaced her report by saying that once more content starts going out as the school year begins, we'll see more consistent growth. She noted that she has seen a decent amount of

bursts of engagement over the summer, despite it being a generally slow time. L. Abdoell explained that this is a good sign for the upcoming busier months. She added that it's hard to compare with previous data because there's either nothing or they focused on different things. L. Abdoell enthused that the Fulcrum's Instagram has been a big hit this summer thanks to the Fulcrum's efforts in increasing its presence, which will serve the Fulcrum well this year.

### Facebook

L. Abdoell announced that the top post throughout all of the Fulcrum's social platforms was "Editorial: Don't live in residence this fall if you don't have to." She reported that fewer Facebook posts meant lower metrics, but she said this wasn't anything to be concerned about because on the days that the Fulcrum does post more, it receives really fantastic engagement. L. Abdoell continued, explaining that once more posts start going out then overall monthly engagement will increase correspondingly. She added that the Fulcrum is still ahead of The Charlatan with Facebook page likes.

### Twitter

L. Abdoell indicated that a lot less was posted on Twitter compared to last month. She stated that the top tweet was the Associate Features job posting, which received significantly more impressions than all of the other tweets from the Fulcrum this month. Because of this, L. Abdoell mentioned that she thinks if the Fulcrum wants to promote a job posting on a platform, Twitter should be the one.

L. Abdoell noted that the new thread format that she's been using has still been effective, and said that hopefully as the Fulcrum has more news stories going out, she can tailor some more political/community/"twittery" posts for the platform.

### Instagram

L. Abdoell indicated that although the Fulcrum posted a little less this month, the top post on Instagram was "Editorial: Don't live in residence this fall if you don't have to" with 1,100 impressions. She reported that the Fulcrum's Instagram platform is continuing to grow steadily, and that the decreases are marginal. L. Abdoell mentioned that the Fulcrum's account received a lot of interest from incoming first year students and thinks that Instagram will continue to become an important platform for the Fulcrum moving forward.

### Website

L. Abdoell declared that although the Fulcrum's users and sessions decreased this month, the Fulcrum's page views increased by 10,000 which means that people are going deeper into the website and viewing significantly more pages. She continued, noting that Twitter has sent the website a lot more traffic this month, although the overall channels have remained the same. L. Abdoell stated that the quality of the Fulcrum's traffic is really great, and she's confident that it will only continue to go higher as the Fulcrum posts more.

J. Turcotte wondered what the status of the Fulcrum newsletter is. L. Abdoell replied that the team is aiming for a launch in mid-September. She added that she's working on a redesign for it.

## AGM

L. Abdoell showed the Board the promo graphics for the upcoming Annual General Meeting. She asked the Board for clarification on the purpose of the AGM and why students should attend. J. Turcotte answered that he, K. Murray, and D. Campion-Smith will fill her in, but briefly, The Fulcrum belongs to the students and their invitation to attend is about them having a say in their student paper.

### 11. Marketing Committee

#### October/September Event

D. Campion-Smith Talked about doing a virtual event at the end of October, similar to the Fulcrum speaker series that the Fulcrum hosted in March. He continued, explaining that the format would include a moderator, a speaker, and questions from the audience. D. Campion-Smith noted that the topic will be disinformation as it connects to both the pandemic as well as politics. He mentioned that he's been looking at potential speakers, including Savannah Awde, a former Editor-in-Chief of the Fulcrum. D. Campion-Smith added that the committee is thinking about broadcasting it over Facebook Live.

J. Turcotte wondered if the idea for the event is like the speaker series, but with a single speaker and a digital format. D. Campion-Smith answered that yes, it is. J. Turcotte suggested that the committee could even do a weekly series. D. Campion-Smith stated that the committee will be stusing this first virtual event as a proof of concept that the committee can host shorter, digital events once a month or something.

#### Fulcrum Sessions

D. Campion-Smith explained that Fulcrum Sessions is an idea by C. Dutil and L. Abdoell to use the Fulcrum's office basement to film sets by local groups, with the plan to start shooting in September. He said that they'll be putting a call out to the music department as well as the wider community.

#### Print Versions

D. Campion-Smith mentioned that C. Dutil had the idea of using the printers in the Fulcrum's office to print editions if there's requests and a few editions for the staff and the office.

### 12. Inter-Board Health and Wellness Committee

#### Health and Wellness

K. Nagaratnam reported that R. Abdulkader showed the committee the updated Health and Safety program after showing it to J. Turcotte, and added that R. Abdulkader will be working on her health and safety presentation to the staff. She noted that R. Abdulkader also drafted an email for staff to use to send if they come in contact with or are diagnosed with COVID-19.

K. Nagaratnam said that she notified the committee that there are no new updates on COVID-19 that will affect the Fulcrum.

### Inter-Board

K. Nagaratnam announced to the Board that the first virtual Inter-Board event will take place the week of September 13th, and added that she'll be sending out a poll to choose the specific date at the beginning of September.

K. Nagaratnam mentioned that the committee will plan its first Board workshop on goal setting and planning at the October Board meeting.

K. Nagaratnam proceeded to review the items that the committee has implemented to improve Board meetings, they included:

- Taking time to introduce the agenda at the beginning of the Board meeting;
- Encouraging staff memes, officers, and chairs to include their main goal(s) for the next month in their reports; and
- Having a short Kahoot at the beginning of the meeting.

She added that the committee would also like to test out the hot topic of the month at the next Board meeting, which would be a 5-10 minute discussion unrelated to the Fulcrum. K.

Nagaratnam noted that if it goes well, the committee is thinking of having it every other month.

K. Nagaratnam informed the Board that the committee looked through one of the UOSU's agendas and minutes to see if they were doing anything different that the Fulcrum could try out. She explained the one thing that the committee wants to ensure is included in the agenda of the AGM is a land acknowledgement statement to recognize that the Fulcrum is meeting on the traditional territory of Indigenous people.

K. Nagaratnam stated that the committee would like to virtually attend a news organization's Board meeting in the coming months.

K. Nagaratnam noted that the committee's goals for the month of September are to revisit the health and safety checklist, host their first inter-board event, finalize the first workshop presentation, and come up with a hot topic of the month.

J. Turcotte stated that he'll be sending a message to The Link, Concordia University's student newspaper, about joining in on one of their Board meetings.

### 13. Policy Committee

K. Murray stated that the committee reviewed and discussed the feedback from the end-of-year Policy committee survey. She noted that some of the feedback that the committee discussed incorporating for the next publishing year include:

- Keeping the meetings to an hour in length;
- Keeping the same format for meetings; and
- Meetings will be on Thursday evenings.

K. Murray noted that the committee briefly discussed some things they want to look at next year, including:



- Brainstorming if there are any policies that the Fulcrum doesn't have that we could use;
- Conducting a review of the Bylaws to ensure that they comply with the OCNA's (Ontario Not for Profit Corporations Act) Ontario Bylaws Act Compliance, which is set to be proclaimed sometime during the fall 2020; and
- Reformatting the Bylaws.

K. Murray mentioned that the committee's goals for September include:

- Discuss transitioning the definition of the Disciplinary committee to the HR committee and then removing the Disciplinary committee (Section 4 of the Policy Manual);
- Define the Grievance committee for Section 4 of the Policy Manual;
- Prepare the Bylaw amendments presentation for the upcoming Annual General Meeting.

K. Murray explained that during the Executive committee meeting, while the team was going through the Bylaws they came across a couple of areas that need to be amended. She indicated that the committee proposes the the following amendments to the Bylaws:

#### General Bylaw Number 1

(j) "Voting Membership" means individuals who:

- (i) Are paid employees or have obtained staff status with the newspaper as defined in section three (3) of the Constitution; or, (ii) Are members in good standing of the Fulcrum Publishing Society's Board; or,  
 (iii) Are undergraduate or graduate students at the University of Ottawa And: (iv) Are not members of the executives of the ~~student union of the University of Ottawa~~ **University of Ottawa Students' Union (UOSU)** or the Graduate Students Association (GSAÉD).

8.07 Director Portfolios. ~~Each director will be responsible for a committee as found in Section three (3) of the Policy Manual.~~ **Each director will be a member of a committee as found in Section 4 of the Policy Manual.**

#### General Bylaw Number 2

4.08. Ex-Officio Seats. The ratified Editor-in-Chief and one Editorial Board member selected by the contributing staff (see section three (3) of the Constitution) hold ex-officio seats on the Board as defined by section 4.07 of this Bylaw. The **UOSU** ~~student union of the University of Ottawa~~ and ~~the Graduate Students Association~~ **GSAED** also hold ex-officio seats on the Board. At any time the Board may deem it necessary to create new ex-officio positions.

K. Murray motioned to omnibus approve the Bylaw amendments pending their approval at the Annual General Meeting. D. Campion-Smith seconded the motion. All voted in favour and the motion passed.

#### 14. Revisit Standing Actions List

J. Turcotte wondered what the timeline looks like for the virtual series. D. Campion-Smith replied that he and L. Abdoell will brainstorm options and will present these to the Marketing committee at the next committee meeting. He added that he envisions hosting the first virtual event in the series at the end of October.

K. Murray reminded the Board of a number of important upcoming deadlines, including:

- Board Officers and Committee Chairs to send their transition/year-end reports to K. Murray by September 15th;
- All directors who are interested in returning to the Board for the upcoming production year to send in a brief note of interest to either K. Murray or J. Turcotte sometime before the AGM; and
- All Committee Chairs to send in their committee notes for the AGM to J. Turcotte by September 20th.

#### 15. Other Business

J. Turcotte motioned to adjourn the meeting at 12:04pm. All voted in favour and the motion passed.

#### Appendices

### trGM Report August 2020

#### 1. Financials

	Previous Month	This Month	Difference
<b>TOTAL</b>	<b>\$349,715.18</b>	<b>\$367,020.42</b>	<b>\$ 17,305.24</b>
Chequing	\$257,952.70	\$274,267.42	\$16,314.72
RBC	\$91,762.48	\$ 92,753.00	\$990.52

#### 1. Finances:

- a. **TD Bank:** Ben & I have officially been added as signing authorities to our Chequing account! Next step is canceling Dorian's credit card and issuing myself one. Justin and I signed all required documents and an empty cheque to pay off Dorian's credit card. I have an appointment to finalize everything Monday with Omar Alnajjar, Business Financial Advisor at the TD branch.
  - b. **UOSU Levy:** We received a levy of \$ 24,584.09, they owe us \$3,536.67. This is because that amount has not been paid by students. The UOSU will send us the amount once it has been paid to them. In the past the UOSU has paid in full the amount owed to the Fulcrum before it receives it fully from the University. But now they would like to pay us what is received rather than what is billed. According to our contract with them, in section 2 & 3 they have the right to do this.
2. **Edboard:**
- a. **Hiring:** Anchal will not be able to take over the Podcast section for this coming year. Charley and I have agreed that continuing the Podcast section without Anchal will be difficult and he will go into detail as to why that is later. We have decided that we will replace this position with an Associate Features position. Applications have been going well and we have an interview set up for this Friday.
3. **Health & Safety Program:** Is close to completed after Justin's Reviews. We have reduced the program from 61pages to 30. This is to keep it sweet and short for our employees to read. I have sent a request to have it reviewed one last time through a Workplace Health and Safety Advisory service.
4. **Freelance Report:**  
[https://docs.google.com/document/d/1wym\\_6xGpeJjrB\\_bBvyFGR\\_vz65XQIU1j\\_6aLAXj1MEM/edit](https://docs.google.com/document/d/1wym_6xGpeJjrB_bBvyFGR_vz65XQIU1j_6aLAXj1MEM/edit)

## **Editor-in-Chief's August 2020 Board Report**

### **By Charley Dutil**

#### **2020-21 Edboard**

- Anchal over the last couple of months has been doing some killer work for CBC Radio and they decided to extend her contract. Although I am super happy for her, sadly for us she has decided to leave the Fulcrum.

- The hiring of an Associate Features Editor is underway to alleviate the workloads of Amira and Ryan.
- The Training documents for all positions are nearly done, section editors will be trained on WordPress and on the Fulcrum Style Guide. I am finishing the preparation of position-specific reference documents for our News and Productions team.
- Created a News Team which consists of Karli, Paige, Jelena, Emily, and I. This was a recommendation from Matt, the team will have a slack channel apart from our general edboard channel to discuss news, assignments and events as they happen.
- Created the production team and production schedule. The Production Team will be the team who on Sunday's will stay a little longer to complete the PDF edition. The members are Dasser, Emily, Leyla and I.
- I have finished updating the editorial constitution. It will be voted on in September.

### **One in Five**

- With Anchal gone, the task of producing One in Five would fall on the shoulders of a new employee that we would have to hastily train and would involve significant contributions from myself. With a number of other projects, I don't have the time and energy to invest in this project so I decided to reinvest the resources in our features and Science & Tech sections
- One in Five has been shelved for the time being.

### **Content**

- This was a slow month with not a lot of news. I concentrated mostly on getting ready for the year. We did cover residences and the concerns many feel towards the fall semester.
- Live from the archives continued this month with articles on stories from 1987, 1983, 2002 and 2011
- Published an editorial on Residences, which Rachelle Clarke responded to with a Letter to the Editor.
- We received a number of interesting opinion pieces and Letters to the Editor this month.

### **The Fulc Sessions**

- The Fulc Sessions will be a series of live concerts from young up and coming Ottawa artists that will be filmed in front of no audience in the Fulcrum's basement. The

basement will be slightly redesigned to film the sessions. The video of the sessions will be posted on all our social media platforms.

- Bearing any changes in the current COVID-19 guidelines the first Fulc sessions should take place later in September.
- Leyla and I are working on promotion and an artist call out for the Fulc sessions which we will publish this week once our Associate Features Editor hiring promotional campaign is over.
- The Fulc Sessions will be a series of live concerts from young up and coming Ottawa artists that will be filmed in front of no audience in the Fulcrum's basement. The basement will be slightly redesigned to film the sessions. The videos of these sessions will be posted on all our social media platforms.
- For now only music, we would eventually like to have a similar event but for young stand-up comedians.
- Will look in the idea of getting the Fulc Sessions sponsored.

### **Other Projects**

- The painting of the office is halfway done i had to take a break after 4 days earlier this month due to exhaustion.
- I am slowly preparing the Volume.80 document for the archives with all of the articles.
- Nash Contingency Plan



**FULCRUM**

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

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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Fulcrum Publishing Society – Board of Directors

**President's Report**

Sunday, August 22<sup>nd</sup>, 2020

*Google Hangouts*  
Meeting #4 of 2020/21 Publishing Year



Justin Turcotte

## 1. COVID-19 Pandemic

The COVID-19 pandemic continues to demand that we operate in a physically distant manner.

The Fulcrum's pandemic rules are as follows:

- Everyone should maintain a 2-metre separation with other people, other than those in their social circle;
- Workplace health and safety measures are in place within the workplace to protect against COVID-19, at the discretion of the General Manager;
- All office hours are cancelled; and
- If physical distancing is not possible, staff should wear non-medical cloth masks. To be clear, wearing a cloth mask does not replace physical distancing.

Although the province is loosening restrictions, the pandemic is by no means over. The province is currently in Stage 3 of a three-stage framework for reopening the province. Nearly all businesses and public spaces will be able to gradually reopen in Stage 3, with public health and workplace safety restrictions in place, while some high-risk venues and activities will remain closed until they can safely resume operations. Physical distancing remains a requirement for all people who are not from the same household or social circle.

**At this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office permitted based on requirements.**

## 2. Executive Committee

The Executive Committee met on Wednesday, August 12th to discuss several items, including committees, the ombudsperson role, and the upcoming virtual AGM.

The Executive Committee agreed that our current committees do represent well the needs of the organization. It was suggested that the disciplinary committee be removed and replaced

with the HR committee, as it is rarely ever used and the HR Committee exists in the same format. Essentially, this would shift disciplinary authority from that committee to the HR Committee, which is how it has run in practice over recent history.

The committee discussed the role of the ombudsperson. As a quick briefing, an ombudsperson is meant to be an avenue of last resort for people to go to if they feel as though they were not treated fairly by the existing complaint mechanisms in place. For The Fulcrum, the ombudsperson exists as a resource for our readers, if they feel as though a complaint was not handled properly by the editorial team.

However, the ombudsperson role is almost never engaged, this creates a position in title only. Some suggestions from the committee included:

- a) Encouraging the EIC to include a note about the existence of the Ombudsperson role when replying to editorial complaints.
- b) Having the Ombudsperson present a semesterly report on systemic trends and complaints and try to make recommendations to improve the system for the benefit of everyone. This would involve connecting with the EIC to collect a record of complaints (for reporting purposes only), each semester to identify potential problem areas in the future.

The Executive Committee suggests seeking to fill this position at the upcoming AGM.

The Executive Committee will be meeting with Rame this week to test out the Zoom Webinar platform for the virtual AGM. The auditor and Dorian have been confirmed to present at the AGM. Dorian will be presenting last year's YTD budget numbers.

### 3. Legal Committee

I have reached out to the Canadian University Press' executive to request to have an hour of our media lawyer's time reimbursed. Unfortunately, our legal expenses have been much higher than anticipated this summer.

### 4. Finance Committee

Our empty RBC chequing account has been closed.

The signing authorities have finally been updated! Rame is in the process of securing a new corporate credit card.

## 5. Human Resources Committee

The podcast editor resigned this month. As a result, Rame and Charley discussed and felt it best to proceed with an Associate Features position instead, as a podcast editor is a position that requires specific skills and connections. The position has been posted.

As well, Rame is in the final stages of working on our health and safety program, which will be ready in its first iteration for staff training for this publishing year.

The first day for our editorial team will be Monday, August 31st.

## 6. Committees

All committees met this month.

## 7. Board Matters

There are currently three seats open on the Board:

- University Rep
- Student Rep
- Fulcrum Alumnus

At this time, during the summer months paired with physical distancing, we will not be looking to on-board new Board members. We hope to fill all 10 Board seats at the September AGM.

### Calendar Items

The next Board meeting will be on the third Sunday of September, September 20th, at 10 am.

\*Once more content starts going out as we begin the year, we'll see more consistent growth. Short bursts of engagement we've seen throughout the summer have been great, but the events + series were launching in the next few weeks will set us up for consistent engagement.

Regarding the general dip during the summer, this is consistent with previous years (from the limited data I can see from them), and considering COVID's impact on local events.

A major success from this summer has been increasing our Instagram presence dramatically, which will serve us well throughout the year.



## Facebook

### Page Views

July 24 - August 20

177

Total Page Views ▼ 35%



### Page Likes

July 24 - August 20

4

Page Likes ▼ 64%



### Post Reach

July 24 - August 20

2,892

People Reached ▼ 28%



### Post Engagement

July 24 - August 20

663

Post Engagement ▼ 65%



Posts last month: 11

Posts this month: 7

Top post: "Editorial: Don't live in residence this fall if you don't have to"  
3,052 total likes.

Fewer posts → lower metrics, but not concerning because we can see we get excellent engagement on days we're actively posting, so once more posts start going out then overall monthly engagement will increase correspondingly.

## Twitter

### Tweet impressions

16.5K ↓ 16.8%



### Profile visits

261 ↓ 36.2%



### Mentions

8 ↓ 69.2%



### Followers

4,577 ↓ -2



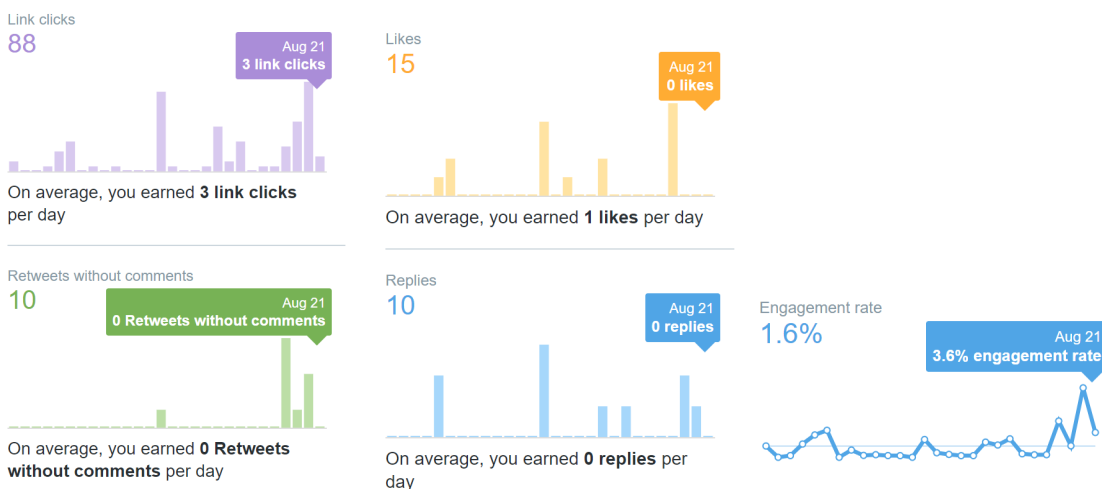
Tweets last month: 20

Tweets this month: 7

Top Tweet: associate features editor job posting [1.2k]

The job posting received significantly more impressions than all other tweets this month, if we want to promote it then twitter would be the place to do it. The thread format I've been using on Twitter has still been effective, and hopefully as we have more new stories going out I can tailor some more political/community/"twittery" posts for the platform.

Overall, twitter's performance remains consistent in relation to the number of posts we put out.



## Instagram

Followers	Growth	Growth Rate	Impressions	Avg. Reach	Profile Views	Website Clicks
1,382	40	2.9%	7,820	153	713	180

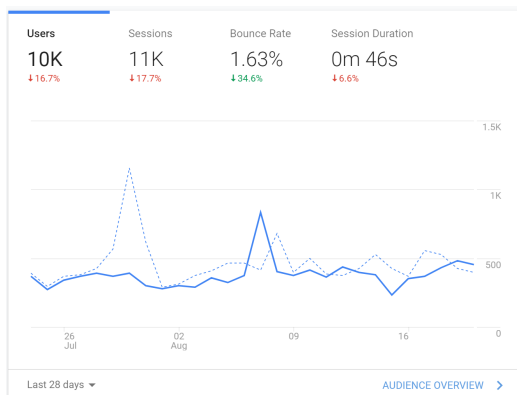
Posts last month: 9

Posts this month: 6

Top post: "Editorial: Don't live in residence this fall if you don't have to" [1.1k impressions]

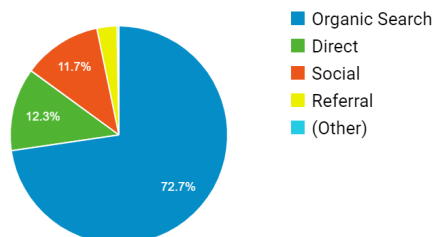
Our platform on Instagram is still growing steadily, the growth rate is fluctuating well within reason - all the decreases are marginal. We've received a lot of interest from incoming first-years through Instagram so I think it will continue to become an important platform for the Fulcrum moving forward.

## Website



Social Network	Sessions	% Sessions
1. Facebook	808	68.82%
2. Instagram	167	14.22%
3. Twitter	156	13.29%
4. LinkedIn	32	2.73%
5. reddit	10	0.85%
6. WordPress	1	0.09%

### Top Channels



Page Title	Pageviews	% Pageviews
1. A brief history of pornography until 1910 - The Fulcrum	3,722	8.33%
2. The Fulcrum	3,081	6.89%
3. Editorial: Don't live in Residence this fall if you don't have to - The Fulcrum	2,066	4.62%
4. Orgy etiquette - The Fulcrum	1,439	3.22%
5. Dear DI (that pesky gag reflex) - The Fulcrum	1,286	2.88%
6. Five foods to avoid during exams - The Fulcrum	1,022	2.29%
7. Students confused and concerned with new U of O guidelines for life in residence - The Fulcrum	501	1.12%
8. Letter to the Editor: Living at a U of O residence is a viable option for students - The Fulcrum	469	1.05%
9. News Archives - The Fulcrum	464	1.04%
10. U of O will allow faculties to use controversial Respondus Lockdown software to curb academic fraud - The Fulcrum	453	1.01%

Total pageviews last month: 35,772 (2.7 pages/session)

Total pageviews this month: 44,697 (3.7 pages/session)

Top page: "Editorial: Don't live in residence this fall if you don't have to"

Although our users decreased this month, our pageviews increased by nearly 10k. This means people were viewing significantly more pages per session which is great - rather than just viewing one page and exiting.

Twitter has sent the website much more traffic this month, but overall the ratios between channels remain the same.

There's nothing exceptional either way to report, the website continues to see high quality traffic (low bounce rate, strong session duration, upwards of 10k users/sessions). They will only get higher as we publish more.

Attended by: Charley Dutil, Kate Murray, Kalki Nagaratnam, David Campion-Smith

### October/September event

We discussed holding a virtual event in the fall, something similar to our speaker series. This would include a moderator and questions from the audience. The only people on the screen would be the moderator and the speaker. Capitalize on the speaker series momentum and we can broadcast on facebook live.

Talk of having the event before the September 30 AGM, so we have the full Zoom features, or perhaps extending that feature a month to hold the event in October. This may not be necessary if we decide to broadcast over Facebook live.

Initial thought for guest is to reach out to health reporter André Picard as he is a Fulcrum alum. The back up is a kind of focus on disinformation and Charley suggested professor Jozef Oroz.

### **Fulcrum Sessions**

This was an idea from Charley and Leyla to use the basement to film sets by local groups. The idea is to a kind of NPR tiny desk idea. It seems like the plan is to develop a poster and information to be pushed in August, and to start shooting these in September. Putting a call out to the music department and the wider community.

### **Print Versions**

Charley had the idea of using the printers in the office to print off editions if there's requests as well as a few editions for the staff and the office.

## **Inter-Board Health and Wellness Committee Report — August 2020**

### **August 20, 2020, 6 p.m.**

Present: Charley, Kate, Rame and Kalki

### **Health and Wellness**

1. Health and Safety Program
  - Rame updated the [H&S program](#) document after some feedback from Justin. She also drafted an [email](#) just in case we have a COVID-19 case in the office. She will be working on her H&S presentation to the staff.
2. COVID-19 Updates
  - No new updates.

### **Inter-Board**

3. Inter-Board Events
  - We will have our first event (Introductions and Card against Humanity) the week of Sep 13th. I will send a poll at the beginning of September so that we can pick a date (ideally a Tuesday or Wednesday).
  - Our next event will be in October, around Halloween. We will be watching a scary movie on Netflix with Netflix Party.
4. Board Workshops
  - We will have our first workshop (How to set goals) during the October Board meeting. We would like to have a guest speaker host the next workshop (topic and date TBD).
5. How can we improve our board meetings?
  - The suggestions we implemented at this month's board meeting were to:
    - (1) take time to introduce the agenda at the beginning of the meeting (especially special items/guests)

- (2) encourage staff members/officers/chairs to include their main goal(s) for the next month as a section in their reports and
- (3) have a short Kahoot at the beginning of the meeting.
- Something we would like to test out at the next board meeting is “Hot Topic of the Month”, a 5-10 mins section at the end of the board meeting for us to discuss on a topic together. If this works out, we could have these every other month.
- We looked through one of UOSU’s board agenda and minutes to see if they were doing anything we could try out as well. One thing we would like to ensure we do at the AGM is to include a land acknowledgement statement to recognize that we are meeting on the traditional territory of Indigenous people.
- We would like to virtually attend a news organization’s board meeting in the coming months.

### **Goals for September**

Revisit the Health and Safety checklist, host our first inter-board event, finalize workshop presentation and come up with a HTM topic.

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Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, August 23, 2020)



### **August Policy Committee Meeting: Thursday, August 13, 2020**

Present: Kate Murray, Kalki Nagaratnam, Justin Turcotte, Charley Dutil, Rame Abdulkader

### **Review of Policy Committee Survey**

#### [Survey Feedback Results](#)

The committee reviewed and discussed the feedback from the Policy committee survey. Some of the feedback that the committee discussed incorporating for the next publishing year included:

- Keeping the meetings to an hour in length. If a month is super busy, the most discussion-dependent items will be included in the agenda for the meeting and the remaining items will be looked at over an email thread.
- Keeping the same format for the meetings → chair will prepare a document with discussion items ahead of time and share it with the committee who will they work from that during the meeting
- Meetings will be on Thursday evenings

### **Brainstorming for 2020-2021 Production Year**

The committee briefly discussed some things they wanted to look at next year, including:

- Brainstorming if there are any policies that the Fulcrum doesn't have that we could use
- Conducting a review of the Bylaws to ensure that they comply with the ONCA's (Ontario Not for Profit Corporations Act) Ontario Bylaws Act Compliance, which is set to be proclaimed sometime during the fall 2020
- Reformatting of the Bylaws

### **Goals for September**

- Discuss transitioning the definition of the Disciplinary committee to the HR committee and then removing the Disciplinary committee (Section 4 of the Policy Manual)
- Defining the Grievance committee for Section 4 of the Policy Manual
- Preparing the Bylaw Amendments presentation for the upcoming AGM