

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, October 18th, 2020
Google Meet, 9:55 a.m. - 12:32 p.m.
Meeting #6 2020-2021 Publishing Year

Present: Kate Murray, Justin Turcotte, Kalki Nagaratnam, David Champion-Smith, Leyla Abdoell, Ryan Pepper, Julia D'Silva

Partially Present: Rame Abdulkader, Charley Dutil

Absent (with reason): Benjamin King

Absent (without reason):

1. Opening of Meeting

J. Turcotte announced that the Board will need to appoint a substitute Chair for the meeting because B. King isn't able to attend today's meeting. He suggested that D. Champion-Smith Chair the meeting, and D. Champion-Smith agreed. J. Turcotte motioned to appoint D. Champion-Smith as Chair for the meeting. K. Murray seconded the motion. All voted in favour and the motion passed.

D. Champion-Smith opened the meeting at 10:03 am.

2. Approval of Agenda

K. Murray motioned to approve the agenda. R. Pepper seconded the motion. All voted in favour and the motion passed.

3. Kahoot Activity

C. Dutil led another Kahoot quiz, which the Board enjoyed.

4. Approval of September & Special Meeting Minutes

J. Turcotte motioned to approve both the September meeting minutes and the special Board meeting minutes. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

5. Standing Actions List

J. Turcotte went through the Standing Actions list and made the necessary changes.

6. General Manager

Finances

R. Abdulkader began her report by going over the Fulcrum's financials. She reported that expenses are higher than in the summer as two pay cycles are accounted for here as well as an amount of \$5085 for the auditor.

EdBoard

R. Abdulkader announced that the Fulcrum's Associate Features Editor, Abby, left her position to focus on her studies. She stated that the hiring team hired a new Associate Features Editor, Siena, and reduced her hours from 15h to 10h. R. Abdulkader continued, saying that the team added 5h to the Visual Editor position, which brings that position to 25h.

R. Abdulkader informed the Board that the cottage trip for EdBoard has been cancelled because of COVID-19. Instead, she said she's thinking about paying for sweaters for EdBoard as a token of staff appreciation. J. Turcotte said that when she has a final cost for the sweaters, since it will likely be over \$500, to send it to the Board for approval.

Health and Safety

R. Abdulkader indicated that COVID-19 health screening is mandatory for all employees to fill before going into the office. She continued, saying that only managers and the Visual Team can freely go into the office, and all other employees will need special permission from her. R. Abdulkader said that she's completed planning with Workplace Safety & Prevention Services and has made adjustments to the Health and Safety program, which will be presented to the new Inter-Board Committee this month.

J. Turcotte stated that it looks like The Fulcrum's investments are back in a nice place. R. Abdulkader replied that Fadi said he'd be more than happy to come in and join a Board meeting sometime this year to discuss it.

7. Editor-in-Chief

Staff

C. Dutil stated that the hiring team has hired a new Associate Features Editor, Siena Domaradzki-Kim. He indicated that most of the staff have made progress in their roles and are getting better every week. C. Dutil reported that there are some concerns still, but he's making sure that they are addressed and things are running smoothly. He informed the Board that Emily and Dassar have been steady rocks, they both excel at what they do and have been helpful with editorial decisions.

Contributors

C. Dutil announced that The Fulcrum has four freelancers now, and are close to adding two more. He mentioned that a new initiative has been started, called the "Contributor of the Month", and is meant to highlight and celebrate the contributions of a dedicated contributor every month. C. Dutil said that Abbey Kerkmann won in September.

C. Dutil reported that he's started volunteer recruitment efforts, said that each month, a nice graphic to attract volunteers will be posted, and he noted that he's planning on emailing professors to see if it's possible to make a short presentation at the beginning of their class to students. He added that this will also help gain The Fulcrum followers on its different social media channels.

Content

C. Dutil indicated that this month The Fulcrum released its Truth and Reconciliation issue addressing the ongoing struggles of Indigenous people living in Canada. He proceeded to review some of the articles that each section published, including:

- **News:** He noted that The Fulcrum spoke to the new Mental Health Advisor who is responsible for keeping the University in check regarding its 12 recommendations to upgrade mental health services on campus; broke the story of the professor who used the n-word in class, broke the news that Café Alt will be closed for the rest of the year, and released an exclusive interview that C. Dutil did with the new Green Party leader, Annamie Paul
 - **Arts:** C. Dutil reported that this section covered several online events this month and wrote about the Asinabka Film Festival, Inktober, and an event happening on Orange Shirt Day
- Sports:** He stated that this section was relatively quiet due to COVID-19, but The Fulcrum did cover Mikayla Morton's journey and the five football players who tested positive for COVID-19
- Science and Tech:** C. Dutil mentioned that this section had some interesting stories, including the U of O student who created a smartwatch to track COVID-19 in seniors and Ryan's tips on how to upgrade old computers
- Features:** He announced that The Fulcrum released two features this month: the CPL girls story and Siena's LGBTQ online forums piece
- Opinions:** C. Dutil indicated that Jasmine has had contributors send in some very good op-eds, such as the one titled, There's Something in the Water, as well as the one on movie theatres

Editorials

C. Dutil explained that EdBoard had three editorials this month, but one fell through because the U of O decided to move classes online for the winter semester just as the team was about to release the editorial asking them to do so.

C. Dutil enthused that the editorial on not saying the n-word in class brought some national news coverage to The Fulcrum. He added that his favourite to write up until now was the editorial on Truth and Reconciliation.

Other

C. Dutil informed the Board that FulcSessions is on hold because of COVID-19.

8. President

J. Turcotte announced that this is the 6th meeting of this publication year (from the start of May).

COVID-19 Pandemic

J. Turcotte stated that the pandemic is a standing item in his report now. He reviewed The Fulcrum's COVID-19 rules and said that now that the province is in a modified stage 2 and that the "Rules for Areas in Stage 3" has been amended, COVID-19 workplace screening requirements are in effect immediately. J. Turcotte went on to request that if you want to go into the office, please contact R. Abdulkader to complete the required screening form ahead of time.

Annual General Meeting

J. Turcotte said that The Fulcrum successfully held its first virtual Annual Meeting of Members on September 29th. He thanked everyone who attended the meeting and noted that the planning team has learned a few items that they can use to improve on The Fulcrum's inevitable second virtual AGM in April.

J. Turcotte welcomed the following individuals who were elected as directors at the meeting:

- Community Representative: Justin Turcotte
- Student Representative: Kalki Nagaratnam
- Continuity Representative: Katelyn Muray
- Student Representative: Benjamin King
- Fulcrum Alumnus: David Champion-Smith
- Staff Representative: Ryan Pepper
- Student Representative: Julia D'Silva

J. Turcotte reported that all other AGM business was completed, including updating the Bylaws and approving the audit.

J. Turcotte mentioned that the Orientation for new Board members was held virtually on October 4th. He added that additional training will continue throughout the year in the form of Board workshops and strategic planning sessions.

J. Turcotte reminded those present that new Board members must sign a Code of Conduct and Conflict of Interest form.

Executive Committee

J. Turcotte indicated that the Executive Committee met on September 20th with R. Abdulkader for a second trial run of the Zoom webinar platform ahead of the AGM. He noted that a third tech trial was done on September 27th.

J. Turcotte announced that the Ombudsperson volunteer position was posted on The Fulcrum's website, through its social media platforms, in the CUP Slack, and on the University of Ottawa volunteer portal on October 6th.

Legal Committee

J. Turcotte informed the Board that he heard back from CUP, and they have graciously agreed to subsidize one hour of The Fulcrum's fees with The Fulcrum's media lawyer. He went on to say that The Fulcrum will be exceeding this budget line this year.

Human Resources Committee

J. Turcotte mentioned that the Human Resources Committee met on September 22nd to plan for performance reviews. He stated that reviews have been completed with the Editor-in-Chief and Online Editor, and the General Manager review will be happening shortly.

J. Turcotte informed the Board that a new Associate Features Editor was hired, and will need to be ratified by the Board today. He gave a welcome to Siena!

Board Matters

J. Turcotte indicated that there are currently three open seats available on the Board: University Representative, Student Representative, and Staff Representative.

J. Turcotte reported that the Board met for a special meeting on September 28th, with each Director waiving their 2-day notice requirement. He continued, saying that the Board passed a [motion](#), including a provisional Bylaw amendment, explicitly stating the language of publication as English and within the exclusive purview of the Board. J. Turcotte noted that it's now posted on The Fulcrum's website for the required two week period before coming into effect.

Other Business

J. Turcotte updated the Board on the Student Internship Program. He explained that he and R. Abdulkader met with the Coordinator of UOttawa's Digital Journalism Program on October 1st to revive a conversation about an internship program. J. Turcotte expressed that the conversation went well, and stated that there's a potential opportunity to have a Fulcrum internship program every winter semester. He continued, explaining that if The Fulcrum can create an internship program, we may be able to receive an intern or two each winter semester who would be working for academic credit.

J. Turcotte mentioned that C. Dutil and Emily Wilson, the Managing Editor, will provide a program by the end of the month to be submitted to the Coordinator.

AODA Training

J. Turcotte reminded the Board to please complete the required AODA training and send your certificate to K. Nagaratnam.

Calendar Items

J. Turcotte said that the next meeting will be on Sunday, November 15th. He added that there will be no Board meeting in December.

9. Online Editor

L. Abdolell began her report by indicating that the overall increase in terms of users and views is continuing to go up, but not as much as in September. She mentioned that the top stories this month were generally the same over The Fulcrum's social media accounts, but different on The Fulcrum's website.

Facebook

L. Abdolell reported that page likes are still going up, and there are more engagement and likes than other student papers across the country.

Twitter

L. Abdolell stated that mentions have gone up a ton this month because people have been tagging The Fulcrum in things to write about on campus. She continued, noting that retweets and likes have both doubled this month. L. Abdolell mentioned that the top tweet was the call out for contributors for the Truth and Reconciliation edition.

Instagram

L. Abdolell indicated that she's noticed a difference in website clicks. She mentioned that she's been putting up polls on Instagram to get student's input regarding some articles, which she said she's going to keep doing. L. Abdolell announced that the top post was the cancellation of the Panda Game, which people shared a lot.

L. Abdolell said that the bounce rate is the only thing that hasn't done better. She added that page views have gone up significantly.

Website

L. Abdolell reported that the top channels are the same this month. She went on to say that social media sources are mostly the same except The Fulcrum has also had some people come from YouTube since the team has been posting videos.

L. Abdolell noted that the last picture of her report depicts the landing pages on The Fulcrum's website, which are completely different from the top pages.

J. Turcotte asked if The Fulcrum ever boosts posts on social media. L. Abdolell answered no. J. Turcotte wondered what the status is of The Fulcrum newsletter. L. Abdolell replied that her feelings about The Fulcrum newsletter are that they are a slight duplication of the PDF editions. She explained that she doesn't want to be sending people the same thing, and instead to focus on making it completely its own thing by the Winter Semester so that it has an appeal of its own. L. Abdolell added that this is something that she's going to talk with Charley about. J. Turcotte said that he doesn't mind a weekly perspective of articles, but said for her to go with what she thinks is best.

10. Fulcrum Budget 2020-21

J. Turcotte explained that the Fulcrum budget is typically approved much earlier than this, but because of the COVID-19 pandemic, everything has been pushed back. He opened the budget

document, noting that this year's budget is in light blue and previous years are there as well. J. Turcotte clarified that this is the same budget that was presented at the Fulcrum's AGM. He proceeded to briefly go over all of the lines and added that the tabs at the bottom are potential scenarios if the levy was reduced. J. Turcotte stated that what the Fulcrum received in the fall was standard, so it seems that enrollment hasn't dropped.

R. Pepper asked if the Fulcrum has other sources of revenue besides the levy and sources of advertising? J. Turcotte replied that the auditors point out every year that the Fulcrum is dependent on the levy. He continued, explaining that there are no rules against seeking out other sources, but the Fulcrum just has to keep in mind that we are a non-profit so we'd have to spend it. J. Turcotte stated that there are grant opportunities for the Fulcrum though, such as Canada Student Grant, which the Executive Committee will be going to apply for in the New Year. He added that having the Fulcrum's funding come from the University instead of going through the student union would be a lot better, but there's no incentive for them to do that. J. Turcotte mentioned that a risk registry will explore more of these options.

J. Turcotte motioned to approve the budget for the 2020-21 publishing year. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

11. Ratification of New Editorial Board Member

C. Dutil gave the Board some information about the newest member of the Ed Board team. He said that Siena is a Carleton student, has written for The Leveler and The Charleton, and he was super impressed with her writing sample.

C. Dutil explained that the other staff member left because it was too heavy of a workload for her. He noted that having a Features Editor ensures that there's a feature going out every week.

R. Pepper motioned to ratify S. Domaradzki-Kim as the Associate Features Editor. K. Murray seconded the motion. All voted in favour and the motion passed.

12. Election

D. Champion-Smith reviewed the election process that he had sent the Board in an email previously. He explained that the Board will be electing the Executive in the following order: President, Chair, Vice-President, Chief of Staff, and Treasurer. D. Champion-Smith continued, saying that once the Board gets to each position, candidates will be able to nominate themselves, and the nomination will have to be seconded by another Board member. He stated that he'll be allotting 10 minutes to start for each position, which will be broken down into five minutes for the candidate to introduce themselves, present their qualifications and desire for the position, followed by five minutes for discussion and questions.

D. Champion-Smith clarified that the voting will be done through Socrative, and in the event that two people are running for the same position, he said that the Board will do two Socrative

votes (one for each candidate), and all Board members will have only one yes vote so they'd be voting no for one candidate in that situation.

President

J. Turcotte announced his interest in running for the position of President.

J. Turcotte stated that in his first year with The Fulcrum he focused on learning about the organization. He noted that he worked as the Vice-President under Raghad as President. J. Turcotte mentioned that he never wrote for The Fulcrum but was an avid reader, and he joined from the AGM. He spoke about turning the Inter-Board Committee into the Inter-Board Health and Wellness Committee, and how he took over from Raghad as President in August of last year.

J. Turcotte explained that last year one of his biggest goals was to ensure compliance with health and safety and paying the staff at least minimum wage. He said it's been a wild ride with the pandemic this year and wants to see the rest of the publishing year through as the President. J. Turcotte mentioned that a focus of his will be on creating a risk registry for The Fulcrum this year, and exploring the areas that we are vulnerable to as an organization as he wants the paper to be able to continue forever.

J. Turcotte indicated that he works as a Liaison Officer at the Canadian Bar Association, so he does the tasks associated with the President's position in his day-to-day job as well. He added that he looks forward to continuing this year as he's passionate about The Fulcrum.

J. Turcotte nominated himself for the position of President for the 2020-2021 publishing year. K. Nagaratnam seconded the motion. The motion passed.

Vice President

K. Nagaratnam indicated her interest in running for the position of Vice-President.

K. Nagaratnam introduced herself as a fourth-year health sciences student and mentioned that she served as the Vice-President this past term. She said that this was her first year on the Board. K. Nagaratnam added that she was also the Inter-Board Health and Wellness Committee Chair, in addition to being very active in attending all of the other committee meetings. She reassured the Board that she feels confident that she could take-over from the President should she have to, and said that she's reliable and very positive. K. Nagaratnam finished by saying that she has enjoyed working with the directors, Editor-in-Chief, and General Manager this year and is looking forward to seeing us through the pandemic.

K. Nagaratnam nominated herself for the position of Vice-President for the Board of Directors for the 2020-2021 publishing year. J. Turcotte seconded the motion. The motion passed.

Chair

K. Murray noted that B. King, the Chair of the Board for the 2019-20 publishing year, had expressed interest in serving as Chair for this production year. Since B. King was not present at the meeting though, the Board agreed to move this election to the next Board meeting.

Chief of Staff

K. Murray raised her interest in serving as the Chief of Staff. She explained that this is a role that she is quite familiar with, having had the pleasure to serve as the Chief of Staff for the past four publishing years. She mentioned some of her experiences with The Fulcrum, from planning and organizing several Strategic Planning Sessions to participating in big discussions from HR to finance. K. Murray asserted that she is very organized, a team player, and would love the opportunity to serve as the Chief of Staff for this publishing year.

K. Murray nominated herself for the position of Chief of Staff for the 2020-2021 publishing year. K. Nagaratnam seconded the motion. The motion passed.

Treasurer

No one expressed any interest in serving as the Treasurer.

13. Approval of Fulcrum Lawyer

K. Murray and J. Turcotte both explained that this is another standard agenda item that happens at the first meeting of the new Board - the Fulcrum's lawyers for the upcoming year will need to be approved by the Board. J. Turcotte stated that the Board's (pro bono) lawyer in the past has been Jenna Anne de Jong. He mentioned that she works at Norton Rose Fulbright, and explained that the Board doesn't consult her that much, but when we do she always tries to help us. J. Turcotte continued, saying that the Editorial lawyer in the past has been Carlos Martins.

J. Turcotte motioned to approve both lawyers for the Fulcrum. K. Murray seconded the motion. All voted in favour and the motion passed.

14. Formation of Committees

J. Turcotte began by briefly summarizing each of the committees. He explained that there are five standing committees on the Board that meet monthly, and there are also some special committees, but they don't meet as often. J. Turcotte added that the President is automatically the Chair of the committees that are not included on this list.

The Board then proceeded with the selection of Chairs and the formation of committees:

1. **Marketing Committee:** D. Champion-Smith expressed interest in Chairing this committee. K. Murray motioned to approve D. Champion-Smith as the Chair of the Marketing committee. R. Pepper seconded the motion. The motion passed. K. Murray noted that she is interested in the open director spot on this committee. D. Champion-Smith

motioned to approve K. Murray as a member of the Marketing Committee. K. Nagaratnam seconded the motion. The motion passed.

2. **Finance Committee:** J. Turcotte explained that there is not a set number of director spots on the Finance Committee, so anyone who's interested in joining the committee can do so. He added that as President, he is the Chair of this committee. J. D'Silva, K. Nagaratnam, R. Pepper, and K. Murray all expressed interest in joining the Finance Committee. D. Champion-Smith motioned an omnibus motion to approve these individuals as members of the Finance Committee. J. Turcotte seconded the motion. The motion passed. J. Turcotte motioned to appoint B. King as a member of the Finance Committee as well. R. Pepper seconded the motion. The motion passed.
3. **HR Committee:** J. Turcotte stated that the HR Committee is composed of three individuals, the President, who is the Chair of the committee, and two directors. He went on to state that there is a strong preference for the Vice-President to be one of the directors on the committee as they are responsible for conducting performance evaluations with the President. K. Nagaratnam and K. Murray both announced that they were interested in being members of this committee. D. Champion-Smith motioned to approve K. Nagaratnam and K. Murray as members of the HR Committee. R. Pepper seconded the motion. The motion passed.
4. **Inter-Board Health and Wellness Committee:** R. Pepper stated that he would like to head this committee. K. Nagaratnam motioned to approve R. Pepper as the Chair of the Inter-Board Health and Wellness Committee. K. Murray seconded the motion. The motion passed. K. Nagaratnam mentioned that she would like to hold the director spot on this committee. K. Murray motioned to approve K. Nagaratnam as a member of the Inter-Board Health and Wellness Committee. J. D'Silva seconded the motion. The motion passed.
5. **Policy Committee:** J. D'Silva put her name forward to Chair the Policy Committee. K. Murray motioned to approve J. D'Silva as the Chair of the Policy Committee. K. Nagaratnam seconded the motion. All voted in favour and the motion passed. D. Champion-Smith said that he would hold the director spot on the Policy Committee. K. Murray motioned to approve D. Champion-Smith as a member of the Policy Committee. J. D'Silva seconded the motion. The motion passed.

J. Turcotte noted that outgoing committee Chairs will be contacting incoming Chairs to provide them with their transition report and to answer any questions.

15. Revisit Standing Actions List

J. Turcotte revisited the Standing Actions List and made any necessary changes.

16. Other Business

J. Turcotte requested that all committee chairs meet on a more consistent basis, he said that he'll send an email to the Board for who's on what committee. He also asked that Chairs send a poll to select a meeting date for the rest of the year. J. Turcotte added that invites should be sent to everyone, but only members will need to show up.

R. Pepper asked about the health and safety representative. J. Turcotte replied that it's Dasser this year, although he won't be a regular member on this committee.

L. Abdolell reminded everyone about the Fulcrum's Speaker Series event on October 29th.

K. Murray motioned to adjourn the meeting at 12:32 pm. All voted in favour and the motion passed.

Appendices

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GUZZ

- We hired a new Associate Features Editor, Siena Domaradzki-Kim
- Most of the staff have made progress in their roles and are getting better every week
- There are still some concerns but I am working hard to make sure they are addressed
- Emily and Dasser have been steady rocks, they both excel at what they do and have been very supportive and helpful with editorial decisions.

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- We now have four freelancers, we are close to adding two more and overall have had a lot of contributions from contributors overall despite no physical meetings.
- A new initiative to celebrate a contributor has been created it is called the "Contributor of the Month" and serves to highlight the contributions of a dedicated contributor - Abbey Kerkmann won in September.
- We have started our volunteer recruitment efforts, each month we will post a nice graphic to attract volunteers, and we are planning to email professors asking them if it is possible for us to make a short presentation at the beginning of their class to students. This will not only help with

recruiting contributors but will help us gain followers and likes on our different social media platforms.

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-This month we released our Truth and Reconciliation issue addressing the ongoing struggles of Indigenous people living in Canada.

-For the news section this month we [spoke to the new Mental Health Advisor](#) responsible for keeping the University in check when it comes to its 12 recommendations to upgrade mental health services on campus. We also broke the story of the [professor who used the n-word in class](#), we broke the news that [Cafe Alt would be closed for the rest of the year](#), and released an exclusive interview I did with the [new Green Party leader Annamie Paul](#) the night she was elected as leader of the party.

-Arts covered a number of online events this month due to COVID-19, Aly and her contributors wrote about the [Asinabka film festival](#), [Inktober](#), and event happening on [Orange Shirt Day](#). There were also a number of reviews including the heart drenching review by Jelena of [my brother jordan](#).

-Sports was relatively quiet due to COVID-19 but we did write about [Mikayla Morton's journey](#) and the [five football players who tested positive for the virus](#).

-The Science and Tech section also had some interesting stories including the story of a U of O student who created a [smartwatch to track COVID-19 in seniors](#) and Ryan's tips on how to [upgrade old computers](#).

- For features, we released two very well-written features this month; the [CPL girls story](#) and Siena's [LGBTQ online forums](#) piece. I'd like to get more features out but it was a little slow this month due to the sheer amount of research needed for long-form features and the Associate Features Editor turnover.

-Opinions was solid Jasmine always gets mad about something and has had contributors send in some very good op-eds such as the op-ed on [There's Something in the Water](#) and the one on [movie theatres](#)

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-We had three editorials this month, one fell through because the U of O decided to move classes online for the winter semester just as we were about to release the editorial asking them to do so.

-The editorial on not saying the [n-word in class](#) brought some national news coverage to the Fulcrum.

-The [editorial on Truth and Reconciliation](#) was my favourite to write up to now and our most impactful in the long run.

FULCRUM

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

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- Y qtnr meg'j gcnj 'cpf 'uchgv\ 'o gcuwgu'ctg'kp'r meg'y kj kp'vj g'y qtnr meg'vq" r tqvev'ci ckpv'EQXIF/3; . 'cv'vj g'f kuetgkqp'qh'vj g'I gpgtci'O cpci gt="
- Vj g'qhheg'ku'qpn\ 'vq'dg'wugf 'hqt'guugpvkcn'tgcuqpu="
- Cni'qhheg'j qwtu'ctg'ecpegmf =cpf "
- Klr j { ulecn'f kucpekpi 'ku'pqv'r quukdng.'uch'h'uj qwf 'y gct'pqp/o gf lecn'emqj " o cum0Vq'dg'engct.'y gctkpi 'c'emqj 'o cum'f qgu'pqv'tgr meg'r j { ulecn' f kucpekpi 0"

"

Qwey c'ku'pqy 'kp'c'õo qf kkgf 'uuci g'4ö0Cf f kkpccm\ .'ghhevxg'Ugr vgo dgt'4; vj .'Qpvctkq" Tgi wkvkq'58642"õT wgu'hqt' Ctgcukp'Uuci g'5ö'j cu'dggp'co gpf gf.'o gcpkpi 'EQXIF " y qtnr meg'uetggkpi 'tgs wkt go gpw'ctg'kp'ghhev'ko o gf kcvn\ 'hqt'qti cpl cvkpu'vq'wug'y kj " y qtngtu.'xqnpvggtu.'cpf 'xkukqtu'f ckn\ '*gzegr v'y qtnlhtqo 'j qo g-0Vj wu.'kh' { qw'ctg'vq'i q'vq" vj g'qhheg.'r ngcug'eqpvcevTco g'vq'eqo r ngv'vj g'tgs wkt gf 'uetggkpi 'hqtto 'cj gcf 'qh'vko g0"

"

Cv'vj ku'vlo g.'cniHwret wo 'uachieqpvkpwg'vq'dg'f kt gevfg 'vq'y qtmit go qvgn{ .y kj 'xkuku'vq' vj g'qhleg'r gto kvgf 'dcugf 'qp'guugpvkcnit gcuppu0"

"

40 CppwcnI gpgtcrnO ggkpi "

"

Vj g'Hwret wo 'uweeguuhwn{ 'j grf 'ku'htuv'xkt wcnCppwcnO ggkpi "qh'O go dgtu'qp'Ugr vgo dgt " 4; vj O'Hktuv'qh'cm'vj cpni{ qw'vq'cni'qh'{ qw'y j q'cwgpfg gf #Cu'y g'y qwf 'j cxg'gzr gevfg . 'vj gtg" y gtg'c'hey 'kgo u'vj cv'y g'rgctpv'vq'ko r tqxg'hqt'qwt'kpgxkcdrg'ugeqpf 'xkt wcnCI O 'kp'Cr tk0"

"

Vj g'hqmqy kpi 'r gqr ng'y gtg'grgevfg "cu'f kt gevqtu-<

- Eqo o wpkv{ 'Tgr <Lwukp'Vwteqwg"
- Uwf gpv'Tgr <Mcmk'P ci ctcvpc " "
- Eqpvkpwk{ 'Tgr <Mevgn{ p'O wtte{ "
- Uwf gpv'Tgr <Dgplco kp'Mkpi "
- Hwret wo 'Cnwo pwa'F cxkf 'Eco r kqp/Uo kj ""
- Uchi'Tgr <T { cp'Rgr r gt ""
- Uwf gpv'Tgr <Lwkc'F øUkxc ""

"

Y greqo g'vq'qwt'pgy "o go dgtu'<T { cp'cpf 'Lwkc#"

"

Cni'qvj gt'CI O 'dwukpguu'y cu'eqo r rvgf . 'kpenmf kpi 'wr f cvkpi 'vj g'D{ rny u'cpf 'cr r tqxkpi 'vj g' cwf k0'

"

Qtkgpvcvkap'hqt'pgy 'Dqctf' 'o go dgtu'y cu'j grf 'xkt wcn{ "qp'Qevqdtg'6vj 0Cf f kkpncn'v'ckkpi " y kn'ieqpvkpwg'vj tqwi j qw'vj g' { gct'vj tqwi j 'vj g'hqto 'qh'Dqctf 'y qtmij qr u'cpf 'u'vcvgi ke" r rppkpi 'uguukqpu0"

"

P gy 'Dqctf' 'o go dgtu'o wuv'cnuq'uki p'c'Eqf g'qh'Eqpf wev'cpf 'Eqphkv'qh'Kpvgt guv'hqto 0"

"

50 Gzgewkxg'Eqo o kvgg"

"

Vj g'Gzgewkxg'Eqo o kvgg'o gv'qp'Ugr vgo dgt'42vj 'y kj 'Tco g'vq'v'kcnitwp'vj g'\ qqo 'y gdlpct" r rnvhqtto 'hqt'c'ugeqpf 'vko g'c'j gcf 'qh'vj g'CI O 0C'vj kf 'vgej 'v'kcn'y cu'f qpg'qp'Ugr vgo dgt" 49vj 0' "

"

Vj g'Qo dwf ur gtuqp'xqnpvvggt'r qukkqp'y cu'r quvfg'qp'qwt'y gduks. 'vj tqwi j 'qwt'vqekcn'o gf kc." kp'vj g'EWR'Urcem'cpf 'qp'vj g'Wpkxtguk{ 'qh'Qwcy c'xqnpvvggt'r qt vcn'qp'Qevqdtg'8vj 0"

"

"

60 Ngi cni'Eqo o kwgg"

"

EW R'j cu'i tcekqwan{ "ci tggf "v"uwdukf k g'3/j qwt "qh'qwt "hgguy kj "qwt"o gf kc'rcy { gt"*&6: 2017-0

"

70 Ecr kcn'Cuugw'Eqo o kwgg"

"

Vj ku'eqo o kwgg'f kf "pqv'o ggv'vj ku'o qpj 0"

"

80 Hkpcpeg'Eqo o kwgg"

"

P q'wr f cvgu'v' r tqxkf g0"

"

90 J wo cp'Tguqwtegu'Eqo o kwgg"

"

Vj g'J T'Eqo o kwgg"o gv'qp"Ugr vgo dgt"44pf "v"r rcp'hqt"r gthqto cpeg'tgxkgy u0Tgxkgy u'j cxg" dggp"eqo r rvgf "y kj "y g'Gf kqt/kp/Ej kgh'cpf "Qpikpg'Gf kqt."y kj "y g'I gpgtcn'O cpci gt" tgxkgy "j cr r gplpi "uj qtw{ 0"

"

C'pgy "Cuuekcv'Ghcwtgu'Gf kqt"y cu'j kt gf "cpf "y kn'p'ggf "v"dg'tcv'k'gf "d{ "y g'Dqctf "v'f c{ 0' Y greqo g'v'Ukpc#"

"

: 0 Eqo o kwggu"

"

Eqo o kwggu'f kf "pqv'o ggv'vj ku'o qpj "y kj "y g'gzegr v'qp"qh'J T-'cu'c'tguwv'qh'v'j g'v'cpuk'qp" hqmqy kpi "y g'CI O 0"

"

; 0 Dqctf "O cwtu"

"

Vj gtg'ctg'ewttgpw{ "y tgg'ugcvu'qr gp'qp"y g'Dqctf <

- Wpkxgtukv{ "Tgr "
- Uwf gpv'Tgr "
- Uchi'Tgr "

"

Vj g'Dqctf "o gv'hqt"c'ur gekn'o ggv'pi "qp"Ugr vgo dgt"4: y "cm'f kt gevqtu'y c'xgf "y g'kt"4/f c{ " pqv'eg'tgs wktgo gpv'0Vj g'Dqctf "wpcpk qwan{ "r cuugf "c"o qv'qp."kpen'f kpi "c'r tqxluk'qpcn" D{rcy "co gp'f o gpv."g'zr r'ekn{ "ucv'kpi "y g'rcpi wci g'qh'r wdr'ecv'qp"cu'Gpi rkuj "cpf "y kj k'p"y g" gzen'wuk'g'r wtxkgy "qh'v'j g'Dqctf 0K'ku'pqy "r quvgf "qp"qwt"y gdukg'hqt"y g'tgs w'k'kg'y q'y ggm' r g'k'kf "dgh'qtg"eqo kpi "k'p'v'g'h'ge'0"

"

320Qvj gt "Dwukpguu"

"

Uwf gpv'kpvgtpuj kr 'Rtqi tco "

Tco g'cpf "Ko gv'y kj 'y g'Eqqtf kpcvqt "qh'wQwcy cœ'F ki kcnLqwtperkuo "Rtqi tco "qp'Qevqdtg " 3uv'q'tgxkxg'c'eqpxgtucvqp'cdqw'cp'kpvgtpuj kr 'r tqi tco 'y cv'j cf 'r tgxkqwu' 'hcmgp'qh'h'v'j g" y c{ukf g0Vj g'eqpxgtucvqp'y gpv'y gmi'cpf 'k'y cu'ci tggf 'y cv'h'j g'Hwretwo "eqwrf "etgcvg'cp" kpvgtpuj kr 'r tqi tco .y g'o c{ "dg"cdrp"v'q'tgegkxg'cp'kpvgtp"qt"y q'gcej 'y kpvgt'ugo guvgt'y j q" y qwrf "dg'y qtnkpi 'hqt'cecf go k'e'etgf k0"

"

Ej ctrg{ 'cpf "Go k' 'y knr'tqxf g'c'r tqi tco 'd{ "y g'gpf "qh'j g'o qp'y "v'dg'uwo kwgf "v'j g" Eqqtf kpcvqt0"

"

CQFC"Vtckkpi ""

C'tgo kpf gt'v'q'r mcug'eqo r mgv'y g'tgs wktgf "v'ckkpi "cpf "ugpf "{ qwt'egt v'k'ecvg'v'q'Mcmk0"

"

Ecrgpf ct "Kgo u"

Vj g'pgzv'o ggkpi 'ku'uej gf wrgf 'hqt"Uwpc{ .P qxgo dgt'37y 0Vj gtg'ku'pq'Dqctf 'o ggkpi 'k" F gego dgt0"

Cj YfU`.

- The overall increase is still great, but it is at a lower rate than September which is expected -- the beginning of the year would have a huge rush, and it's starting to die down. But as long as this continues at a relatively similar pace, we're looking really good for the rest of the year.
- Top stories this month were similar on social media, but different on website







: UWVcc

| | |
|------------------|-----------------------|
| People Reached | 9,712 ▲ 81% |
| Post Engagements | 5,822 ▲ 11% |
| Page Likes | 103 ▲ 232% |



3,160 total page likes, increasing at a higher rate than other student papers this month & getting more engagement.

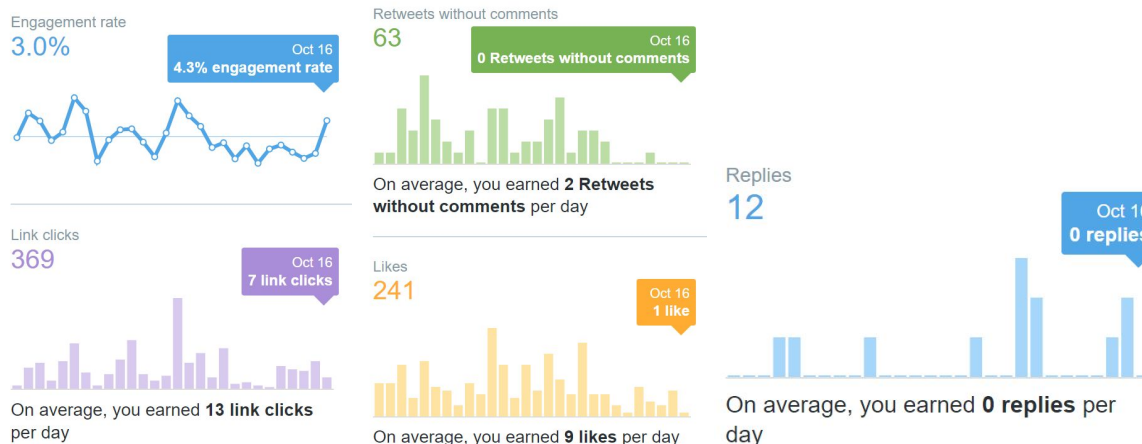
Top posts by reach:

| | | |
|---|--|------|
|  | The University of Ottawa... Mon Sep 21, 2:04pm | 1.6K |
|  | A leaked email from a U... Fri Oct 2, 5:09pm | 1.3K |
|  | The term 'simp' has crea... Fri Sep 25, 12:00pm | 1.2K |
|  | The Fulcrum is seeki... Mon Oct 5, 2:00pm | 1.2K |
|  | As the academic accom... Fri Sep 18, 7:59am | 1.1K |
|  | University of Ottawa law... Sat Oct 3, 7:40pm | 1.1K |




Hk JHYF



Profile visits say it's gone down, but it's actually gone up by around 250 visits since last month. Everything else is accurate and looking good. We've gotten many more mentions this month, I've noticed people have been tagging us in things that are happening around campus which is great!!



Top tweets:

| Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate |
|---|--|--------------------|----------|-------------|-------------|-------------------------|
|  | The Fulcrum @The_Fulcrum · Sep 22 | | | 1,733 | 50 | 2.9% |
| | 📣 Calling all writers! The Fulcrum is looking for members of the @uOttawa community to contribute their voices to our special issue honouring the National Day of Truth and Reconciliation. (open thread!) | | | | | |
| | View Tweet activity | | | | | Promote |
|  | The Fulcrum @The_Fulcrum · Oct 6 | | | 1,654 | 47 | 2.8% |
| | #Sports: @uOttawa alum Alex Trebek announced the @Senators' third overall selection in the 2020 @NHL Entry Draft. The @Jeopardy host was introduced as a "Graduate of the University of Ottawa," giving the U of O international exposure. | | | | | |
| | thefulcrum.ca/sports/u-of-o-... | | | | | |
| | View Tweet activity | | | | | Promote |
|  | The Fulcrum @The_Fulcrum · Oct 8 | | | 1,326 | 59 | 4.4% |
| | We want to hear from you about your workload during online classes ↓ | | | | | |
| | Do you have a story about your experience with online courses? Email Ryan Matte at science@thefulcrum.ca | | | | | |
| | View Tweet activity | | | | | Promote |

Instagram Reach






Instagram Reach ⓘ

3,624 ↑ 36.4%

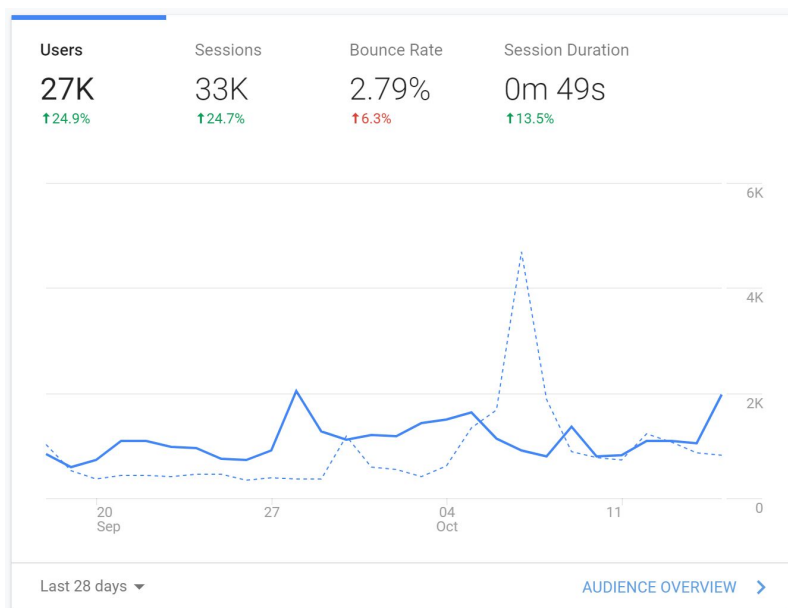
| | Followers | Growth | Growth Rate | Impressions | Avg. Reach/day | Profile Views | linkin.bio Clicks |
|------------|-----------|--------|-------------|-------------|----------------|---------------|-------------------|
| Last month | 1,449 | 67 | 4.85% | 40,280 | 442 | 2,499 | 1,194 |
| This month | 1,509 | 64 | 4.43% | 68,268 | 670 | 2,531 | 728 |

I've had the chance to put up polls on Instagram to get feedback from students on certain stories, which have been going really well so far, and we've gotten positive feedback. Will continue with this.

Top posts:

| POST | FOLLOWERS | ENGAGEMENT | LIKES | COMMENTS | IMPRESSIONS | REACH | VIDEO VIEWS | SAVES | LINKIN/BIO | |
|--|-----------|------------|-------|----------|-------------|-------|-------------|-------|------------|-----|
|  OCT 5, 2020 The cancellation of the Panda Game, | 1,468 | 24% | 355 | 1 | 2.5K | 2.3K | N/A | 19 | 40 | \$0 |
|  OCT 2, 2020 A leaked email from a University of | 1,466 | 6% | 92 | 1 | 1K | 857 | N/A | 2 | 65 | \$0 |
|  OCT 4, 2020 "The cinema is where I had my first | 1,468 | 5% | 77 | 2 | 926 | 779 | N/A | 2 | 12 | \$0 |
|  OCT 5, 2020 Editor-in-Chief ~ Charley Dutil | 1,481 | 5% | 76 | 0 | 942 | 773 | N/A | 0 | N/A | N/A |
|  OCT 6, 2020 University of Ottawa alum Alex | 1,490 | 7% | 108 | 1 | 914 | 769 | N/A | 2 | 1 | \$0 |

K YVgJhY



Pageviews This month: 161,362 vs Last month: 111,341

