Fulcrum Publishing Society  
Board of Directors  
MINUTES  

Sunday, January 23rd, 2022  
Zoom, 12:55pm-3:20pm  
Meeting #8 2021-2022 Publishing Year

Present: Kalki Nagaratnam, Kate Murray, Brendan Keane, Ludvica Boota (ex-officio), Charley Dutil (ex-officio), Benjamin King, Siena Domaradzki-Kim, Amit Shanbhoug  
Partially Present:  
Absent (with reason): Jelena Maric (ex-officio)  
Absent (without reason): Sam Coulavin

1. Opening of Meeting  
B. King opened the meeting at 1:00pm.

2. Approval of Agenda  
K. Nagaratnam motioned to approve the agenda. S. Domaradzki-Kim seconded the motion. The motion passed.

3. Approval of November Meeting Minutes  
K. Murray motioned to approve the November meeting minutes. K. Nagaratnam seconded the motion. The motion passed.

4. Standing Actions List & Forward Agenda  
B. King went through the standing actions list and made the necessary changes.

5. Editor-in-Chief

Staffing  
C. Dutil announced that EdBoard was happy to see Desiree as the new Arts & Culture Editor. He noted that she has been one of the most professional and driven people on the team since she began as a staff writer in September. C. Dutil added that the team also welcomed Gabrielle who will be replacing Desiree as a staff writer.

C. Dutil reported that unfortunately, Bridget left the Fulcrum in December after two years with the EdBoard. He explained that after consulting with Zoe, they decided that it may be more appropriate to stick to a smaller news team with no viable candidates for the second news editor position.
Written Content
C. Dutil mentioned that with new COVID restrictions, January was a tough month in terms of content due to the lack of events on campus. He went on to say that as was the case last year, the sports section was hit the hardest with Jasmine having to revert back to profiles and exploring student athletes’ lives in lockdown.

C. Dutil stated that live shows were another casualty of the restrictions. He commented that Desiree had to resort mostly to reviews for her first month. C. Dutil offered that her love of Euphoria has resonated with all of EdBoard and collectively gotten them into the show.

C. Dutil said that Features have been highlighted by the contributions of Engi Bou El Kheir, who wrote about outstanding professors and the lives of nursing students who are in placement at the moment in hospitals.

C. Dutil indicated that one of the challenges that they faced this month was training Gabrielle to get her up to speed with news, and he’s proud to report that she’s killed it! He continued, saying that as for the section itself, Zoe wrote a nice expose on the experiences of University of Ottawa students whose exchanges were cancelled. C. Dutil also mentioned his ‘insider’ work on breaking the news that students would be returning to campus two days ahead of the official release by the school.

C. Dutil noted that one section whose content has seemingly not been affected by the restrictions has been Science and Tech. He praised Emma, who he said is, as always, rolling out stories at an unprecedented pace, with a large number of contributors flocking to her section to work with her on super interesting topics. C. Dutil mentioned that a must-read from last month is the feature written by her contributor, Kaitlyn McGoeoy, on the impact birth control has on mental health.

C. Dutil enthusiastically talked about Sanjida’s work, as she continues to mod the opinions section to her image. He specified that one thing that has impressed him with the way that she has handled the section is how she has struck a balance between fun, light-hearted articles and articles dealing with more serious topics, such as mental health and racism.

Multimedia
C. Dutil informed the Board that in December, Damian took his first steps into the realm of investigative journalism with his series on the Ottawa beaver killings. He reported that the series charted on the Apple Podcast charts with the first episode reaching 83 on the Canadian chart, the second episode reaching 72, and the last episode reaching 93, which he said is quite impressive for a student newspaper.

C. Dutil announced that the podcast will be back next week with a new episode. He said that for the last two weeks, Damian has been working on a follow-up investigative series that should premiere sometime in February.
C. Dutil stated that on the video side, Christopher has received a lot of applause on Twitter for his Mayfair Theatre piece. He added that for those who are interested, the theatre is selling old movie posters to pay the bills during the shutdown.

C. Dutil highlighted Hailey’s talent, saying that she continues to impress him with her visual skills, and mentioned the timeless cover that she created with her picture of a group of friends on the canal.

What’s Next?
C. Dutil concluded his report by reviewing what’s next, which included: committing to a print issue for the 80th anniversary edition, the start of the Editor-in-Chief election process, and the return of a hybrid EdBoard.

6. Social Media Manager

B. Kind read the report since J. Maric wasn’t present.

Facebook
J. Maric announced that she and Charley launched a new Facebook page for the Fulcrum before the New Year. She explained that the numbers are nowhere near close to where they were before, but they have been steadily climbing up. J. Maric stated that the page is sitting at 20 page likes compared to the Fulcrum’s previous page which had over 3,000 page likes. She continued, saying that maybe the team can look into ways to better promote the page, such as us sharing posts, etc. J. Maric said that they did post about the new Facebook page on the Fulcrum’s Instagram account when they launched it, but it didn’t seem to help much in terms of page followers and likes. She added that she’s open to any suggestions from the Board.

Twitter
J. Maric proceeded to go over some analytics from the Fulcrum’s Twitter account, which included:
- Overall, the Fulcrum has gone down in all categories on Twitter over the past month, which is most likely due to the holiday season and winter break;
- Compared to the last report in November, the Fulcrum’s Twitter account has gone from 99 tweets to 14; from 36.4K tweet impressions to 18.2K; and profile visits went down from 5,378 to 2,815
- Lost three followers.

J. Maric continued, saying that compared to November, the Fulcrum’s tweets are not doing as well as they did, which, she said, can once again be attributed to a lack of stories and posting happening. She informed the Board that the Fulcrum’s top tweet was an opinion piece, and enthused that the Fulcrum’s poutine review video also did quite well. J. Maric stated that once again, the Fulcrum had a mix of some live tweeting covering UOSU, and a feature and a sports story about men’s mental health in sports.

Instagram
J. Maric reported that the Fulcrum has definitely fluctuated a bit over the course of the past month on Instagram. She noted that all three categories dipped down after the New Year, and then started to rise again, which she said is nice to see. J. Maric then provided some statistics for Instagram:

- The Fulcrum’s Instagram followers have gone from 2,095 in November to 2,125 currently;
- Impressions have gone from 67,465 in November to 27,921, and
- Reach has gone down from 793 to 436.

J. Maric included a graph which depicts when the Fulcrum’s Instagram followers are most active. She noted that she thinks it’s important, and that the Fulcrum posts most often around these times when they are most active, which might contribute to Instagram consistently doing very well for the Fulcrum. J. Maric continued, saying that a variety of posts have done well over the past several weeks in terms of likes, engagement, and reach. She added that the Fulcrum’s news stories have done extremely well, as well as Dear Di before the New Year, and the Fulcrum’s letter to the editor.

**Website**

J. Maric indicated that all of the categories regarding analytics on the Fulcrum’s website have gone down, but not by much. She proceeded to review some specific analytics:

- Users last month have decreased from 44,247 to 41,676 this month;
- Sessions last month have decreased from 48,958 to 44,766 this month; and finally,
- The bounce rate has gone from 1.07% to 0.84%.

B. Keane advised that the Fulcrum's website still links to the Fulcrum’s old Facebook page. He noted that he also isn’t able to find the Fulcrum’s new Facebook page. K. Nagaratnam said that she isn’t able to find the Fulcrum’s new Facebook page either.

7. Executive Director

**Finances**

L. Boota began her report by giving a snapshot of the Fulcrum’s accounts. She reported that the fall levies were deposited into the Fulcrum’s account - $112,050.03 from UOSU and $7,682.34 from GSAED.

L. Boota informed the Board that the Visa and Debit Card situation has been resolved. She explained that one had a fraudulent charge that was reported to TD and has now been resolved. L. Boota stated that TD refunded the money and listed the translation as fraudulent.

L. Boota mentioned that the Fulcrum received some money back from passive ads. She clarified that Google Ads deposited $145.21 for the passive ads placed on the Fulcrum’s website.

L. Boota indicated that Canada Summer Jobs deposited $16,313 into the Fulcrum’s account, and noted that this initiative has been completed. She continued, saying that applications for 2022 are due on January 25th, and will only have funding available for summer positions. L. Boota said...
that she’s currently working on applying for three positions: Multimedia Director, Web/Tech Support, and Administrative Support.

L. Boota announced that the deadline to repay the Canada Emergency Business Account (CEBA) loan has been extended to December 2023. With that said, L. Boota proposed that the Fulcrum repay the loan this year, and said that she’s going to make an appointment with TD bank.

**Human Resources**
L. Boota mentioned that she attended the first EdBoard meeting in January to remind everyone about signing their contract amendments. She advised that most of them have come in, although there are still approximately four outstanding, and said that she’ll individually email them in the coming weeks.

L. Boota indicated that Bridget Coady resigned as News Editor in December, and that her last day was on December 4, 2021. She went on to say that in lieu of hiring a new News Editor to replace Bridget, Zoe Mason, the Fulcrum’s other current News Editor, was offered and accepted five extra hours for the additional work.

L. Boota stated that Desiree Nikfardjam applied and was offered the Arts and Culture Editor position. She added that she moved from Staff Writer to the new position as of January 10, 2022. L. Boota continued, saying that Gabrielle Muzychka was hired as a Staff Writer and started her position on January 10, 2022.

L. Boota commented that she sent an email to EdBoard informing them that T4’s are now available through the self service account.

**Operations**
L. Boota reported that she emailed EdBoard at the beginning of the year to inform them that as per COVID restrictions, all meetings are to be moved online and to ensure that they wear a mask in the office and social distance. She added that the office capacity is limited to five.

**Strategic Plan**
L. Boota said that she didn’t have any update on the strategic plan at this time.

**Website**
L. Boota mentioned that she has a meeting with Stephane at Full View Design and Kalki this week to discuss the website upgrade and costs involved as well as the cost of fixing the ad issue.

8. **President**

**COVID-19 Pandemic**
K. Nagaratnam began her report by giving a COVID-19 related update. She reminded everyone that all staff continue to be directed to work remotely, with visits to the office permitted as of next week in line with the government updates and COVID regulations. K. Nagaratnam
continued, saying that everyone must wear masks and maintain physical distancing, and be fully vaccinated.

Executive Committee
K. Nagaratnam mentioned that the Executive Committee didn’t meet this month, but they did review a few documents: the Terms of Reference with GSAED and the Ombudsperson role at the Fulcrum. She added that the committee will begin planning for the Annual General Meeting next month.

Legal Committee
K. Nagaratnam informed the Board that Ludvica suggested that the Board submit a proposal to the Pro Bono Students Canada, uOttawa chapter, to have a volunteer law student review the Fulcrum’s employment contracts, policies, and bylaws.

Capital Assets Committee
K. Nagaratnam indicated that there are no updates to provide from this committee.

Finance Committee
K. Nagaratnam reported that the Finance Committee met this month to review the budget vs actual and make modifications to the current budget, which Sam will present today. She went on to say that budgeting season has begun, and the committee is aiming to have the first draft ready by mid-February. K. Nagaratnam noted that the final draft of the 2022-2023 budget will be presented at the March Board meeting, ahead of the Annual General Meeting in April.

Human Resources Committee
K. Nagaratnam stated that the committee received a few HR proposals from Ludvica that they approved. She commented that they’re included in the January 2022 folder for the Board’s information.

K. Nagaratnam said that the HR committee determines the wages and salaries line of the budget and the staff positions needed for the next publishing year. She mentioned that the committee had an initial meeting with Ludvica, Charley, and Jasmine this month to get their input on editorial and business staffing needs, and stated that they’ll work on an initial draft over the next few weeks.

K. Nagaratnam advised that the second round of appraisals for Charley and Ludvica will be conducted sometime in late February.

Canada Summer Jobs
K. Nagaratnam updated the Board on the Canada Summer Jobs, noting that she completed the payment claim forms for each employee funded through the program and said that the Fulcrum received the final CSJ 2021 payment in December. She mentioned that Ludvica is preparing to submit an application for CSJ 2022, and said that this time around, the funding only covers full-time summer positions. K. Nagaratnam went on to say that she shared links to a few other federal and provincial government grants with Ludvica for her to check out.
Terms of Reference with GSAED
K. Nagaratnam informed the Board that she asked the Fulcrum’s pro bono lawyer to review the Terms of Reference with GSAED. She proceeded to share the document with the Board.

Board Matters
K. Nagaratnam noted that there are currently three vacant seats on the 2021-2022 Board: University Representative, Fulcrum Alumnus, and Student Representative. She indicated that there will be a call for Board member applications ahead of the Annual General Meeting.

K. Nagaratnam stated that the Board will go in-camera at the end of the meeting to discuss the office.

Calendar Items
K. Nagaratnam reminded everyone that the next Board meeting will be on Sunday, February 27th at 1:00pm EST.

9. Inter-Board Health and Wellness Committee

Board Newsletter
K. Nagaratnam indicated that the Board newsletter went out on January 20th and included the Town Hall Meeting, 80th anniversary, and CCFK announcement. She continued, saying that the next and final newsletter of this publishing year will be sent out in March, and will be about the 80th anniversary, CCRF, AGM, and 2022-2023 budget.

Fulcrum Charity Drive
K. Nagaratnam informed the Board that the committee decided to hold off on the Fulcrum Basketball Tournament Night this semester. She explained that instead, the Fulcrum will pair the charity drive with a Fulcrum 80th anniversary trivia night, to be held in mid-March in-person at FnS. K. Nagaratnam proceeded to give some details about the event:

- Charley will host the trivia night, create the trivia questions, and draft the promo text for the Fulcrum’s socials;
- There will be a 50/50 raffle, and a gift card to FnS for the trivia winner;
- The committee selected the UOSU Food Bank as the recipient organisation for the Fulcrum’s charity drive this year, and the Fulcrum will double donations until we reach $150;
- Kalki will contact the Food Bank to understand how they accept donations;
- The Fulcrum will have weekly posts to show how much we collected so far (thermometer = an apple), and share a final thank you post with how much we raised during the course of the campaign.

Policy Review: Workplace Violence and Health and Safety
K. Nagaratnam explained that the committee reviewed Appendix F and Appendix G of the Policy Manual, which she proceeded to present for the Board’s approval. K. Nagaratnam
motioned to approve the changes to the Policy Manual. B. Keane seconded the motion. The motion passed.

What’s Next?
K. Nagaratnam mentioned that over the next few months, the committee plans to tackle the following items:
- Revamp Health and Safety Stress Questionnaire;
- Health and Safety Requirements for a Not-for-Profit Organisation (rep, training, policies);
- Professional Development and Training at the Fulcrum (free/paid, editorial/skill, conferences/course/materials);
- Board/EdBoard Social - Grammy Night

10. Marketing Committee

Fulcrum 80th Logo
K. Murray began her report by giving an update on the Fulcrum 80th logo designs. She explained that EdBoard was due to vote on the logo designs at their EdBoard meeting this past Monday, but some last minute suggestions were made to Hailey, so they’ve decided to vote on the designs at their meeting next week instead. K. Murray said that once the final design has been chosen, she’ll draft a motion to ratify it and then send it over to Ben to initiate a Board vote.

K. Murray stated that the committee discussed when the logo should be launched specifically across the Fulcrum’s socials. She mentioned that Charley said that the Retro issue is in February as well and suggested that they coordinate with the anniversary of the edition from 80 years ago. K. Murray added that the committee mused about a potential name/hashtag for the Fulcrum’s 80th celebration year, and both Fulcrum80 and Fulceighty were proposed.

Newsstands Project
K. Murray proceeded to give an update on the newsstands project. She briefly went over some of the pricing options for the supplies and methods, noting that she’s waiting to hear back regarding the plexiglass method.

K. Murray continued, highlighting some of the other tasks that the committee discussed:
- Timeline: announcement of the contest → sometime in August, submission deadline → end of September, screening and selection deadline → after fall reading week, announcement of the winner → at the end of October, painting of the boxes → month of November, marketing of the final products → December/end of semester;
- Charley’s offered to go through the archives and come up with some potential options of notable news stories, but the Fulcrum will also be giving applicants the option of going with a news story from the archives of their own choosing (archives from 2011 onwards are digital); and
- Screening committee composition: the team thought about having three members make up the committee → the Multimedia Director, who will be paid extra for this and be informed of it when they are hired, the Chair of the Marketing Committee, and someone
else. The committee also decided that the business employee should help with blinding the submissions.

**Winter Event**

K. Murray mentioned that the committee briefly discussed the possibility of holding a winter event like the Fulcrum has in previous years. She continued, saying that the team all agreed that a Fulcrum 80th anniversary-themed kahoot quiz sometime in March would be fun. K. Murray said that further details haven’t been discussed yet, but she’s going to create a shared Google Doc this coming week so that people can write down potential questions and the team can discuss further details on the Slack channel and at the next committee meeting on February 10th.

L. Boota suggested having a Fulcrum Alumni from five to ten years ago on the screening committee for the newsstand contest.

**11. Board Survey Results & Presentation**

**Overview**

B. King began by giving an overview of the Board survey, explaining that it was composed on SurveyMonkey and allows directors to reflect on the year and evaluate the performance of the Board. He continued, saying that results will continue to enable the Board to operate in an effective and efficient way.

**Meetings and Materials**

B. King reported that according to the survey, materials (minutes, agenda, motions) were provided with enough time to prepare for meetings. He stated that meetings were found to generally start on time, although the three hour Zoom meetings do feel a bit long. B. King noted that respondents found that an acceptable amount was accomplished at meetings and that the standing action list was effective and clear.

**The Agenda**

B. King commented that the agenda was found to be clear and realistic for the allotted time. He mentioned that there were lots of positive comments on the hyperlinks to documents in the agenda even though there were some hiccups early on with file access. B. King went on to say that the agenda items were found to be appropriate and reflect the direction of the organisation and policy documents, and that presenters of agenda items provided clear background (something that we should continue to reinforce for the new Board, especially providing background at the start of new agenda items).

**Meeting Participation**

B. King indicated that meeting participation is something that the Board wanted to work to encourage between last year and this year. He said that Board training had a greater focus on reinforcing that meetings are a space to share thoughts and ideas. B. King informed the Board that generally, directors felt encouraged to share ideas and felt valued as a member of the Board. He added that disagreements were handled openly, honestly, and directly according to survey respondents.
The Chair and Robert’s Rules
B. King stated that according to respondents, the Chair was prepared for the meeting and kept discussions on track. He continued saying that it’s difficult in an online environment to follow Robert’s Rules exactly, but there’s not much need for it though. B. King added that as always, any feedback is appreciated and you can always reach out to him with questions, concerns or comments.

How can we improve the Board experience at the Fulcrum?
B. King proceeded to review some specific comments and suggestions, some of which included:
- Having a separate Board fun channel on Slack;
- Board socials;
- Making sure involvement is well-distributed;
- Professional development → how can we use professional development to operate more effectively as a Board?
- Involvement on committees;
- Board-only strategic planning;
- More interactive elements (Kahoot quizzes!) to combat Zoom fatigue;
- Ways to tighten up meetings online;
- Should meetings continue completely virtually or move to a hybrid format → a separate conversation

Conclusions and outlook
B. King concluded his presentation with some final comments:
- Future survey should include an opportunity to comment after each sub-section;
- Meetings are generally well-run and hyperlinks in the agenda were a good addition;
- Board is split on transition to hybrid format versus remaining fully online;
- Continuing to improve engagement especially over Zoom is important.

Both A. Shanbhog and B. Keane commented that they’ve had a very positive experience being a part of the Fulcrum Board thus far. K. Nagaratnam suggested that bigger meetings could be in a hybrid format such as the Annual General Meeting, retreats, etc. S. Domaradzki-Kim mentioned about the webinar that K. Murray sent the group, and that more of those would be good.

12. Revised 2022-23 Budget
L. Boota and K. Nagaratnam presented the revised budget since S. Coulavin wasn’t at the meeting. They noted that these revised numbers are as of January 4th. Some key notes that they highlighted included:
- Service revenue = 0;
- Doesn’t expect the Fulcrum to get much from advertising except from passive ads for this year;
- GSAED levies have come in so that number has changed;
- NASH is not happening in person this year anymore, it’s all online instead;
- Retained earnings = the same;
- Nothing in the works for fundraising;
- Canada Summer Jobs has all come in;
- Advised that the big changes to the budget are the things highlighted in red and the things highlighted in green were changed last October;
- A lot of the Fulcrum’s equipment is old so they’ll be looking through the budget to increase that line item so the Fulcrum can purchase some things this year and the rest next year. L. Boota added that Hailey’s currently making a list;
- Employee appreciation line decreased a bit;
- Net income → the Fulcrum will still come out with a surplus

K. Nagaratnam noted that another finance committee meeting will be coming up soon.

K. Nagaratnam motioned to approve revised budget. S. Domaradzki-Kim seconded the motion. The motion passed.

13. Revisit Standing Actions List and Forward Agenda

A. Shanbhoug inquired about what’s going on with the Fulcrum’s website and if there’s any updates on the issue. He clarified that he’s primarily interested in the cost and to ensure that the Fulcrum isn’t getting scammed. K. Nagaratnam stated that Ludvica’s scheduled a meeting with herself, K. Nagaratnam and Stephane, and will include an update on the situation in her next report.

B. King revisited the standing actions list and made the necessary additions.

B. Keane advised that he would like to talk about the conference in the other business section of the meeting, and noted that the group might have to revisit the standing actions list again.

14. Other Business

B. Keane informed the Board that back in the fall he reached out to a professor, Professor John Packer, to inquire about getting some law students on the Board. B. Keane continued, saying that Professor Packer got back to him about a conference proposal. He explained that the 40th Anniversary of the Canadian Charter of Rights and Freedoms is upcoming this April, and the Human Rights Research and Education Centre (HRREC) at uOttawa will be hosting a three day event acknowledging human rights in Canada, critically assessing the challenges that the Charter poses, and future steps. B. Keane indicated that Professor Packer proposed that the Fulcrum could partner with the HRREC to help organise and host a portion of the event, and he’d like the Fulcrum to incorporate other student press across Canada as well.

K. Nagaratnam suggested that once B. Keane has more details, he should send them to CUP so that they can promote it in their newsletter.

15. In-Camera Session
K. Nagaratnam motioned to move in-camera with everyone on the Board and Ludvica. B. Keane seconded the motion. The motion passed.

S. Domaradzki-Kim motioned to remain in-camera. B. Keane seconded the motion. The motion failed and the meeting moved out of camera.

K. Nagaratnam motioned to adjourn the meeting at 4:47pm. The motion passed.

Online Votes
On February 1, 2022, K. Murray put forward a motion, seconded by K. Nagaratnam, to ratify a special logo designed by Hailey Otten, the Fulcrum’s Multimedia Director, to be used for the duration of the Fulcrum’s 80th anniversary year (this February until the same time next year). Once the 80th anniversary year is over in February 2023, the Fulcrum will go back to using its current logo. The special logo can be found in the February monthly folder and the motion in full can be found below. The motion passed.
WHEREAS Section 12.2 of the Fulcrum Publishing Society’s Policy Manual states that “For all items designated in Section 12.1, neither the Editorial Board nor the Board of Directors can make unilateral changes without receiving the approval of the other body.”

BE IT RESOLVED THAT The Board ratify and approve this logo design to be used on the Fulcrum's website, PDF, letterhead, profile pictures on the Fulcrum’s socials, email signatures, etc for the duration of this celebratory 80th anniversary year from February 2022 until February 2023.

BE IT FURTHER RESOLVED THAT The Fulcrum will return to using its current logo once the 80th anniversary year is over in February 2023.

Appendices

Fulcrum Publishing Society – Board of Directors
Editor-in-Chief Report
Sunday, January 23rd, 2022 1:00pm - 3:30pm
Zoom

By: Charley Dutil

Officer Report

1. Staffing

Edboard was proud to see Desiree become the Fulcrum’s new arts & culture editor. Desiree has been one of the most professional and driven person on the team since she began as a staff writer in September. Edboard also welcomed with open arms Gabrielle to the team, she will be replacing Desiree as a staff writer.

Unfortunately, Bridget left us for new horizons in December after two years of working at the Fulcrum in multiple roles starting as a contributor in 2019-20. After consulting with Zoë, we
decided it may be more appropriate to stick to a smaller news team with no viable candidates for the second news editor position.

2. Written Content

With new COVID restrictions, January was a tough month in terms of content due to the lack of events on campus. As was the case last year, sports was hit the hardest with Jasmine having to revert back to profiles and exploring student athletes lives in lockdown.

Live shows were, of course, another casualty of the restrictions. Desiree had to resort mostly to reviews for her first month. Her love of Euphoria, has however, resonated with all of edboard and collectively gotten us into the show — our virtual edbaords are mostly a Euphoria gossiping session.

Features have been highlighted by the contributions of Engi Abou El Kheir who wrote about outstanding professors and the lives of nursing students who are in placement at the moment in hospitals (forthcoming).

One of the challenges we also faced this month was training Gabrielle to get her up to speed with news, and up to now, I am proud to report that she has killed it! As for the section itself, Zoë wrote a nice exposé on the experiences of U of O students whose exchanges were cancelled. And, I don’t think news would be complete without giving myself a pat on the back for my ‘insider’ work on breaking the news that students would be returning to campus two days ahead of the official release by the school.

One section whose content has seemingly not been affected by the restrictions has been Science and Tech. Emma, as always is rolling out stories at an unprecedented pace, with a large number of contributors flocking to her section to work with her on super interesting topics. A must-read from the last month is definitely the feature her contributor Kaitlyn McGoey (sister of a contributor I had when I worked in sports) wrote on the impact birth control has on mental health.

Finally, I want to send flowers to Sanjida as she continues to mod the opinions section to her image. One thing that has impressed me with the way she has handled the section is how she has struck a balance between fun light-hearted articles and articles dealing with more serious topics such as mental health and racism.

3. Multimedia
In December, Damian took his first steps into the realm of investigative journalism with his series on the Ottawa beaver killings. The series charted on the apple podcast charts with the first episode reaching 83 on the Canadian chart, the second episode 72 and the last episode 93 — quite impressive for a student newspaper.

The podcast will be back next week with a new episode. For the last two weeks, Damian has been working for the last two weeks on a follow-up investigative series that should premiere sometime in February.

On the video side, Christopher received a lot of applause on Twitter for his Mayfair Theatre piece. For those interested, the theatre is selling old movie posters to pay the bills during the shutdown.

Finally, Hailey continues to impress me with her visual skills creating a timeless cover with her picture of a group of friends on the canal!

4. **What Next?**

Here are a few things to expect in February!

1. The 80th-anniversary issue — print???
2. The start of the EIC election process!
3. The return of hybrid edboard!

Fulcrum Publishing Society – Board of Directors

Analytics Report

Date: January 21, 2022
Name: Jelena Maric

Overview

1. Facebook
2. Twitter
3. Instagram
4. Website
Overview:

- Charley and I have launched our new Facebook page before the New Year
- Our numbers are nowhere close to where they were before, but we have been steadily climbing up
- We are currently sitting at 20 page likes compared to our previous number before which was over 3,000
- Maybe we can look into ways to better promote the page, IE us sharing posts, etc.
- We did post on Instagram when we launched it, but that did not seem to help much in terms of page followers and likes
- Open to any suggestions from the board
Twitter (via Twitter Analytics)

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

<table>
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<th></th>
<th>Tweets</th>
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<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
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<td>14</td>
<td>18.2K</td>
<td>2,815</td>
<td>18</td>
<td>4,740</td>
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**Overview:**
- Overall, we have gone down in all categories on Twitter over the past month
- This is most likely due to the holiday season and winter break
- Compared to our last report in November, we went from 99 tweets to 14
- We went from 36.4K tweet impressions to 18.2K
- Profile visits went down from 5,378 to 2,815
- We lost 3 followers
Overview:

- Compared to November, our tweets are not doing as well as they did
- Once again, this can be attributed to a lack of stories and posting happening
- Our top tweet was an opinion piece
- Our poutine review video also did well which is great to see
- Once again we had a mix of some live tweeting covering UOSU, a feature and a sports story about men’s mental health in sports.
Overview:

- We have definitely fluctuated a bit over the course of the past month on Instagram.
- As you can see, all 3 categories dip down after the new year and then start to rise again which is nice to see.
- Our followers have gone from 2,095 in November to 2,125 currently.
- Our impressions have gone from 67,465 in November to 27,921.
- Our reach has gone down from 793 to 436.
Overview:

- Wanted to include this breakdown of when our followers are most active
- I think it is important and we post most often around these times when they are most active; this might contribute to Instagram consistently doing very well for us
<table>
<thead>
<tr>
<th>Post</th>
<th>Engagement</th>
<th>Followers</th>
<th>Impressions</th>
<th>Reach</th>
<th>Likes</th>
<th>Comments</th>
<th>Saves</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN 20, 2022 10:10 PM</td>
<td>0.47%</td>
<td>2,125</td>
<td>230</td>
<td>214</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>93</td>
</tr>
<tr>
<td>JAN 20, 2022 3:10 PM</td>
<td>2.17%</td>
<td>2,123</td>
<td>629</td>
<td>583</td>
<td>46</td>
<td>0</td>
<td>2</td>
<td>N/A</td>
</tr>
<tr>
<td>JAN 20, 2022 5:00 AM</td>
<td>1.74%</td>
<td>2,124</td>
<td>675</td>
<td>619</td>
<td>37</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>JAN 19, 2022 7:01 PM</td>
<td>2.17%</td>
<td>2,120</td>
<td>732</td>
<td>667</td>
<td>46</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>JAN 18, 2022 6:26 PM</td>
<td>9.63%</td>
<td>2,121</td>
<td>1,576</td>
<td>1,366</td>
<td>204</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>JAN 19, 2022 11:01 AM</td>
<td>1.69%</td>
<td>2,119</td>
<td>670</td>
<td>609</td>
<td>40</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>JAN 18, 2022 7:00 PM</td>
<td>1.84%</td>
<td>2,119</td>
<td>661</td>
<td>609</td>
<td>39</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>JAN 18, 2022 4:11 PM</td>
<td>2.36%</td>
<td>2,120</td>
<td>731</td>
<td>672</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>JAN 18, 2022 11:02 AM</td>
<td>2.17%</td>
<td>2,115</td>
<td>873</td>
<td>816</td>
<td>53</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>JAN 17, 2022 7:00 PM</td>
<td>5.55%</td>
<td>2,110</td>
<td>1,324</td>
<td>1,136</td>
<td>117</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>JAN 17, 2022 11:02 AM</td>
<td>3.60%</td>
<td>2,110</td>
<td>1,102</td>
<td>1,003</td>
<td>76</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>JAN 15, 2022 5:59 PM</td>
<td>9.76%</td>
<td>2,111</td>
<td>1,899</td>
<td>1,339</td>
<td>206</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>JAN 16, 2022 7:14 PM</td>
<td>1.23%</td>
<td>2,106</td>
<td>519</td>
<td>457</td>
<td>25</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>JAN 8, 2022 4:19 PM</td>
<td>3.56%</td>
<td>2,107</td>
<td>1,347</td>
<td>1,291</td>
<td>75</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>JAN 8, 2022 4:19 PM</td>
<td>3.56%</td>
<td>2,107</td>
<td>1,347</td>
<td>1,291</td>
<td>75</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>DEC 31, 2021 4:04 PM</td>
<td>1.04%</td>
<td>2,110</td>
<td>807</td>
<td>734</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>DEC 29, 2021 6:02 PM</td>
<td>5.09%</td>
<td>2,122</td>
<td>2,573</td>
<td>2,096</td>
<td>54</td>
<td>54</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>DEC 28, 2021 4:36 PM</td>
<td>1.70%</td>
<td>2,122</td>
<td>1,507</td>
<td>1,238</td>
<td>34</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>DEC 27, 2021 4:25 PM</td>
<td>3.90%</td>
<td>2,124</td>
<td>1,438</td>
<td>1,299</td>
<td>84</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>
Overview:

- As we can see, a variety of posts have done well over the past several weeks in terms of likes, engagement and reach
- Ours news stories have done extremely well, as well as our Dear Di before the New Year and our letter to the editor

Website (via Google Analytics)

<table>
<thead>
<tr>
<th>Category</th>
<th>Last Month</th>
<th>This Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>44,247</td>
<td>41,676</td>
</tr>
<tr>
<td>Sessions</td>
<td>48,958</td>
<td>44,766</td>
</tr>
<tr>
<td>Pageviews</td>
<td>117,525</td>
<td>102,397</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>1.07</td>
<td>0.84%</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>00:00:30</td>
<td></td>
</tr>
<tr>
<td>Number of Sessions per User</td>
<td>2.29</td>
<td></td>
</tr>
<tr>
<td>New Users</td>
<td>41,001</td>
<td></td>
</tr>
<tr>
<td>Pages / Session</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Overview:

- Overall, all of our categories have gone down, but not by much
  - Users last month: 44,247 to 41,676 this month
  - Sessions last month: 48,958 to 44,766 this month
    - Pageviews last month: 117,525 to 102,397 this month
- Bounce rate has gone from 1.07% to 0.84%
Top Channels

- Organic Search: 86.9%
- Direct: 7.5%
- Social: 2.6%
- Referral: 3.3%
- (Other): 0.7%
- Email: 0.7%
- Paid Search: 0.0%

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum</td>
<td>25,618</td>
<td>25.02%</td>
</tr>
<tr>
<td>2. A brief history of pornography until 1910 - The Fulcrum</td>
<td>11,354</td>
<td>11.09%</td>
</tr>
<tr>
<td>3. Nasty women: Red Scare and their unique ability to make everyone angry - The Fulcrum</td>
<td>8,415</td>
<td>8.22%</td>
</tr>
<tr>
<td>4. Dear Di: How do I assert dominance as a woman in the bedroom? - The Fulcrum</td>
<td>4,507</td>
<td>4.40%</td>
</tr>
<tr>
<td>5. The Fulcrum</td>
<td>3,959</td>
<td>3.87%</td>
</tr>
<tr>
<td>6. Students with poor Internet left behind in online learning atmosphere - The Fulcrum</td>
<td>3,667</td>
<td>3.58%</td>
</tr>
<tr>
<td>7. The Fulcrum's porn personality quiz - The Fulcrum</td>
<td>2,412</td>
<td>2.36%</td>
</tr>
<tr>
<td>8. Letter to the Editor: Academic freedom takes precedence over ideologically driven diversity initiatives - The Fulcrum</td>
<td>1,879</td>
<td>1.84%</td>
</tr>
<tr>
<td>9. Dear Di: Can I still catch COVID-19 if I have sex with a mask? - The Fulcrum</td>
<td>1,429</td>
<td>1.40%</td>
</tr>
<tr>
<td>10. Five foods to avoid during exams - The Fulcrum</td>
<td>1,322</td>
<td>1.29%</td>
</tr>
</tbody>
</table>
Fulcrum Publishing Society – Board of Directors

Executive Director’s Report
Sunday, January 23rd, 2022
Ludvica Boota

1. Finances

Snapshot of Accounts
The below financial information is accurate as of 11:00 AM on Saturday, January 22, 2022.

<table>
<thead>
<tr>
<th></th>
<th>November 2021</th>
<th>January 2021</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$486,808.01</td>
<td>$583,115.60</td>
<td>$96,307.59</td>
</tr>
<tr>
<td>Chequing (TD)</td>
<td>$318,013.77</td>
<td>$418,689.13</td>
<td>$100,675.36</td>
</tr>
<tr>
<td>Investments (RBC)</td>
<td>$104,915.57</td>
<td>$101,690.90</td>
<td>$3,224.67</td>
</tr>
<tr>
<td>PayPal Balance</td>
<td>$3,878.67</td>
<td>$2,735.57</td>
<td>$1,143.10</td>
</tr>
<tr>
<td>Canada Business Loan (COVID-19)</td>
<td>$60,000</td>
<td>$60,000</td>
<td>$0</td>
</tr>
</tbody>
</table>

Student Levy
The fall levies were deposited to the account:
UOSU = 112,050.03
GSAED. = $7,682.34

Opened Visas and Debit Cards:
All visa cards have been closed. One had a fraudulent charge that was reported to TD and has now been resolved. TD refunded the money and listed the transaction as fraudulent.

Advertising
Google Ads deposit $145.21 for the passive ads placed on the Fulcrum website

Canada Summer Jobs
CSJ deposited $16,313 to the account. This initiative has been completed. Applications for 2022 are due January 25th 2022 and will only have funding available for summer positions. I am currently working on applying for three (3) positions: Multimedia Director, Web/Tech Support, and Administrative Support.
Canada Emergency Business Account (CEBA)
The deadline to repay the loan has been extended to December 2023. However, I am making an appointment with TD bank to repay the loan this year.

2. **Human Resources**

Contract Amendments: April Extension
I attended the first ED Board meeting in January to remind everyone about signing their contract amendments. There still approx four (4) outstanding. I will individually email them in the coming weeks.

*Resignations:*
Bridget Coady resigned as News Editor in December. Her last day was December 4th, 2021.

*Staff Changes & New Hires:*
In lieu of hiring a new News Editor to replace Bridget, Zoë Mason, current News Editor, was offered and accepted 5 extra hours for the additional work.

Desiree Nikfardjam applied and was offered the Arts and Culture Editor position. She moved from Staff Writer to the new position as of Jan 10, 2022

Gabrielle Muzychka was hired as a Staff Writer and started her position Jan 10, 2022

*T4’s & Ceridian Employee Self Service Accounts*
I have sent an email to ED Board informing them that T4’s are now available through the self service account.

3. **Operations**

*COVID*
I emailed EdBoard at the beginning of the year to inform them that as per Covid restrictions, to move all meetings online and to make sure they wear a mask in the office and social distance. Additionally, office capacity is limited to 5.

4. **Strategic Plan**
5. **Website**

I have a meeting with Stephane at Full View Design this week to discuss the website upgrade and costs involved. As well as the cost of fixing the Ad issue.

631 King Edward Avenue
Ottawa, ON
K1N 6N5

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**Fulcrum Publishing Society – Board of Directors**

**President’s Report**

Sunday, January 23rd, 2022

**Zoom**

Meeting #8 of 2021/22 Publishing Year

Kalki Nagaratnam

1. **COVID-19 Pandemic**

All Fulcrum staff continue to be directed to work remotely, with visits to the office permitted based on requirements. Everyone must wear masks and maintain physical distancing, and be fully vaccinated. Individuals are encouraged to complete the [COVID-19 Daily Health-Check-In](http://example.com) before entering the office.

2. **Executive Committee**

The committee did not meet this month, but reviewed: the Terms of Reference with GSAED and Ombudsperson Role at the Fulcrum - I will make some edits based on the comments before sending it back to Ludvica and Charley. Next month, the committee will begin planning for the AGM, which will be in April.

3. **Legal Committee**
Ludvica suggested we submit a project proposal to the Pro Bono Students Canada, uOttawa chapter to have a volunteer law student review our employment contracts, policies and bylaws.

4. Capital Assets Committee

No updates to provide.

5. Finance Committee

The committee met this month to review the budget vs. actual and make modifications to the current budget. Sam will present the revised budget today. Budgeting season has begun. We aim to have the first draft ready by mid-February. The final draft of the 2022-2023 budget will be presented at the March Board meeting, ahead of the AGM in April.

6. Human Resources Committee

HR Proposals
We received a few HR proposals from Ludvica that we approved. They are included in the January 2022 folder for the Board’s information.

2022-2023 Staff Positions
The HR Committee determines the wages and salaries line of the budget and the staff positions needed for the next publishing year. We had an initial meeting with Ludvica, Charley and Jasmine this month to get their input on editorial and business staffing needs, and will work on an initial draft over the next few weeks.

Performance Appraisals
The second round of appraisals for Charley and Ludvica will be conducted sometime in late February.

7. Canada Summer Jobs

I completed the payment claim forms for each employee funded through the program and we received the final CSJ 2021 payment in December. Ludvica is preparing to submit an application for CSJ 2022. This time around, funding only covers full-time summer positions.

I shared links to a few other federal and provincial government grants with Ludvica for her to check out.
8. Terms of Reference with GSAED

I asked our pro bono lawyer to review the ToR. Here is the final version: [ToR - GSAED-Fulcrum Draft.docx]. The Executive Committee would like the Board to review the document before we send it to GSAED.

9. Board Matters

There are currently three vacant seats on the 2021-2022 Board:
- University Representative
- Fulcrum Alumnus
- Student Representative

In-Camera Matter
We will go in camera at the end of the meeting to discuss the office.

10. Calendar Items

Next Board Meeting
Sunday, February 27th, at 1pm
631 King Edward Avenue
Ottawa, ON
K1N 6N5

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Fulcrum Publishing Society – Board of Directors
Inter-Board Health and Wellness Committee Meeting
Thursday, January 20th, 2022 4:00pm - 5:00pm
Zoom

Present: Ludvica Boota, Charley Dutil, Brendan Keane, and Kalki Nagaratnam (Chair)

Committee Report
1. **Board Newsletter**

The Board newsletter went out on January 20th and included the Town Hall Meeting, 80th anniversary, and CCRF announcement. The next and final newsletter for this publishing year will be sent in March, and will be about the 80th anniversary, CCRF, AGM, and 2022-2023 budget.

2. **Fulcrum Charity Drive**

We decided to hold off on the Fulcrum Basketball Tournament Night this semester. Instead, we will pair the charity drive with a Fulcrum 80th anniversary trivia night, to be held in mid-March in-person at FnS. The drive starts February 1st on our socials and continues until the date of the trivia night. Charley will host the trivia. We will have a 50/50 raffle and a gift card to FnS for the trivia winner. We selected UOSU Food Bank as the recipient organization for the Fulcrum’s charity drive this year. The Fulcrum will double donations until we reach $150.

Charley will create the trivia questions and draft the promo text for our socials. I will contact the Food Bank to understand how they accept donations.

We will have weekly posts to show how much we collected so far, thermometer = apple, and share a final thank you post with how much we raised during the course of the campaign.


The committee reviewed Appendix F and Appendix G of the Policy Manual and I will present the changes for the Board’s approval.

4. **What Next?**

Over the next few months, the committee plans to tackle the following items:

1. Revamp Health and Safety Stress Questionnaire
2. Health and Safety Requirements for a Not-for-Profit Organization (rep, training, policies)
3. Professional Development and Training at the Fulcrum (free/paid, editorial/skill, conferences/course/materials)
4. Board (-EdBoard) Social - Grammy Night

**Next Committee Meeting**

Thursday, February 17th at 4pm
Present: Kate Murray, Kalki Nagaratnam, Charley Dutil, Siena Domaradzki-Kim, Brendan Keane

Notes from the meeting: Fulcrum Marketing Committee Agenda January 2021 - Google Docs

Fulcrum 80th Logo
Ed Board was due to vote on the logo designs at their Ed Board meeting this past Monday, but some last minute suggestions were made to Hailey, so they’ve decided to vote on the designs at their meeting next week instead. Once the final design has been chosen, I’ll draft a motion to ratify it and then send it over to Ben to initiate a Board vote.

The committee discussed when the logo should be launched specifically across the Fulcrum’s socials. Charley mentioned that the Retro edition issue is in February as well (could put it on the cover), and suggested that they coordinate with the anniversary of the edition from 80 years ago.

The committee also mused about a potential name/hashtag for the Fulcrum’s 80th celebration year, and both Fulcrum80 and Fulceighty were proposed.

Newsstands Project
Pricing
- From Wallack’s: ~$104.16+taxes, special pricing --> $118.44+ taxes, regular pricing (spray paint for priming and varnish for 12 cans, 1 can of each per box for five boxes and of extra of each)
- Acrylic paint --> will of course depend on the colours needed for each piece of art, but sets of 6 start at around $20-30

Contest Details (in addition to what was previously agreed upon)
- Dates: announcement of the contest - sometime in August; submission deadline - end of September; screening and selection deadline - after fall reading week; announcement of the winner - at the end of October; painting of the boxes - November; marketing of the final products - December/end of semester
Charley’s offered to go through the archives and come up with some potential options of notable news stories, but we’ll also give the applicants the option of going with a news story from the archives of their choosing (2011 onwards are digital).

Criteria to be included: dimensions and material of the box and the materials that will be provided, how intellectual property will work (if they’re chosen we’ll get the ownership and if they’re not chosen they get to retain ownership of their work), and nothing racist, etc of course.

Work will be submitted via Google forms and we’ll ask applicants to include a 200 word paragraph explaining their artistic work.

Paperwork to finalize: the “fine print” for the submission form (Google forms?) and contest details, email templates for applicants who are selected and those who are not, etc.

How much do we want to pay the winners? Does anyone know any artists/creatives whom we could get their advice on an amount for this?

Screening committee composition (ideas): Multimedia Director (pay extra for this and let them know when they’re hired); Chair of Marketing Committee; someone else. The business employee should help with blinding the submissions.

Winter Event
The committee discussed the possibility of holding a winter event like we have in previous years. All agreed that a Fulcrum 80th anniversary themed kahoot quiz sometime in March would be fun! Further details haven’t been discussed yet, but I’m going to create a shared Google Doc this coming week so that people can write down potential questions and we can discuss further details on the Slack channel and at our next committee meeting on February 10th.