

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, March 27<sup>th</sup>, 2022  
Zoom, 12:55pm-6:35pm  
Meeting #10 2021-2022 Publishing Year

**Present:** Kalki Nagaratnam, Kate Murray, Brendan Keane, Ludvica Boota (ex-officio), Charley Dutil (ex-officio), Sam Coulavin, Amit Shanbhoug, Benjamin King

**Partially Present:**

**Absent (with reason):** Jelena Maric (ex-officio), Siena Domaradzki-Kim

**Absent (without reason):**

1. Opening of Meeting

B. King opened the meeting at 12:59pm.

2. Approval of Agenda

K. Nagaratnam motioned to approve the agenda. B. Keane seconded the motion. The motion passed.

3. Kahoot Quiz

B. Keane presented and led a kahoot quiz.

4. Approval of February Meeting Minutes

K. Nagaratnam motioned to approve the February meeting minutes. K. Murray seconded the motion. The motion passed.

5. Standing Actions List & Forward Agenda

B. King went through the Standing Actions List and made the necessary changes.

6. Editor-in-Chief

**Staffing**

C. Dutil announced that the Editor-in-Chief elections were earlier this month, and that Hailey Otten and Jasmine McKnight were elected. He noted that they're going to be seeking the Board's ratification later this meeting.

**Content**

C. Dutil reported that in news, the Fulcrum hosted several debates and Q&A's for the UOSU elections, covering a wide range of topics, such as COVID-19 mandates and the St. Paddy's day police presence.

C. Dutil stated that although sports are now over, Jasmine got to experience some post-season basketball and hockey for the first time as Sports Editor.

Similarly, C. Dutil noted that Desiree finally got the chance to attend her first live concert this month. He added that the return of live events have really helped her diversify the section's content.

C. Dutil briefly mentioned that the Fulcrum hosted trivia yesterday.

K. Nagaratnam asked C. Dutil to talk about the Emma Williams Science show podcast. He briefly explained that it's going to cover science things with Damian doing some hosting duties.

## 7. Social Media Manager

B. King read the Social Media Manager report since J. Maric was absent from the meeting.

### **Facebook**

B. King stated that the Fulcrum has gained 13 new followers on Facebook. He went on to say that the Fulcrum's post engagement has increased since last month, while the post reach has decreased. B. King proceeded to review some of the popular Facebook posts over the past month. He noted that continuing to share the Fulcrum's Facebook page is important to increase the following.

### **Twitter**

B. King reported that engagement has gone down on Twitter and followers are relatively stagnant. He briefly reviewed some of the more engaged posts.

### **Instagram**

B. King indicated that engagement has gone down on Instagram as well, and the Fulcrum's account has lost two followers. He noted that reach and impressions have decreased, but are still better than January in terms of engagement. B. King then proceeded to briefly review some of the top posts on Instagram with a mix of different stories that performed well.

### **Website**

B. King said that the Fulcrum has gone down across all categories on the Fulcrum's website. He then reviewed the top channels, adding that most people are finding the Fulcrum organically. B. King concluded by reviewing the top ten articles from the website.

K. Nagaratnam commented that she's thinking of having the Social Media Manager send in their reports to the co-Editors-in-Chief and having them include some points from that in their report, and thus the Social Media Manager doesn't have to attend Board meetings. She mentioned that the Social Media Manager will also be starting in September next year.

## 8. Executive Director

### **Finances**

L. Boota began her report by giving a snapshot of the Fulcrum's accounts.

### **Human Resources**

#### Canada Summer Jobs

L. Boota stated that she's still waiting for the Canada Summer Jobs applications to go through.

#### Internships Program

L. Boota informed the Board that the Fulcrum is listed on Telfer's Connexions Program website. She continued, saying that she received two applications for the summer term and one for the fall term, and added that she has to have someone in place by April 1 for the summer term. L. Boota mentioned that she and Brendan interviewed one individual for the summer term. She stated that she offered one of the students the position, and she's going to get back to L. Boota by Monday. In the meantime, L. Boota said that someone else applied for the summer term and she'll be interviewing him sometime this week.

L. Boota indicated that for the fall term, the coordinator of the program suggested that the Fulcrum wait until the summer before interviewing and making a decision on the fall candidate.

#### Performance Appraisals

L. Boota reported that all performance appraisals were completed with the exception of the Podcast Producer, who was unavailable and will be rescheduling with the MD.

#### Sweatshirts

L. Boota stated that these have been ordered, and that for those who have ordered from the Board, she'll be sending an email out re: payment.

### **Operations**

#### Annual General Meeting

L. Boota informed the Board that everything is booked to go for the Annual General Meeting, and that she'll be touching base with the Fulcrum's accountant this week to find out if he will be there in-person or via Zoom.

### **Strategic Plan**

L. Boota had no updates for the Fulcrum's Strategic Plan.

### **Website**

L. Boota reported that she hasn't heard anything back from FullView, and that the Fulcrum has not received a monthly invoice. She said that she'll try again this week and keep trying until she reaches them. With that said, L. Boota informed the Board that she's been looking at new website companies with Kalki and wants to include the new EICs in the discussion as well.

L. Boota informed the Board that she met with the Digital Journalism Coordinator regarding the internship program. She said that Jasmine is going to take this on, and that she'll do a pitch for the fall term.

## 9. President

K. Nagaratnam began her reporting by remarking that it's already meeting #10 of the publishing year, and that this term is almost over.

### **COVID-19 Pandemic**

K. Nagaratnam stated that almost all COVID-19 measures have been lifted in Ontario, however, uOttawa has opted to keep masking and vaccination requirements until April 30. She remarked that "everyone must wear masks and maintain physical distance while in the office, and be fully vaccinated. Individuals are encouraged to complete the COVID-19 daily health check-in before entering the office."

### **Executive Committee**

K. Nagaratnam indicated that the Executive Committee had the first tech trial for the Annual General Meeting with Ludvica and Charley this month to walk through the agenda together.

K. Nagaratnam mentioned that the committee has also clarified the role of the Investigation Committee in the Ombudsperson Role at the Fulcrum document, and plans to meet with the co-Editors-in-Chief in early May to get their input. She continued, saying that once it's ready, it will be sent to the Policy Committee. K. Nagaratnam added that the Fulcrum's Principles of Ethical Journalism, posting and volunteer agreement, are documents that the committee hopes to prepare over the summer with the co-Editors-in-Chief, and external help, where needed.

### **Legal Committee**

K. Nagaratnam didn't have any updates to provide from this committee.

### **Capital Assets Committee**

K. Nagaratnam didn't have any updates to provide from this committee.

### **Finance Committee**

K. Nagaratnam informed the Board that the Finance Committee met this month to revise overspent lines on the 2021-2022 budget, and to review the draft 2022-2023 budget which Ludvica prepared. She explained that these budgets will be presented later today. K. Nagaratnam noted that a topic that was discussed at the meeting was whether descriptors should be added to the budget lines, and said that the majority preferred the budget as is.

### **Human Resources Committee**

#### Performance Appraisals and Exit Interviews

K. Nagaratnam reported that the Human Resources Committee conducted the second round of appraisals for Charley and Ludvica earlier this month. She said that they'll conduct their exit interviews at the end of April.

### 2022-2023 Staff Positions

K. Nagaratnam stated that the Human Resources Committee and Ludvica met with the co-Editors-in-Chief to review their proposal on the EdBoard composition for next year. She mentioned that they have now finalised the staff structure and amount for the wages and salaries line. K. Nagaratnam remarked that the 2022-2023 staff salaries will be presented in the first in-camera session today before the budget is reviewed.

### **Nominations Committee**

K. Nagaratnam informed the Board that the Nominations Committee, Ludvica, and Amit met this week to revisit the Board composition, which is something that the Board hasn't looked into for a while. She said that they have a proposal to present to the Board.

### **Board Matters**

K. Nagaratnam stated that there are currently three vacant seats on the 2021-2022 Board: University Representative, Fulcrum Alumnus, and Student Representative. She indicated that the Call for Applications is on LinkedIn, Indeed, Charity Village, the Fulcrum's website, and the uOttawa Engagement Navigator. K. Nagaratnam said that committee has reached out to professionals in the Ottawa community, Fulcrum alumni, and uOttawa student associations. She noted that the committee will review applications this week, and suitable candidates will be given the opportunity to present themselves at the Annual General Meeting.

### In-Camera Matter

K. Nagaratnam advised that the Board will go in-camera twice this Board meeting, once to review staff salaries and a second time to discuss the office.

### Director & Officer Liability Insurance

K. Nagaratnam informed the Board that Brendan has done a tremendous job reaching out to different insurance companies to inquire about the D&O liability insurance. She said that he has made some progress with a few of them, though they all involve long application forms. K. Nagaratnam indicated that the application with AI Insurance Org is complete and needs to be reviewed by the Board.

### **Reminders**

K. Nagaratnam commented that as the Board begins to approach the end of their terms, she'd like to remind committee chairs and officers to start preparing their transition reports, which are due on May 31. She continued, asking presenters at the Annual General Meeting to please have their presentations done by this Thursday, March 31, so that they can be uploaded to the Fulcrum's website.

K. Nagaratnam noted that the Annual General Meeting is on April 7th at CRX C444! She reported that the Fulcrum is still very low on attendance, and asked everyone to please register ASAP and invite any voting members you know to attend live or as a proxy. K. Nagaratnam continued, requesting everyone to please let Kate know if you cannot attend and require a proxy, noting that the Fulcrum needs to reach a quorum of 25 members to start the meeting.

### **Calendar Items**

### AGM

K. Nagaratnam said that the Annual General Meeting is on Thursday, April 7th at 6pm.

### Next Board Meeting

K. Nagaratnam mentioned that the next Board meeting will be on Sunday, April 24th at 1pm.

## 10. Policy Committee

B. Keane reviewed the proposed additions and changes to the Policy Manual and Bylaws - which can be viewed in full in the Policy Committee Report of the Appendices section of these meeting minutes, noting that it was a short meeting this month. He added that Amit will be talking about some proposals in-camera.

B. Keane motioned to adopt the changes to the Policy Manual and Bylaws. K. Nagaratnam seconded the motion. The motion passed.

## 11. Marketing Committee

### Newsstands

K. Murray explained to the committee that she was talking with Brian, the library operations coordinator at the Ottawa Tool Library, who had a lot of helpful information and advice to pass on. She said that he went through each of the potential options for the newsstands with me, and offered another option from his perspective too, vinyl wrapping the boxes. K. Murray mentioned that Brian also said that he could refer me to some local sign makers for vinyl wrapping.

K. Murray continued, saying that after reviewing the information that Brian gave us, the committee was pretty torn between the film and vinyl wrap options. She indicated that the committee decided to get a quote from a local sign maker to see what the costs for that route might be, and depending on what they are, either go with that option or the film one.

### Fulcrum Alumnus Options (for the contest selection committee)

K. Murray stated that the committee went over some possibilities for the Fulcrum Alumnus spot on the selection committee. She noted that the committee looked at past Art/Visual Directors and Editors-in-Chief from 5-10 years ago, and decided to first start reaching out to individuals who are currently located in Ottawa.

### Next Committee Meeting

K. Murray advised that the next committee meeting will be on Thursday, April 14th where the committee will be going over a rough estimate for the budget, Charley will be presenting some notable news stories from the archives that can be used as prompts for the contest, and discussing an intellectual property agreement.

## 12. Nominations Committee

### **Recap of New Nominations Process & Board Recruitment Process**

K. Nagaratnam mentioned that the committee briefly discussed the changes that were implemented this year to improve the Board recruitment process, e.g., the call for applications document, and progress made with Board applicants so far on the platforms that the committee posted on.

### **Revisit Board Composition**

K. Nagaratnam indicated that the committee spent the bulk of the time discussing the Board composition, and more specifically, how each position is currently defined, any revisions needed to these definitions, and ideal candidates for each seat. She added that the committee is proposing adding two seats on the Board.

K. Nagaratnam proceeded to review each seat, and the suggestions that the committee came up with, which can be viewed in full in the Nominations Committee report in the Appendices section of these meeting minutes. Some of the points discussed included:

- Student representative - will not to go ahead with the suggestions in red for the student representative seats this year, but it will be kept internally as something for the Nominations Committee to consider when going through applications;
- Staff representative - will be going ahead with the suggestions in red for the staff representative seats for now as a trial run;
- University representative - K. Nagaratnam said that she reached out to Gabriela, the former director of the Digital Journalism program at uOttawa, and is waiting to hear back from her. Ludvica will also be reaching out to the current program director. K. Nagaratnam stated that the committee is hoping to fill it sometime next month, ideally by a digital journalism or communications professor;
- Fulcrum Alumnus - K. Nagaratnam informed the Board that she reached out to two members of EdBoard from 5-10 years ago, and she's still waiting to hear back.

### **Suggestion for the Call for Applications**

K. Nagaratnam reported that the Nominations Committee agreed that moving forward, the call for applications will not include a breakdown of the Board composition. She explained that the feedback that they received is that it's causing some confusion and leading to people not putting forth an application because they don't think they are a good fit for any of the seats listed. K. Nagaratnam continued, saying that instead, the committee will include sentences to hint at specific skills that we're looking for in that particular round of applications.

K. Nagaratnam motioned to provisionally approve the proposed edits (they will have to be approved at the Annual General Meeting as well). B. Keane seconded the motion. The motion passed. K. Nagaratnam clarified that if it is passed at the Annual General Meeting, the change will likely take place that night.

The Board adjourned for a five minute recess.

S. Coulavin motioned to proceed in-camera. K. Nagaratnam seconded the motion. The motion passed. Discussion ensued on two items, and S. Coulavin excused himself at the end of the second topic before discussion proceeded to the third item. K. Murray motioned to remain in-camera. B. Keane seconded the motion. The motion failed and the meeting moved out of camera.

#### 14. Ratification of Executive Director

K. Nagaratnam stated that Ludvica has been the Fulcrum's Executive Director since this past September. She explained that her current contract ends on April 30th, and she's interested in returning. K. Nagaratnam noted that once Ludvica's ratification happens, we'll discuss her contract. K. Nagaratnam motioned to ratify Ludvica Boota as the Fulcrum's Executive Director. B. Keane seconded the motion. The motion passed.

#### 15. Ratification of Incoming Co-Editors-in-Chief

K. Nagaratnam indicated that the co-Editors-in-Chief were elected earlier this month, and they will be Jasmine McKnight, the Fulcrum's current Sports Editor, and Hailey Otten, the Fulcrum's current Multimedia Editor. C. Dutil added that Jasmine has been with the Fulcrum since he has, and although Hailey is newer, she's really taken charge of the Multimedia side of things. He stated that he believes that both of them are super qualified for the job. K. Nagaratnam motioned to ratify Jasmine McKnight and Hailey Otten as the incoming co-Editors-in-Chief. B. Keane seconded the motion. The motion passed.

#### 16. Approval of Revised 2021-2022 Budget

S. Coulavin presented the Fulcrum's current budget vs. actuals. The following are some of the lines that he made note of:

- Google Ads significantly under what the Fulcrum projected, and this goes for all sales revenue;
- The Fulcrum is due to receive more funds from the student levies;
- The Miscellaneous revenue is the GST that came back and the Canada Summer Jobs;
- Ceridian is higher than expected because it was based on previous years. He added that the Fulcrum is going to base it on how much staff on there is on Ed Board in the future;
- Board expenses are related to the upcoming Annual General Meeting;
- Freelance Fund line is a little bit higher, which is because the Fulcrum is getting more in;

B. King wondered if the net income will change when the Fulcrum receives the rest of the student levies. L. Boota replied that it will, and that the rest of the levies will be coming in at the end of April.

K. Nagaratnam advised that the budget that the Finance Committee revised is a different link. She added that she thinks the Fulcrum needs to increase more to the freelance project line, maybe an extra \$500, pulling that money from Capital Assets.

S. Coulavin motioned to adopt the revisions to the revised budget. B. Keane seconded the motion. The motion passed.



## 17. Approval of Draft 2022-2023 Budget

L. Boota explained that there's two budgets depending on rent, the first is considering a smaller space and lower costs, and the second is a higher cost. She added that these are quite aggressive figures. The following are some of the lines that L. Boota highlighted:

- Based the levies on past years, but it's hard to predict because they depend on enrollment;
- Left the NASH sponsorship as is;
- Investment account → The Fulcrum will have to pull out money from the Fulcrum's RBC account. She noted that rent will include insurance, etc., and added that as a not-for-profit, the Fulcrum should be looking at taking out small amounts to help the Fulcrum in some lines rather than carrying over such a large amount in the Fulcrum's accounts;
- Canada Summer Jobs → this line all depends on the Fulcrum's approval, so she said that she didn't put anything here for now;
- Miscellaneous revenue → refers to GST and CEBA loan turned grant;
- The biggest change is the building expenses section, and this is still very much an estimate. She commented that the Fulcrum will have quite the surplus if the Fulcrum doesn't have to worry about this section;
- Left legal at \$1000 because she's not sure where the lease situation is going to go;
- Bad debts → when people don't pay the Fulcrum for online ads;
- Board expenses → costs associated with director's insurance, Annual General Meeting, and the Fulcrum Town Hall;
- Capital Assets → Hailey looked at the items that the Fulcrum already has, and the Fulcrum might have to look at second-hand markets for some of the Fulcrum's capital assets. She added that the Fulcrum doesn't have to upgrade everything at once;
- CUP → she noted that she doesn't know where NASH is happening next year; and
- Freelance project → left this line at \$2000.

L. Boota didn't go through the wages and salaries lines again since the Board already did so in-camera.

S. Coulavin wondered if the printing line includes ink and paper. L. Boota answered that that's actually office supplies.

B. Keane stated that the Board wants to add a line to review the Fulcrum's policies and such. A. Shanbhough clarified that it wouldn't necessarily be for the legal line. L. Boota said that she'll add a consultant line. B. Keane suggested putting \$10,000 in the line, and added that the Board will also be looking into pro bono options as well. He stated that the Fulcrum could take it out of investments if need be. L. Boota commented that she thinks the Fulcrum should look at doing multi-year budgets.

L. Boota wondered once the budget has been ratified at the Annual General Meeting, will the Board revise it as is? She clarified that she's speaking regarding the fact that the current proposed budget is in quite the draft stage because the Fulcrum doesn't know what's happening with rent.

S. Coulavin looked at the Fulcrum's Bylaws, and it says that the new Board can revise it up to some point in July.

S. Coulavin motioned to ratify the draft budget. B. Keane seconded the motion. The motion passed.

#### 18. Revisit Standing Actions List and Forward Agenda

B. King revisited the Standing Actions List and Forward Agenda, and made no changes.

#### 19. Other Business

There was no other business.

#### 20. In-Camera: Session 2

K. Nagaratnam stated that she'd like to go in-camera to talk about the office situation. K. Nagaratnam motioned to move in-camera with Ludvica. S. Coulavin seconded the motion. The motion passed. K. Nagaratnam motioned to remain in-camera. S. Coulavin seconded the motion. The motion failed and the meeting moved out of camera.

K. Nagaratnam motioned to adjourn the meeting at 6:35pm. The motion passed.

#### Appendices

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### Fulcrum Publishing Society – Board of Directors

#### **Editor-in-Chief Report**

Sunday, March 26<sup>th</sup>, 2022 1:00pm - 3:30pm

*Zoom*



By: Charley Dutil

#### **Officer Report**

#### **1. Staffing**

Hailey Otten and Jasmine McKnight were elected as co-EICs they will be seeking the board's ratification today

## 2. Content

-Features: **Inside the 'Freedom Convoy': What makes a protest a protest? & 'Everyone has the same passion for the country': In dialogue with the Ukrainian Students' Club**

-News: In news, we hosted a number of debates and Q & As for the UOSU elections, and we covered a wide array of topics such as COVID-19 mandates and St-Paddys day police presence

-Sports are now over but Jasmine got to experience some [post-season basketball and hockey](#) for the first time as sports editor.

-Desiree finally got the chance to attend her first [live concert](#) this month. The return of live events have really helped her diversify the section's content

-Science & Tech: **U of O study finds epigenetic ageing slows during hibernation & 'Air pollution is the new smoking': Study finds number of deaths associated with outdoor air pollution to be concerningly high**

-Opinions: **Heckle: Unsightly U-Pass photos are a universal experience at the U of O & Fun Sh\*t: Cringe things we saw and heard at St. Paddy's Day parties**

## 3. Multimedia

- Damian ended the first season of the Fulcrum Radio Show, and is now producing a spin-off called the Emma Williams Science show. We are doing this because we have a huge backlog of interviews with researchers.
- Hailey covers... 'nough said.
- Christopher continues to put out cool and engaging videos such as his skatepark vid!

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Fulcrum Publishing Society – Board of Directors

### **Analytics Report**

Date: March 24, 2022

Name: Jelena Maric




## Overview

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



## Facebook (via Facebook Insights)

### Page Overview

#### Discovery


 Post reach	409
 Post engagement	263
 New Page Followers	13

#### Interactions

 Reactions	66
 Comments	3
 Shares	10
 Photo Views	10
 Link Clicks	21

### Overview:


- We have gained an additional 13 new followers in the last few weeks
- Our post engagement has increased since last month, going from 156 to 262
- Our post reach has decreased; going from 431 to 409
- We've seen an increase in our interactions; 21 link clicks, 66 reactions and 10 shares

 Turns out, aging rears its salt-and-peppered head in intangible ways sooner than ...  
Tue, Mar 8


Post Reach   Engagement  
28   7

 The cover for our 20th issue of the year is now out on all campus newsstands!  
Wed, Mar 23


Post Reach   Engagement  
21   5

 On Friday, @j.mcknight08 and @haileyotten will try to make history by becoming the...  
Tue, Mar 8


Post Reach   Engagement  
20   5

 Today's debates and Q&A!  
Sat, Mar 5


Post Reach   Engagement  
41   5

 The Gee-Gees will look to upset the top-ranked Martlets this afternoon in Montreal.  
Sun, Mar 6


Post Reach   Engagement  
41   4

 There's a causal mechanism happening during hibernation which would result in faster...  
Thu, Mar 24


Post Reach   Engagement  
9   3

 When I requested that U of O students send in their U-Pass photos, I was met with...  
Wed, Mar 23


Post Reach   Engagement  
19   3

 A greater police presence is one of the measures which is being practiced in an effort t...  
Tue, Mar 15

Post Reach   Engagement  
20   3

 "More toxic doesn't mean the other one's not toxic. So at environmental levels, the...  
Wed, Mar 16

Post Reach   Engagement  
12   2

 The Gee-Gees now get ready to travel to North Bay on Wednesday to take on the...  
Mon, Mar 14

Post Reach   Engagement  
21   2

## Overview:

- Our posts have been doing better in terms of post reach and engagement

- Post reach has overall doubled in the past month which is great
- Let's continue to share and promote our Facebook; it's obvious that as we increase our followers we will increase our numbers as well









### Twitter (via Twitter Analytics)

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



#### Overview:

- Overall, we went down across all categories on Twitter
- Our impressions went from 19.7K to 13.6K
- Our profile visits went up from 4,639 last month to 2,591 this month
- Our mentions went down from 41 to 16
- Our followers went down by two, bringing the total to 4,739

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>The Fulcrum</b> @The_Fulcrum · Mar 9			1,352	48	3.6%
	#Sports: Jean-Robin Mantha was diagnosed with testicular cancer back in 2018. Now in remission, he is back on the ice for the Gee-Gees. <a href="https://ow.ly/7e1550lclGn">ow.ly/7e1550lclGn</a> <a href="https://pic.twitter.com/NQNO4F4QOK">pic.twitter.com/NQNO4F4QOK</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 8			716	57	8.0%
	We're holding our Editor-in-Chief election on Friday, here's what you need to know! 🗳️ 1/2 <a href="https://pic.twitter.com/DJdDrKSgVh">pic.twitter.com/DJdDrKSgVh</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 6			586	21	3.6%
	TONIGHT!!!  Link: <a href="https://fb.me/e/1HY5d248q">fb.me/e/1HY5d248q</a> <a href="https://pic.twitter.com/bQo4B6RGxo">pic.twitter.com/bQo4B6RGxo</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 22			547	14	2.6%
	The Fulcrum is hosting its annual trivia event on Saturday @fnsottawa!					
	Question will be on Fulcrum history, U of O history and historical covers!					
	No cover fee, gift cards for the winners, and 50/50 on site with all proceeds going to the campus food bank! <a href="https://pic.twitter.com/BzWARTk6C">pic.twitter.com/BzWARTk6C</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 3			456	16	3.5%
	So many Canadians simply have to decide between a paycheck and taking time to recuperate when they are sick.					
	<a href="https://thefulcrum.ca/opinions/opini...">thefulcrum.ca/opinions/opini...</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 13			390	19	4.9%
	Following the Russian invasion of Ukraine, the University of Ottawa's Ukrainian Students Club (USC) has been gathering resources for Ukrainian students while staying in touch with family about the situation.					
	<a href="https://thefulcrum.ca/features/every...">thefulcrum.ca/features/every...</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 6			389	4	1.0%
	Want to know more about the candidates that will take part in tonight's debate?					
	Go check out Charley's thread! 🗳️ 🗳️ 🗳️ <a href="https://twitter.com/CDuts98/status...">twitter.com/CDuts98/status...</a>					
	<a href="#">View Tweet activity</a>					
	<b>The Fulcrum</b> @The_Fulcrum · Mar 2			323	9	2.8%
	Women's basketball team beats Carleton 57-54 in Bytown Battle.					
	<a href="https://thefulcrum.ca/sports/gee-gee...">thefulcrum.ca/sports/gee-gee...</a>					
	<a href="#">View Tweet activity</a>					

## Overview:

- We once again have a mix of stories doing incredibly well on our Twitter
- We can see several sports pieces went well, as well as our promo for our EIC elections, and a piece about Ukrainian students at the U of O

## Instagram (via Later Analytics)



### Overview:

- Overall, we have gone down across Instagram as well
- We lost 2 followers, going from 2,169 followers last month to 2,167 this month
- Our impressions have decreased from 80,891 last month to 55,291 this month
- Additionally, our reach has gone from 935 to 728 this month
- However, we are still performing better than we did in January

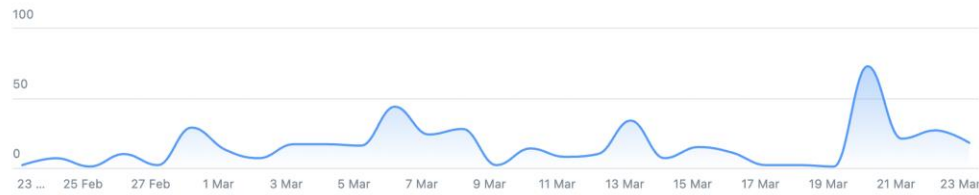


**PROFILE VIEWS****1,958**













PROFILE VIEWS

**WEBSITE CLICKS****462**

WEBSITE CLICKS

**Overview:**

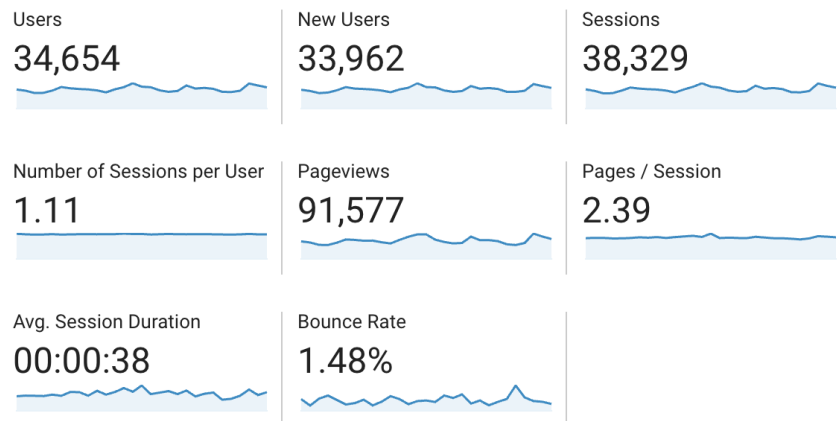
- Our profile visits have gone down this month
- Our website clicks have also decreased this month

Post	Engagement	Followers	Impressions	Reach	Likes	Comments	Saves
 MAR 11, 2022 6:09 PM Congratulations to Hailey Otten and...	7.18%	2,174	1,374	1,234	152	4	1
 MAR 23, 2022 9:01 AM #Heckle: Unsightly U-Pass photos are a...	5.85%	2,170	1,258	1,155	126	1	4
 MAR 17, 2022 4:19 PM #LFTA: Live from the archives: 'Class...	3.92%	2,169	1,182	1,110	85	0	6
 MAR 21, 2022 7:04 PM #Fun Sh*t: Cringe things we saw and...	3.37%	2,166	985	926	73	0	0
 MAR 15, 2022 3:00 PM Our 19th cover of the year is now available...	3.31%	2,173	779	717	72	0	0
 FEB 25, 2022 10:01 AM #Opinion: We need more queer...	3.04%	2,169	962	914	65	1	1
 MAR 14, 2022 8:00 PM #News: University of Ottawa to continue...	2.85%	2,172	763	704	62	0	0
 MAR 15, 2022 7:42 PM #News: Police issue warning to Sandy Hill...	2.85%	2,173	941	869	62	0	3
 MAR 6, 2022 7:03 PM #News: Fulcrum election coverage:...	2.80%	2,176	1,081	985	61	0	0
 MAR 21, 2022 12:02 PM #Opinion: Class attendance should no...	2.68%	2,165	885	819	58	0	1
 MAR 2, 2022 6:21 PM Join us, tomorrow at 8 p.m. as our editor-in-...	2.58%	2,174	801	737	55	1	2
 MAR 8, 2022 7:00 PM On Friday, @j.mcknight08 and...	2.30%	2,177	960	699	50	0	1
 MAR 2, 2022 10:06 PM	2.25%	2,177	916	820	48	1	0

### Overview:

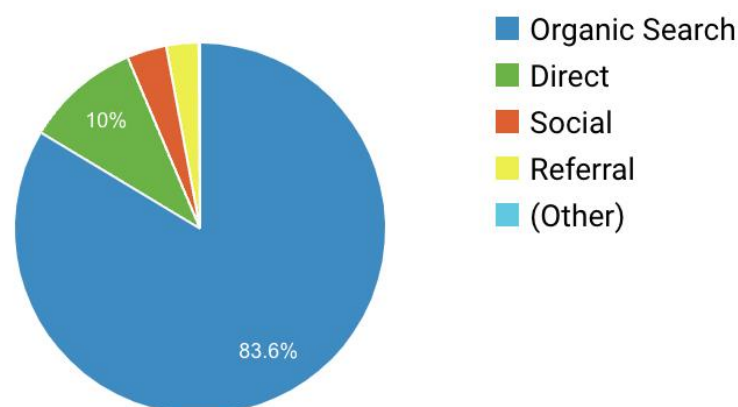
- As usual we see a nice mix of different types of stories and content that have done well on our Instagram in the past month
- Sanjida's heckle about Upasses did very well, as did a LFTA, our cover, a FunShit about St Patty's day, some new stories and some promotion posts for some of our FB lives

### Website (via Google Analytics)

**Overview:**

- Overall, we have gone down across all categories on our website
  - Users last month: 48,795 to 34,654 this month
  - Sessions last month: 53,713 to 38,329 this month
  - Pageviews last month: 126,829 to 91,577 this month
- Bounce rate has gone from 1.06% to 1.48%

## Top Channels



Page Title	Pageviews	% Pageviews
1. <a href="#">The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum</a>	10,109	11.04%
2. <a href="#">A brief history of pornography until 1910 - The Fulcrum</a>	9,360	10.22%
3. <a href="#">Students with poor Internet left behind in online learning atmosphere - The Fulcrum</a>	5,654	6.17%
4. <a href="#">Nasty women: Red Scare and their unique ability to make everyone angry - The Fulcrum</a>	5,435	5.93%
5. <a href="#">Dear Di: How do I assert dominance as a woman in the bedroom? - The Fulcrum</a>	4,865	5.31%
6. <a href="#">The Fulcrum</a>	4,811	5.25%
7. <a href="#">The Fulcrum's porn personality quiz - The Fulcrum</a>	2,912	3.18%
8. <a href="#">Dear Di (that pesky gag reflex) - The Fulcrum</a>	2,346	2.56%
9. <a href="#">Five foods to avoid during exams - The Fulcrum</a>	1,951	2.13%
10. <a href="#">Orgy etiquette - The Fulcrum</a>	1,529	1.67%

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Fulcrum Publishing Society – Board of Directors  
**Executive Director's Report**  
Sunday, March 27<sup>th</sup>, 2022  
Ludvica Boota



## 1. Finances

### Snapshot of Accounts

The below financial information is accurate as of 10:30 AM on Friday, March 25, 2022.

	February 2022	March 2022	Difference
<b>TOTAL</b>	<b>\$542,737.22</b>	<b>\$519,476.71</b>	<b>\$22,896.51</b>
<b>Chequing (TD)</b>	\$380,137.30	\$357,273.20	\$22,864.10
<b>Investments (RBC)</b>	\$99, 818.34	\$99, 920.26	\$101.92
<b>PayPal Balance</b>	\$2,417.58	\$2,283.25	\$134.33
<b>Canada Business Loan (COVID-19)</b>	\$60,000	\$60,000	\$0

## 2. Human Resources

### Canada Summer Jobs

Waiting to hear back

### Internships Program:

The Fulcrum is listed on the Connexions Program site, which is an internship with Tefler. We received 2 applications for the summer term and 1 for fall. Brendan and I interviewed one individual for the summer term and they will let us know by Monday if they accept the offer.

For the fall term, the coordinator of the program suggested we wait till the summer before interviewing and making a decision on the fall candidate.

### Performance Appraisals

All were completed with the exception of the Podcast Producer who was unavailable and will be rescheduling with the MD.

### Sweatshirts

They have been ordered. For those who have ordered on the Board, I will be sending an email out payment.

### 3. **Operations**

#### AGM

The room and accountant has been booked for the AGM. I will touch base with the accountant this week to find out if he will be there in-person or via Zoom.

### 4. **Strategic Plan**

N/A

### 5. **Website**

I have not heard anything from our current host provider. We also have not received a monthly invoice. I will try again this week and keep trying until I reach them.

I am meeting next week with the new EIC's to discuss needs and build a plan. I have the name of a few new website hosts and will look for quotes.

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Fulcrum Publishing Society – Board of Directors

#### **President's Report**

Sunday, March 27<sup>th</sup>, 2022

*Zoom*

Meeting #10 of 2021/22 Publishing Year



Kalki Nagaratnam

### 1. **COVID-19 Pandemic**

Almost all COVID-19 measures have been lifted in Ontario, however, uOttawa has opted to keep masking and vaccinations requirements until April 30.

“Everyone must wear masks and maintain physical distance while in the office, and be fully vaccinated. Individuals are encouraged to complete the [COVID-19 Daily Health-Check-In](#) before entering the office.”

## **2. Executive Committee**

The Executive Committee had an AGM tech trial meeting with Ludvica and Charley this month to walkthrough the agenda together.

We have clarified the role of the Investigations Committee in the [Ombudsperson Role at the Fulcrum](#) and plan to meet with the co-EICs in early May to get their input. Once ready, it will be sent to the Policy Committee. The Fulcrum’s Principles of Ethical Journalism, posting and volunteer agreement, are documents we hope to prepare over the summer with the co-EICs, and external help, where needed.

## **3. Legal Committee**

No updates to provide.

## **4. Capital Assets Committee**

No updates to provide.

## **5. Finance Committee**

The Finance Committee met this month to revise overspent lines on the 2021-2022 budget and review the draft 2022-2023 budget Ludvica prepared. These budgets will be presented later today. A topic discussed at the meeting was whether descriptors should be added to the budget lines. The majority preferred the budget as is.

## **6. Human Resources Committee**

### Performance Appraisals and Exit Interviews

The HR Committee conducted the second round of appraisals for Charley and Ludvica earlier this month. We will conduct their exit interviews at the end of April.

### 2022-2023 Staff Positions

The HR Committee and Ludvica met with the co-EICs to review their proposal on the EdBoard composition for next year. We have now finalized the staff structure and amount for the wages and salaries line. The 2022-2023 staff salaries will be presented in the first in-camera session today before the budget is reviewed.

## **7. Nominations Committee**

The Nominations Committee, Ludvica and Amit met this week to revisit the Board composition, which is something we have not looked at in a while. We have a proposal to present to the Board.

## **8. Board Matters**

There are currently three vacant seats on the 2021-2022 Board:

- University Representative
- Fulcrum Alumnus
- Student Representative

The [Call for Applications: FPS Board of Directors 2022-2023 \(AGM\)](#) is on LinkedIn, Indeed, Charity Village, our website, and the uOttawa Community Engagement Navigator. We have reached out to professionals in the Ottawa community, Fulcrum alumni and uOttawa student associations. The Nominations Committee will review applications this week, and suitable candidates will be given the opportunity to present themselves at the AGM.

### In-Camera Matter

We will go in camera twice this Board meeting, once to review staff salaries and a second time to discuss the office.

### Director & Officer Liability Insurance

Brendan has done a tremendous job reaching out to different insurance companies to inquire about the D&O liability insurance! He has made some progress with a few of them, though they all involve long application forms. This application with AI Insurance Org is complete and needs to be reviewed by the Board: [Fulcrum-DO App.pdf](#).

## **9. Reminders**

As we begin to approach the end of our terms, I would like to remind committee chairs and officers to start preparing their transition reports - due May 31. AGM presenters, please have your presentations done by this Thursday (March 31), so we can upload them to our page: [thefulcrum.ca/annual-general-meeting](https://thefulcrum.ca/annual-general-meeting)



AGM is on April 7th at CRX C444! We are still very low on attendance. Everyone please register ASAP and invite any voting members you know to attend live or as a proxy. Please let Kate know if you cannot attend and require a proxy. We need to reach a quorum of 25 members to start the meeting.

## 10. Calendar Items

### AGM

Thursday, April 7th, at 6pm

### Next Board Meeting

Sunday, April 24th, at 1pm

Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, March 27th, 2022)



### **March Policy Committee Meeting: Thursday, March 24, 2022**

Present: Brendan Keane (Chair), Kalki Nagaratnam, Charley Dutil, Benjamin King

### **Policy Manual**

- Appendix B
  - Removed section about Social Media Manager since this position is not considered a business department employee anymore.

### **Bylaw 2**

- Section 8
  - 8.03 Exceptions
    - (i) ...the Board requires two-thirds (~~2~~/~~3~~) majority vote. If any editor refuses to comply, the Board may dismiss said editor by two-thirds (~~2~~/~~3~~) majority vote...
- Section 11
  - 11.04 Board Duty to Investigate
    - (c) According to any regulations agreed upon by two-thirds (~~2~~/~~3~~) majority vote of both the staff and the Board. Upon initiation of an investigation the Board shall call upon the Investigation Committee.
    - (d) If the Board receives an official complaint from any staff member of the Corporation that two-thirds (~~2~~/~~3~~) majority feel requires investigation.

- Section 12
  - 12.04 Amendments to the Bylaws
    - ...approval of two-thirds ( $\frac{2}{3}$ ) of voting members...

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Fulcrum Publishing Society  
Marketing Committee Report  
Tuesday, March 15, 2022



Presented by: Kate Murray

**Present:** Kate Murray, Kalki Nagaratnam, Charley Dutil, Brendan Keane, Ludvica Boota, Hailey Otten

**Notes from the meeting:** [Fulcrum Marketing Committee Agenda March 2022 - Google Docs](#)

Project task list and timeline: [Newsstand Art Contest Task List - Google Sheets](#)

### Newsstands

I explained to the committee that I was talking with Brian, the library operations coordinator at the Ottawa Tool Library, who had a lot of helpful information and advice to pass on. He went through each of the potential options with the newsstands with me, and offered another option from his perspective too - vinyl wrapping the boxes. Brian also mentioned that he could refer me to some local sign makers for the vinyl wrapping.

After reviewing the information that he gave us, the committee was pretty torn between the film and vinyl wrap options. We decided to get a quote from a local sign maker to see what the costs for that route might be, and depending on what they are, either go with that option or the film one.

### Fulcrum Alumnus Options (for the contest selection committee)

The committee went over some possibilities for the Fulcrum Alumnus spot on the selection committee. We looked at past art/visual directors and Editor-in-Chiefs from 5-10 years ago, and decided to first start reaching out to individuals who are currently located in Ottawa.

Next Committee Meeting: Thursday, April 14th

- For next meeting:

- 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?
- Rough budget estimate for the project
- Charley will present some notable news stories from the archives that we can use as prompts for the contest
- Intellectual Property Agreement

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## Fulcrum Publishing Society – Board of Directors

### Nominations Committee Meeting

Thursday, March 24<sup>th</sup>, 2022 3:30pm - 4:30pm

*Zoom*



Present: Ludvica Boota, Siena Domaradzki-Kim, Kate Murray, Amit Shanbhoug, and Kalki Nagaratnam (Chair)

### Committee Report

#### 1. Recap of New Nominations Process & Board Recruitment Progress

We briefly discussed the changes that were implemented this year to improve the Board recruitment process, e.g., call for application document, and progress made with board applicants so far on the platforms we posted.

#### 2. Revisit Board Composition

As it has been a while since the Board composition was last reviewed, we spent most of the time discussing how each position is currently defined, any revisions needed to these definitions, and ideal candidates for each seat. A summary of the discussion follows.

4.01 University Representative. There must be one (1) seat of the Board reserved for an individual who is employed by the University of Ottawa in some capacity throughout the duration of their term and who has professional experience as outlined in Section 4.06 of this Bylaw.

*This definition implies that an individual employed as a short-term research assistant or teaching assistant qualifies for this seat. Part-time professors who do not have a contract are also excluded in this definition, but we are willing to make exceptions on a case-by-case basis. The committee did not modify the definition but agreed that, internally, the preferred candidate is someone more connected to the University, such as a professor or administrative staff from the Faculty of Digital Journalism. We recognize that conflict of interest can be a significant issue.*

4.02 Student Representative. Four (4) of the seats on the Board are to be filled by University of Ottawa students who have active valid student numbers for the duration of their term and are registered for at least one class at the University of Ottawa during their term. These students must not have ever been employed by the Corporation, ~~or participated in the Fulcrum's~~ **Freelance Program**.

*Given that students make up the entire membership we serve, the committee sees the importance of ensuring adequate student representation at the Board level with four seats dedicated solely to students. We had proposed the addition of the text in red to reduce overlap with the Staff Representative seats and highlight the value of bringing external student perspectives who are not closely associated with the Fulcrum, reflecting the case of most uOttawa students. After some more thought, I am on the fence about this. Students will bring the energy and time needed to keep a working board operating, and in return, we allow them to develop their skills in not-for-profit governance. We seek a mix of upper-year undergraduate and graduate students from different faculties.*

4. 03 Staff Representatives. Two (2) seats must be filled by non-paid staff members of the Fulcrum. A staff member is defined in Section four (4) of the Constitution. This staff member must ~~be a contributor to the newspaper~~ **abstain from contributing to the Fulcrum** for the duration of their term.

*The “staff” part of this seat caused initial confusion among the attendees. After further discussion, we all understood that “staff status” is used commonly in the Constitution to refer to contributors who have reached the minimum of three articles to participate in the freelancer program. Although the individual does not receive any remuneration for articles they write while serving on the Board, we suggest the addition of the text in red to ensure the individual does not appear to receive “indirect remuneration” while on the Board, a possible conflict of interest. Alternative name proposed “Contributor Alumnus.”*

4.04 Fulcrum Alumnus. One (1) seat will be filled by an individual who was a previous paid staff member of the CorporationFulcrum and who has professional experience as outlined in Section 4.06 of this Bylaw.

*A seat to be filled by a former business or editorial employee of the Fulcrum. An ideal candidate would be a former ED or EIC from several years ago since they may be more established in their respective fields. Specifically, an EIC from several years back will bring the veteran editorial presence on the Board, which is currently lacking. With their experience in the industry, insights, and connections, they would be an asset across the Fulcrum - Board, EdBoard, and Business Department.*

4.05 Continuity Representative. One (1) seat will be filled by an individual who previously held any elected seat on the Board as a director.

*A seat we usually do not have trouble filling. Though the way it is defined makes it sound like individuals who were on the Board years ago can also qualify, the priority would be someone on the previous year's Board.*

4.06 Community Representative. ~~One (1)~~ **Three (3) seats** will be filled by ~~a member~~ members of the Ottawa community at large and who has professional experience. Professional experience is defined as experience in business, marketing, law, public relations, or publishing.

*These seats give us the chance to recruit professionals in the Ottawa community who would complement the skill-set of the Board but don't have the University of Ottawa or Fulcrum-specific affiliation needed for the other seats. We propose the addition of two more seats to give us a greater chance of recruiting individuals such as lawyers, accountants, HR professionals, media, or communication experts.*

The Nomination Committee would like to make a motion to approve the above-mentioned edits made to the Board Composition, Bylaw 2, Section 4.

The bylaws state “6.01 Number. Subject to increase or decrease in such number by special resolution, the Board shall consist of ten (10) directors.” If approved by the Board, these changes would be added to the list of amendments presented at the AGM.

### **3. Suggestion for the Call for Application**

The Nominations Committee agreed that moving forward, the call for applications will not include the breakdown of the board composition, i.e., student representative, community representative, etc. The feedback we've received is that it is causing some confusion and leading to people not putting forth an application because they don't think they are a good fit for any of the seats listed. Instead, we will include sentences to hint at the specific skills we are looking for in that particular round of applications, e.g., experience drafting not-for-profit HR policies and procedures.

