

Fulcrum Publishing Society Board of Directors Minutes

Sunday, January 13th, 2008 10:30 a.m.
Location: Deja Vu Lounge – room 230C

Attendance

Rob Fishbook
Tyler Meredith
Peter Raaymakers
Ross Prusakowski
Jessica Morris
Toby Climie
Nick Taylor-Vaisey
Kyle Goebel
Kris Lloyd
Mel Wood

1. Opening of the Meeting
Meeting commenced at 10:35 a.m.

2. Approval of the Agenda

Motion to approve the agenda proposed by Ross
Seconded by Tyler
Carried

3. Approval of the December Minutes

Motion to approve the agenda proposed by Tyler
Seconded by Toby
Carried

4. Report from the President

Our bank account currently contains \$78,389.60 in chequing, and \$10,031.85 in our GIC for a total of \$88,421.25. I will be making a transfer into our savings account directly after the conference.

The last month has been a whirlwind of conference planning but everything seems to be coming together, there's been a lot of last minute changes and planning but I think everyone will be more than impressed with what the Fulcrum can offer next week.

There's little to report from the last month as we haven't been publishing and the University mail room has been closed, but as of the February meeting there will be a great deal to do to prepare for year end.

The new computer systems have been purchased and installed in the office and aside from the odd glitch or difficulty in learning new software everything seems to be going well. The wireless has been a definite asset and due to a 4 AM shopping trip to Future Shop on Boxing Day we are on budget and were able to get new computers and monitors for almost everyone in the office. I will be going over the network again in February to tweak the system and make sure everything is running as well as possible.

A rent meeting has been scheduled for Jan. 24, and I am interested to see what the administration has to offer; however, I will continue with our agreed upon stance.

The first issue of the year is out and the printing continues to be sub-par. Brian and I have been invited to take a tour of the plant in the coming weeks and see if we can work things out.

Other than that things are supremely busy but nothing seems to be suffering and we are on par for ad sales, cash flow, and all other goals.

-Try to get an update on how the quality of La Rotonde's printing following their switch to another printer.

5. Report from the EIC

With the Fulcrum not publishing over holiday break it was an uneventful month for the editorial board, and now the focus rests largely on the impending CUP national conference. Upon return after Christmas everyone was very excited to start work on the new computers that were purchased during our down time, and we eagerly await the arrival of new Adobe software so that everyone can be working at full capacity throughout production.

We will not be publishing an issue the week of the 24 because our entire staff will be working throughout the conference.

Also, we are currently accepting applications for a second copy editor, following the board's decision at the last meeting.

That's about it from the editorial side. If you're helping out at the conference I'll see you there.

Ross: Who can't work at full capacity because of the delay?

Mel: Old software is still installed on four computers, which just means we have to do some computer hopping to accommodate for the shipping delays.

6. Approval of ad sales report

Hello all. Happy New Year! Sales are going very well. We are only \$10967.67 away from hitting our yearly target. Total sales are at \$85892.33 for the year (as usual this includes bookings not yet printed). Not to get ahead of things, but once that number is reached, Rob and I will discuss a new target for the year! Yay.

Money Mart is taking a while to get going, but my contact is very enthusiastic and will be presenting to the upper-ups this coming week. In the meantime, we have been getting a number of small new contracts here and there (Sexapalooza for example). My plan of attack for the coming months is basically to go through the Yellow Pages and call everyone indiscriminately (although, I probably won't be calling smelting equipment wholesalers). In the past I have focused on businesses with direct links to student needs, but all in all everyone can be a potential client of the Fulcrum. Happy BOD everyone!

Motion to approve the ad sales report proposed by Tyler

Seconded by Rob

Carried

7. Tobacco advertising

A tobacco advertiser has made its way around typical tobacco laws and would like to advertise with us. This was a contentious issue with the editorial board.

Dear FPS Board of Directors,

On Dec. 20, the editorial board was made aware of a Campus Plus e-mail that sought the feedback of its membership regarding advertising of chewing tobacco. In an e-mail thread and then at a meeting, it was a contentious issue for us.

We decided to offer a recommendation to the BOD, and went about discussing the merits of this particular advertiser. It was determined near the beginning of the debate that financial need should have no bearing on our decision.

There were two main streams of thought:

These ads should be run because they are just another advertiser.

Running the ads is a move in the wrong direction, and we should make a statement by not running them—create a boycott list.

An argument in favour of (1) was made that the *Fulcrum* should have editorial and advertising policies that are as libertarian as possible. Essentially, we should let our readers make their own decisions; if an ad convinces them to purchase a product, then that is their prerogative.

Another argument was made, in support of (2), that we should draw the line with this advertiser. Tobacco companies, even those dealing in chewing tobacco, promote unhealthy lifestyles and this is an example of one company directly targeting the youth market. Regardless of the moral reprehensibility of any of our other advertisers, it is this company that should be the first (and potentially only) member of an ad boycott list. We should also recognize that running the ads is a move in the wrong direction.

This line of thinking was seen by some members of the editorial board as a slippery slope; why ban these ads and not any other advertisers whose products may harm people's health? There is actually quite a long list of those groups, but we don't—and probably shouldn't—refuse their business. Again, the thought was that the *Fulcrum* should be as libertarian as possible.

On balance, we decided that our recommendation should be to run the ads if the chance arises, following a vote of five in favour, two against, and one abstention. We could run an opinion piece about it. This is something the editorial board decided would be an appropriate means of introducing the debate—and a number of opinions—to readers.

Sincerely,

Nick Taylor-Vaisey, News Editor
On behalf of the *Fulcrum* Editorial Board

The board receives this letter in good faith and agrees with the ed board that we will continue to receive advertising from all advertisers with no boycott list.

8. Any Other Business

The last week of January would be a good time to have the first meeting of the HR committee and finance subcommittee.

January 28th Finance subcommittee, after business day

January 30th HR committee, after business day

9. Adjournment

Motion to adjourn the meeting proposed by Tyler

Seconded by Kris

Carried

Meeting adjourned at 10:55 a.m.