

# Fulcrum Publishing Society Board of Directors Agenda

Sunday, February 8th, 2009 10:30 a.m.  
Location: Deja Vu Lounge – room 230C

## **Attendees:**

Ross Prusakowski  
Tyler Meredith  
Nick Taylor–Vaisey  
Toby Climie  
Andrew Wing  
Andrea Khanjin  
Frank Appleyard  
William Stephenson  
Ben Myers  
Maureen Hasinoff

### **1. Opening of the Meeting**

10:34am

### **2. Approval of the Agenda**

- Tyler moves to amend agenda, to give short update of Campus Plus from his recent C+ Board meeting at the end. Friendly.
- Motion to approve Ross
- Seconded by Nick
- Carried

### **3. Approval of the Minutes of the January 18th 2009 Board Meeting**

- Tyler moves
- Toby seconds
- Carried

### **4. Report from the Business Manager**

#### **Business Manager's Report to the Board of Directors** **February 8th 2009**

*"Suck my jurisdiction"*, – Deeds in reply to Ross's statement that since the "Sarabot" box is in the office, it's within Ross's jurisdiction to throw it out. (February 3rd, 2009)

Given the closeness of the AGM to this meeting, it's been a busy week. I'll try and touch on multiple agenda items within my report as well so everyone can be up to speed.

#### **Fiscal Update:**

As of this writing our chequing account holds \$78 556.40 and I've got ~\$4000 in cheques that I haven't yet had the opportunity to take to the bank. I'm still waiting for the SFUO and GSAED to finalize their numbers so I can get the first 75% of our levy cheque for the winter semester. Given the status of our accounts though, there's no real concern about the (standard) delay in receiving the funds.

On the collections front, things are going pretty smoothly as I've contacted everyone from the first semester and everyone seems to be at various stages of settling their accounts. A few are taking more work than others, but given the relatively small amount outstanding from advertisers with whom we don't have a long standing relationship, I'm not too worried.

On the BYTD front things are looking pretty good. Most lines should be in the ballpark of what we budgeted at the end of the year (save some noted exceptions) which is good. However, this also means that we probably won't see the excess revenue over expenses to the degree we've seen in previous years. We should still have positive retained earnings, but they'll be lower than previous years because:

- The world economy has affected national advertising to a large degree, making our target from May being a little optimistic.
- We've produced some bigger issues this year because of both editorial and advertising needs which increases. However, since printing is pretty much at the core of what we do, it's not a huge concern.
- As opposed to last year where we set a low local advertising target and then blitzed past it, this year we're likely to come in around target, which is good but doesn't lead to an "unexpected" revenue windfall.
- We also budgeted more realistically for revenue to be expected from our student levies in May so we can't get an unexpected boost there either.

However, even with those changes, barring some major unforeseen issues we'll be on the positive side of the ledger at year's end.

#### **Effects of the Broader Economy; Looking Ahead:**

For the most of this year we've been relatively unaffected on the micro level from the swaying of the world economy. Campus Plus has been down and it's now looking like even our conservative target for the year may be a little high, though January and February have been better than I thought.

Also, it's worth reiterating that interest rates have tanked on our Savings Account and GIC, primarily because the Bank of Canada cut its rate to 1% which has pushed everyone else's rates down as well. Given that CPI (inflation) is likely going to be low for the last part of 2008 and most of 2009 this isn't too much of a worry since we're still not having the purchasing power being eaten away by having them in these accounts.

A little more concerning is that since the start of January local ad sales have slowed. They haven't dropped off precipitously, but there has been a notable change in attitude from some potential advertisers as more seem to be doing slightly smaller buys.

What do these trends mean for us? In the short run (ie: until the end of this fiscal year) we're not able to adjust much so it looks like our interest from investment income budget line and national advertising budget lines are going to be a little optimistic.

In the slightly longer term, when preparing the budget for 2009-10 publishing year, I'm going to propose that the following changes should be made:

- Reduce expectations for interest from investment income budget line
- Lower projections for National Ad sales and keep them lower than the historical trend until there are signs the national economy is picking up (likely 2010-11 year)
- Hold the line on local ad sales projections. We increased the target by \$10 000 from the 2007-08 publishing year to this year and there shouldn't be any concern about maintaining that level.
- I'd also recommend that we direct our capital budget allocation for 09-10 towards items like new racks which were too expensive when commodities were expensive, but are now very reasonably priced by comparison.

#### **Performance Meeting:**

During the last week of January, Ben, Deeds and me sat down with Barry our Performance rep and Cory, Performance's pre-press guru to discuss some printing issues, specifically problems with the colour in our paper. It was a fairly frank discussion of the issues and given how wrong some of the colours have been (specifically a Rogers's ad from the Jan 22 issue and the I Will Run ad from the Jan 8 issue).

Cory also sat down with Ben after the meeting to check the settings on our end (which were spot on) and to show him some methods of making graphics pop. That was useful, not the least because it's apparent that the problems have been on Performance's end, which has allowed Barry and me to begin discussing compensation. At this point there's no final agreement, but I believe that we should be receiving some from them.

### **SFUO-FPS Agreement:**

I sat down with Roxxane, the SFUO's VP (Finance) after our last Board meeting to discuss the document that was previously distributed to the Board. She had a couple of questions but otherwise agreed with the document in its entirety. As such, the next step is going to be for me to turn that outline into a little more formal document. This is mainly just because Roxxane asked to have some definitions included and I agreed with that idea.

So, prior to the end of the month (ie: after this busy week) I'm going to draft the document. I'll run it by her and then by the board (either via email or at our March meeting) and hopefully it should be wrapped up by the middle of next month.

### **Proposed Salaries for 09/10:**

These are fairly straight forward and similar to what was in place for the 2008-09 publishing year. They are the result of discussions between Frank and myself about what's fair for both the workers and the Society. The changes worth noting are:

- 1) Everyone went up by the December 2007-December 2008 CPI calculation, which was 1.16%. This was the most recent number available from the Bank of Canada's website. It's been convention that salaries go up by CPI.
- 2) Associate News editor's salary has been increased ~\$25 per issue so it's now on the same tier as the Copy editors, distro and webmaster.
- 3) Proofreader salary has increased from ~\$25 per issue to \$50 per issue. This is to make the compensation fairer for the amount of time that individual is expected to spend in the office each issue.
- 4) The salary number for the Advertising Representative has been changed from a set number, to a range. This allows us flexibility regarding the retention of our current ad rep and the ability to adjust it for a new individual if we are required to hire a new one. More explanation for this will occur under the in-camera "Ad Rep Discussion" item on the agenda.
- 5) With the changes noted above (and using the high number for the ad rep) the total proposed salary cost is \$160 950 for 2009-10. This is an increase of \$8 812.37 from the current year, with inflation accounting for ~\$2500 of the increase and the ad rep range for most of the rest.

### **New Computer:**

As has been previously indicated and discussed, we are going to be in the market for a new computer for the Art Director since the current PC has really started slowing down and causing snags in the workflow. This deterioration of the computer proceeded faster than I suspected and rather than be an item that could wait until next fiscal year (post-May 1) to purchase, we probably need to replace as soon as possible. This throws our budgeting off some for fiscal 08-09, but again was a purchase that I was going to make sure was in the draft budget for 09-10.

This returns us to our capital equipment upgrade program that began last year with the purchase of Mac's for the office and the transition to an all Mac work environment. There's a motion on the agenda to approve a capital expenditure and what that will basically get us is a new, top of the line Mac Pro for the Art Director and the required licenses for Adobe CS3 so they can do their job.

### Odds and Sods:

- The Fulcrum t-shirts are still available and they look really snazzy. If you've got \$5, stop by the office and talk to Frank, he'll make sure you get one. Please buy them, they're nice but we really want to sell them. Please.
- I've begun working on my transition report for the next business manager. I suspect it's going to be quite hefty since there's a lot of little details that I think are almost as important as passing along as how to invoice.
- During reading week I'm mostly going to be out west. I'll have email and cell coverage though if I'm needed.
- I'm having 1-800-Got-Junk stop by the office next week to remove some old equipment that's been built up in basement. The computer graveyard is taking up a lot of space and since the Board has endorsed moving to an all Mac environment, there's no use having the computers hang around. I'm also going to send the printer we replaced off. This should run us about \$250 or so.
- Continuing the trend of me putting Fulcrum expenses on my credit card to be reimbursed by cheque, the \$405 cost for audio and equipment the University charged us for the AGM was paid by me and the FPS is cutting me a cheque for it. Also, pizza and pop costs for the meeting were ~\$125 and I purchased a small thank you present for Vince (\$25) for helping us out. This is slightly more than the \$500 approved last year, but that's thanks to the University.

- Tyler notes that National Defence is not renewing that ad contract with C-plus next year in order to focus more advertising on specialty positions.
- Some discussion on how to inform the public regarding the Fulcrum's AGM repealing the DnD boycott list. Is it necessary to dispense an announcement? Ross suggests not.

## **5. Report from the Editor-in-Chief**

Hey boardies,

I think that what's been happening outside of the regular production of the paper has been the most newsworthy part of the last few weeks around the Fulcrum office. While the issues have been our best of the year—I think—featuring some of the best written, and most diverse content, we have been expanding our reach beyond simple production of the paper.

On Jan. 30 the Fulcrum launched the first in its series of journalism workshops for interested students. The first workshop covered Photojournalism, and was attended by close to 15 interested students—a phenomenal turnout. Since then we have also held an arts criticism roundtable. These Friday afternoon turnouts are led by members of the editorial board and are intended to help teach volunteers new skills while also helping them work to the Fulcrum's standards—incredibly helpful during the editing process. These workshops will run for several weeks touching on topics including news reporting, interviewing, and editing. Good times for all!

The fulcrum has also been busy on-campus in the past few days. On Thursday I teamed up with Celine Basto, editor-in-chief of La Rotonde, to moderate the annual SFUO executive debates. Let's just say it went really well, because I'm writing this before it actually happened. Either way, I think such roles are vital for the paper to increase its profile the community. We will be playing the same role in the GSAED debates later in the year.

In what was an extremely busy week, I also worked with the Communication Students' Association on behalf of the Fulcrum to hold some events in conjunction with International Development Week. On Friday I—on behalf of the Fulcrum—moderated a speaker panel on the importance of community radio and a plurality of voices being able to be heard. Saturday was the highest profile day for the fulcrum, as we held a workshop for NGOs and students on how to use the media effectively, including letters to the editor and press releases. It was a great opportunity to showcase the Fulcrum in the community, and I think such cooperative endeavours are essential to the Fulcrum being an engaging voice on campus.

Closer to home, editorial board elections for next year are kicking off in a few weeks, with the election of the editor-in-chief and production manager on March 6. I will be doing a lot of prep work on this in the coming weeks, and hope to ensure the process runs as smoothly as possible.

Thefulcrum.ca has been an issue over the past few weeks, as a revised website was prematurely made public, and was far from acceptable. We are working with James to make needed improvements to the site's appearance and utility and I am optimistic that we have a new site launching in the near future. I am hopeful that there will be an attractive, and functional site launched by mid-March, offering a much-delayed, but much needed upgrade over the current site. At that point, next year's editorial board and board will be able to see where they would like to go with the site. There have been some delays in uploading content in past weeks as James (webmaster) is entirely dependent on public transit, and lives in an inaccessible location. He has done his best to be on time uploading, but now that the strike is over we should see a return to the standard set last semester.

Apart from that, big things on the horizon include the SFUO election results issue next week. This is one of the most anticipated issues of the year on our end, and I can't wait to stay up until 6 a.m. and be way too tired in the name of doing an awesome job.

That's all I've got. Everything is awesome on the editorial side. We are a newspaper factory, and we're running at full capacity. That is not slowing down for the rest of the year. I am incredibly proud with the issues so far this semester, and I think there is nowhere to go but up. The covers have looked great, content has improved greatly, and I've gotten a lot of positive feedback from readers.

If you have any questions, let me know!

## **6. Report from the Advertising Representative**

### **Advertising Representative's Report #7**

Hey Everyone! I hope you are all having a good winter semester so far! Unfortunately for all of you, and for me, I will have to reference the economy in this report. I was really hoping to be able to boycott formally discussing the economy until it's no longer the second word anyone says in any conversation at any given time \*sigh\*. So I'll get it over with right now: since January sales have really slowed down because, due to the stupid economy, people's budgets are just not what they were last year. That being said, we're still doing okay and will hopefully hit our target with a little bit to spare. If worst comes to worst, we'll squeak by our target. Our latest numbers are **\$101,297.75** which is actually pretty good. Ross keeps reassuring me that we're doing better than we did last year, so that's good.

At the moment, I'm multitasking – for me that means making sure that people who have bulk contracts are aware of how many dates there are left for them to book ads, and fielding any calls that do come in for advertising. I have also spent a fair amount of time facilitating the SFUO's campaign for the elections – which took a lot of time and patience given that the Director of Information needed to be poked and prodded to get things finalized. I've also been doing the regular seasonal calls to those clients and companies in related industries that advertise at this time of year (ie: ski hills, storage companies, and so on).

So, to sum up:

- a) the economy blows
- b) I'm glad the Elections are over
- c) we'll make target as long as the Fulcrum doesn't burn to the ground

Happy BOD!

- Motion to receive by Tyler
- Seconded by Toby

## **7. Ratification of Proposed Amendments to the Fulcrum's Constitution**

The FPS has Bylaws and a Policy Manual which govern the operation of the society as a whole. The FPS also has a Constitution which sets out job descriptions, operations and dealings of the editorial board.

The following amendments to the Constitution were approved at a Special Staff Meeting on January 29<sup>th</sup> 2009. As per policy, they are now presented to the FPS Board of Directors for ratification.

**Editing is a skill, not a speech.**

WHEREAS editorial board elections are the means of hiring the Fulcrum's vital staff, and WHEREAS editing is a technical skill that should not be judged based primarily on speeches and platforms, and

WHEREAS there are currently no provisions in the Fulcrum Publishing Society's constitution for conducting editing tests, despite the fact they are held annually, BIRT the following section be added to Section 7, Part 6 of the Fulcrum Publishing Society constitution, and all subsequent parts be renumbered accordingly.

7.6. Editing test All candidates for editorial board positions must take an editing test drafted and marked by the current section editor, and approved by the current editor-in-chief. The test must be taken within the seven days prior to the candidate's election date. The test may contain only general knowledge questions pertinent to the job and a copy-editing component (or art direction / production where applicable).

In the event the current editor is running for re-election, the editor-in-chief shall be responsible for drafting and marking of the test. If the editor-in-chief is running for re-election, the executive editor shall draft and mark the editor-in-chief test, with approval from the production manager.

The results of the test will be announced prior to the election. Any candidate that fails to obtain a score of 50 per cent on the copy-editing (or art direction / production) test will be forced to withdraw his/her candidacy.

The results of the test may be appealed by the process outlined in Section 7, Part 11 of the Fulcrum Publishing Society constitution.

**The executive editor is really opinionated.**

WHEREAS the Fulcrum's opinion section has suffered through years of neglect as the editor-in-chief's responsibility, and

WHEREAS Michael Olender has proven that the executive editor can kick ass in editing the opinion section, and

WHEREAS this ass kicking should continue,

BIRT that all references to responsibility for the opinion section be removed from the editor-in-chief's job description in the Fulcrum Publishing Society and placed in the executive editor's job description.

- To clarify – Frank (Editor-in-chief) still has full oversight authority on all content in the paper; this just moves the initial responsibility for editing the opinion section to the Executive editor. This can be considered the same as the role the Sports, Arts or News editors have with respect to their sections.

- Ross moves that the FPS Board of Directors approve the Constitutional amendments.

- Tyler seconds

- Carried

## 8. Purchase of New Computer

Prusakowski/ XXXX MOVE that the FPS Board of Directors' approve a deviation from the budget not to exceed \$4500 for the purchase of a new Apple Mac Pro computer for the office and the required program licences.

- Ross moves to amend the motion to separate into two parts. The initial motion (above) becomes part B while a new part a reading: "The Board mandate the editorial staff to first reformat the drive to see if the

computer is salvageable before making any purchases. Should that fail, then," (friendly)

- Toby seconds
- Carried

Approved motion reads:

ROSS/ TOBY MOVE that:

- The FPS Board of Directors' mandate the editorial staff to first reformat the drive to see if the computer is salvageable before making any purchases. Should that fail, then,
- They approve a deviation from the budget not to exceed \$4500 for the purchase of a new Apple Mac Pro computer for the office and the required program licences.

### **9. In-Camera Discussion of Advertising Representative's Contract**

- Ross motions to move in camera
- Tyler Seconds

### **10. Salary Report**

Corrections:

- Frank moves to amend the proposed salaries to make Pay Per Issue consistent across the "tiers" of pay (friendly amendment).
- Tyler moves to adopt
- Nick seconds
- Carried, Approved Salaried for 2009-10 Publishing Year are presented below:

#### **Salaries 09-10**

<u>Title</u>	<u>Annual</u>	<u>Notes</u>
<b>All salaries are adjusted for the change in CPI from Decmeber 2007 to December 2008 According to the Bank of Canada, the % change on a year ago was 1.16% (as of Feb 5th)</b>		

**Annual pay is based on 26 issues published; Not all positions are hired or paid for 26 issues**

#### **Editorial Staff**

Editor-in-Chief	\$16,916.40	Executive Salary
Production Manager	\$14,579.60	Executive Salary
News Editor	\$7,039.86	\$270.76 Per Issue

Sports Editor	\$7,039.86	\$270.76 Per Issue
Arts Editor	\$7,039.86	\$270.76 Per Issue
Art Director	\$7,039.86	\$270.76 Per Issue
Executive Editor	\$7,039.86	\$270.76 Per Issue
Features Editor	\$7,039.86	\$270.76 Per Issue
Associate News	\$2,707.64	\$104.14 Per Issue
Copy Editor	\$2,707.64	\$104.14 Per Issue
Copy Editor	\$2,707.64	\$104.14 Per Issue
Staff Photographer/Illustrator	\$1,353.82	\$52.07 Per Issue
Staff Writer	\$1,353.82	\$52.07 Per Issue
Webmaster	\$2,707.64	\$104.14 Per Issue
Proofreader	\$1,353.82	\$52.07 Per Issue
V and V Coordinator	\$812.80	\$406.40 Honorarium Per Semester
On-Campus	\$2,707.64	\$104.14 Per Issue
Business Manager	\$16,256.00	
Estimated Business Commission	\$8,400.00	Comission at 8%

**Range from \$16000 to max \$22 000 based on skills and experince**

Advertising Representative	\$22,000.00	Using Commission Grid
Estimated Ad Rep Commission	\$22,000.00	\$20 Per Board Meeting
Board of Directors Notetaker	\$200.00	

### Salaries for Summer Issues

TBD when final Budget set in May

**Total Salaries**     \$161,004

### Ad Rep Comission

**15%**     **Current Advertisers**

**25%**     **New Advertisers**

**35%**     **All advertisers once sales target of \$105 000 has been collected**

## 11. Any Other Business

- Tyler notes that Nationally, Campus Plus is only 30% away from target even though target is down 40% from last year which we planned for
- Campus Plus also has some optimism for the end of the year.
- Ross provides some information and history regarding Campus Plus and its relationship with Canadian University Press and the Fulcrum for newer

members of the Board of Directors. He also notes that Mass Audience is an online website template, integrated for all CUPs papers that has been worked on by Campus Plus for five years with progress being rather abysmal, though recently re-elected CUP President Rob Fishbook has indicated to Ross that getting Mass Audience going is a priority for him.

**12. Adjournment: 11:24**

Tyler moves to adjourn

Toby seconds

Carried