

Fulcrum Publishing Society Board of Directors Agenda
Sunday, February 7th, 2010 at 10:30 a.m.
Location: Room 301, University Centre

Present:

Nick Taylor-Vaisey
Maureen Hasinoff
Ben Myers
William Stephenson
Travis Bosievene
Frank Appleyard
Emma Godmere
Julie Seguin

Absent:

Scott Bedard
Matthew Day

1. Opening of the Meeting: Nick moves to open, 10:42
Select a chair Maureen moves Nick seconds to appoint Frank to chair
APPROVED

2. Approval of the Agenda
NTV add a point
Ben adds CHUO-Zoom-FPS
APPROVED

3. Approval of the Minutes of January 10th Meeting
Nick: Change Employment news to Frank
APPROVED

4. Reports from business manager, editor-in-chief and president
5. Report from the advertising representative
6. Proposed Online Editor Position and Webmaster Job Description
7. Proposed Salaries 2010-2011
8. [Discussion] Campus Plus
9. Complaint
10. CHUO-Zoom-FPS
11. Any Other Business

12. Adjournment

4. Business Manager's Report – Feb. 2010

Strangely, it feels like I don't have much to report as I sit down to write this—well—report. Very little has happened in the short weeks since our last meeting. Things continue to roll along as always.

Financials

We continue to be doing well in the bank account area. We currently have \$84,000 in our chequing account, which is just fine. This is in addition to the total of \$55,400 we have split between our savings account and our two GICs.

Cash flow is strong, as collections have been going well. I am expecting the first 75% of our SFUO levy in the coming weeks, which will further bolster our chequing account. All told, I have no concerns with the state of our finances, as through this time of year expenses are relatively low. I am still confident with our ability to near the end of the fiscal year in a near-break-even position. It's difficult to project exactly where we will end up number-wise, but in one of the worst recessions this economy has ever seen, we are incredibly well placed to weather the storm better than many other student newspapers—and indeed better than many other small businesses.

Salary Surprise

This isn't a "surprise" like the awesome party kind of "surprise". Rather, it's more in line with the luck we've had this year. As I was preparing the salary proposal for next year, I was trying to factor in vacation pay, which we pay out as 4% on wages. And I couldn't find it anywhere in this year's salary budget. So after contacting Ross "Hole in the Ceiling" Prusakowski, he sent his sincere apologies and indicated that vacation pay likely wasn't accounted for in this year's budget.

The end result is that we have about \$5200 in vacation pay expenses not factored into the wages and salaries line for this year. While some of that will be made up through savings of not hiring a staff writer, staff photographer etc. at the beginning of the publishing year, we will still be facing a higher-than-expected budget overage come the end of the

fiscal year. (Note that this line was already going to be \$2000 over budget due to the salaries approved for the summer issues.)

So what does this do to us? Well, no doubt it sucks. Especially this year. But, given the higher than expected student levy and increasing national advertising (I'll get to that) it looks like it won't hit us overly hard. I'll go so far as to say it might not necessarily push us into a deficit for this year. I'll hopefully have a better projection for you at the next BOD meeting.

National Advertising

As you probably just read, national advertising seems to have picked up, and looks to continue over the weeks ahead. We have seen more ads per issue over the last month than we saw in the fall, and we seem to have some higher-value ads booked for the coming weeks. While I am by no means predicting a dramatic comeback, things seem to have firmed up, and I am less distraught by the numbers than I was a couple of months ago. My fingers are crossed that it keeps up.

Investment

As requested by the board through the recent email vote, I have contacted Ron at TD and authorized him to withdraw \$20,336.00 from the chequing account, and place it in a 90-day GIC, automatically renewable for one year.

Let's make small amounts of money amortized over 90 days!

Student Space

Over the last couple weeks I have been contacted by SFUO President Seamus Wolfe regarding the Fulcrum's space requirements in a new student centre. The discussions have been very vague, and are obviously in their infancy, but my message has been that the Fulcrum requires an equal amount of workspace in any new building. As we have a significant staff to accommodate, I feel this is a valid request. Frankly, there is really nothing else we would need, that we don't already have. Simply moving into nicer office space will be upgrade enough provided it is the same size as our current digs. I will of course keep the board in the loop with any new developments. I am expecting to sit down with Seamus and Ted Horton in the coming weeks to see some plans.

Camera Success

The camera is now repaired ready to be picked up at Henry's, and by the *has been picked up time you read this, I likely have already picked it up. This brings to an end the saga of the broken camera, and will return a much-needed piece of equipment to the editorial side.

Hmmm. That sucked.

So as you know I had high hopes for the furniture that we scored for free from the university. But, let's just say that what I picked out and what got delivered weren't exactly the same, in the sense of being useful. The filing cabinet that was locked shut, and didn't have a key was nice. As were the (many) chairs that were absolutely disgusting.

The end result is that a lot of the furniture delivered was of no benefit, although we did get a few chairs, a few tables, and a good filing cabinet. So it wasn't a total loss. Nick and I also took the opportunity to get rid of the junk, and some old junk that was kicking around the office by renting a UHaul and taking a trip to the Trail Road Dump. The trip has unfortunately led to the Transportation line of the budget being maxed out for this year, but it was a worthwhile expense as the stuff needed to go. And I didn't like the \$600 quote I got from the garbage removal company who shall only be referred to by their phone number: 1800-GOT-JUNK. Nick and I work cheap.

Office Repairs Pt. 2

So the university indeed came and fixed the basement floor. Or, part of it. I need to get them to come in and make a few more repairs. And if that's not enough, the stairs to the second floor are falling apart for what feels like the 40th time. So I will be calling them in to look after that as well.

Office Upgrades

Following a recent trip to Staples to purchase office supplies for this semester, our office supply spending is relatively complete for the year. Given this, I am planning on spending some of the remaining money on some small upgrades around the office before the end of the year—new mats for the main floor and basement, new meeting chairs (which are surprisingly cheap) and perhaps even some new storage units for the basement. I will of course keep Nick and the board informed, but I am confident that we can give the office a much-needed makeover and stay under budget in this area.

Office Clean Team

Yes, we talked about this months ago. And no, I haven't forgotten about it. But over the next few weeks there is going to be some serious cleaning going on in the basement. And I'll be asking the BOD to come and lend a hand with the sorting, shuffling, organizing, reorganizing, and garbaging that is going to be happening. It will be awesome. Promise. I also promise a case of beer.

Bookkeeping

I am planning on having Huong come in over the next couple weeks to

look over the books, reconcile the bank account, and help me solve 2 questions that I have had about our current finances. One being an excess in expected receivable revenue from Campus Plus last year, and how to book that; and the second relating to booking our accrued interest from the GIC. Nothing too big. But it's always nice to have Huong check things over for us.

Nick: Ombudsman is coming

Editor-in-Chief report Feb. 7, 2010

Web success

I'm pleased to share with the board that we have been seeing incredible success with thefulcrum.ca as of late. Our visits have gone up 116% (compared to a very dormant December). This past Wednesday alone we received 560 visits—a number we frankly haven't seen before. This success is undoubtedly thanks to the increase in web-exclusive content, including breaking stories and liveblogs. Amira has some great plans to continue this trend through to the end of the publishing year, including looking into video featurettes, blogs, and hopefully more liveblogs as well. I am confident the Fulcrum will only see even more success with the addition of an online editor next year, whose sole task will be to ensure our website remains up-to-date. The job descriptions for the online editor position (webmaster too) was successfully adopted at our staff meeting last Thursday and I'm definitely anticipating a good amount of interest in the online editor position come election time.

Ed board elections

Preparations for the editorial board elections are fully underway. This year's elections committee includes executive editor Dave McClellan, news editor Laura Clementson, copy editor Des Fisher, and contributor Len Smirnov, along with myself as chair. While we did already print one house ad this week, we have had to adjust the dates which will, in fact, give candidates more time to declare their candidacy and compose a platform. Editor-in-chief, production manager, and executive editor elections will be March 11; news editor, sports editor, and arts & culture editor elections will be March 18; and features editor, art director, and

online editor elections will be March 25. More information will be distributed to our listserv next week.

Other bits and pieces

I will be holding another round of one-on-ones with editors next week in an effort to refresh goals, go over projects, etc. that we would like to complete before the publishing year is up; as previously mentioned, we hope to keep expanding the website over the next few months, also keeping in mind the importance of updating and expanding our online archives; and we will also have a high school co-op student, Meaghan, joining us at the end of the month for a few hours every afternoon. I hope to be able to task her with some longer-term projects, including but not limited to web archives and researching the possibility of launching a readership survey in the near future; but ideally, section editors will also be able to assign some small articles and stories as well. I was able to meet her a few weeks ago and she seems incredibly eager—I'm sure will fit into the Fulcrum team well.

Points out our

Andrew: Time and Date Stamp

As always, if board members are interested in any more information, whether about web stats or ed board elections, drop me a line anytime.

President's Report

February 7, 2010

Welcome to the first written report for 2010 from the President of the Fulcrum Publishing Society. This is a new report for the Board to receive, and you can look forward to one every meeting until the end of time. Now, directors might be wondering why this report hasn't been submitted in the past and why it even exists.

The report from the President hasn't been submitted in the past because, as directors know, the President and the business manager has been the same person for almost the entire life of the Corporation. When the position was split at the beginning of this publishing year, only the business manager was required to submit a monthly report.

I thought it might be useful if the President also submitted a report.

Policy Review

The policy review committee is still in the midst of its work. We have met once this year and just about completed our amendments to the Corporation's by-laws and policy manual. We still need to tackle almost the entire constitution, but are confident that we will finish the work.

At our last meeting, we devised most of our hiring policy. Because we would like to ensure that we aren't doing anything wrong – i.e. breaking any laws – when amending that policy, we've decided to meet with a legal expert kind enough to offer his or her time. We have found a lawyer to help us, and we're attempting to meet with that person shortly. After that meeting, we will complete the process of combing through policy, and then we will prepare a presentation of all proposed amendments to the Board. We will present that document well in advance of the March meeting, and will ask directors to consider all changes before the meeting.

Complaint against the Fulcrum

As of this writing, the Investigation Committee was assembled and, barring any last-minute problems, about to undertake its work. A hearing date to consider the complaint will be announced in the coming days. After it is officially struck, the committee has two full weeks to consider the complaint and come to a decision.

*Nick: Orsini informed the committee he couldn't fulfill the time commitments

Although I have no authority to intervene in the investigation, I have been monitoring the process as it has unfolded. Beyond coordinating and voting for the university community representative on the Investigation Committee, my only role has been to ensure that policy has been followed. I am satisfied that the process has so far been legitimate.

Contact me

Please do get in touch if you have any questions between meetings. I'm almost always able to get back to you quite quickly

WING: how to call an investigation committee.

NTV: Because there has been a complaint there is a complaint, we are bound

FRANK: resign the chair and allows WING to sit as chair

5. Advertising Representative's Report – February 2010

Hey Everybody! Hope everyone is slogging through the last few months of winter without too much effort!

Sales are coming along. Right now we are at \$88,282.63 which I think is a totally reasonable number. We've obviously been hit with the recession as this figure doesn't even come close to where we were last year, but being not far from \$90,000 is a good place to be and with a good handful of issues left we should be in the high 90s by the end of the year! If we hit 100K I will be very happy with that as a total. I do not think we will make target, however I am willing to settle for close as a success for this year. Next year I think big business will rebound quite a bit (or at least we hope) and we will get our dollars from Rogers and other larger advertisers again. Right at the moment I'm tallying up long running contracts to make sure that the contact people know how many issues they need to advertise in in order to fulfill their contractual agreements. These are advertisers like Ottawa Little Theatre, Magpie Jewellery, and so on. The dollars from advertisers like these are already added into the total above, but they need to be reminded to place their regular ads (they buy in bulk and have their dates as TBA). NAC is falling short of the original plan, but I will meet with someone from Banfield-Seguin to see what the rest of the year will look like. I think next year we will not extend the 14+ rate right away unless a contract has been signed. Carleton University Faculty of Graduate Studies booked about a 6,000\$ contract this year which is great, but unfortunately Community Life Services budget got totally cut so we didn't get any dollars from that source. Gaetan from GSAED finally contacted me to book a bulk campaign so that is good. New advertisers include some recruitment for studies, a company called WTFShoes.com (who unfortunately didn't get the response they were hoping for by may book more ads in the spring months), and several individuals advertising their services. All in all, as long as the trickle is steady and we get the odd larger contract, I think we should do well by the end of the year.

Have a great BOD everyone.

BEN: Ad totals

Frank: It is difficult to track. We don't have it. We were hit a bit harder than we expected.

MOVED to receive: APPROVED

ONLINE EDITOR POSITION:

- Emma: it was sent around last week. The document that is in front of you was passed by Staff last Thursday. The existing section editor position. The earlier draft did change. Two points that changed was Regularly upload, and ensuring it

is uploaded regularly. Breaking news is updated. Facebook page and Twitter feed. Hold at least 6 office hours per publishing week to ensure that they are in the office.

- Nick: Wondering about the office hours, for the rest of the editors it is stipulated that it doesn't happen during production. Should we make sure that they are in the office during production
- Emma: It is a possibility. Is there a reason for them to be there during production.
- Online editor be around during production
- Steven: Web exclusive content, is there a requirement for a % of web exclusive recurrent
- Emma; it is expected, needed. Breaking news and such is included, it will probably mean once a day.

Webmaster position:

- Emma: I feel strongly that our archives need to be improved
- It would be really useful to pass things on via transition report
- Print upload to them, make sure their position is used as well.
- There is no webmaster job description

VOTE:

ONLINE: APPROVED

WEBMASTER: APPROVED

7. Proposed salaries: Frank: they were done with EIC, production Manager, and the ed board. Try to work in also vacation pay. There were cuts to be made to also have the online editor. Spread everything out. No one saw a massive chunk of pay disappear. Production Manager: same person elected by the staff, sense that there is no point to pay to PM full time during the summer. Amanda and I discussed this it is a waste to pay them 40 hours a week when they are working 25 hours a week. The policy review also looking at the GM position vs BM .

Ed board; take away the in case of summer issues. Works in extra issue.

The section editor lines is worked into with this.

Taking away what has been CPI for the year, 104 vs 100

Reducing to one copy editor instead of two.

On campus distributor we have split it into two.

Commission rates are there to as industry standard. It is a motivation to get collections.

The result can be writing off a lot of money.

Ad rep: Significant boost in salary 2 years ago, we are trimming it back

- commission rates are standard.
- PM and EIC have agreed and Ad Rep.
- We have gone for equity with section editors and the EIC

Ben: Concerns about the salaries, perspective on how things should be done. Alternate salary proposal. Focus on PM, trying to get perspective. Importance of the position. It rewards our editors. Having well paid staff is important. It placed the EIC-PM-BM on they would be responsible for The Fulcrum. The EIC would take on a higher pay. Ending the exec nature of the production manager. There is less to do on a weekly basis. Each of the last three years they have redesigned with the Part-time demotion of PM is bad. Reduced salary in the summer.

Downplaying the role of the PM.

Alternative proposal: Significant cut the EIC salary, rest of the ed board salary

Reflects a different set of priorities

Emma: We did hold salary consultations. 14000\$ cut to EIC, the lowest paid in the country, a cut to them is massive. My feeling that during the summer

Ben: think that the summer fall division is that it is a significant cut to the issue.

Em: not a cross the board cut, it changes the expectation of the position

Frank: not a salary cut, it would be 13200 if we made it full time all year. It is a waste of money. Least value per dollar value

Ben: Production manager is suppose to be a partner, one foot in the bus side and one in the production side. The EIC salary is inflated. If a person isn't living up to expectations then we need to change the priorities. I think it needs to reflect the issue

Steven: Generally, how much busier is the EIC during the summer

Emma: Hiring, Ed report retreat, 2 issues, developing resources, style guide. Should we pay the EIC full time during the summer.

Ben: That would make the EIC better to have the maintain a full time

Nick: When we became autonomous we have had a change in the organization. The PM is less active in the summer. WE can't really based our thinking on the start of the corporation. It didn't reflect reality. If it is a way to find savings. I am okay with

Bill: What other papers their employees?

Frank: tried to get an answer. We have a unique PM position.

- Address a couple things ben had said. The EIC jump, basis was that they were getting paid less than section editors were per issues
- There isn't 40 hours to do.

Maureen: This falls in what we've talked about at the policy review committee. Structure of org. (diagram)

Evolution of organization and how things have progressed. That's something really important to talk about: what we envision this job to be.

I see the EIC working closer with the board than the prod man. This is an important discussion to have—whether the prod man is still on equal footing with the ac and bus man. That's something we should be thinking about.

I have a concern with the business manager salary. As Frank said earlier with the

Gateway: want to know what your thought with the 6% is.

Ben: I didn't think 8% was more motivating than 8%

Travis: I don't think I agree with either plan. I like Ben's idea of bridging the gap between PM vs EIC, we are paying someone to be present. I really would think that we have two part time employees it wouldn't leave a gap. It wouldn't be as present during the summer. The fulcrum hasn't nailed down what we think of the summer. Wti the summer issues this year it was end of june and end of july, I know that doing a part-time EIC, one thing was accountability. If you look at the current and proposed structure the EIC and BM are the most accountability.

WING: if we still cut section editors, but put it into section editor. Trying to frankenstein the plan Free it up and put it towards the other positions.

Maureen: the bus man and use the business manager

Emma; we will need to lure someone eventually with business experience. If we slash it

too much. We grow the culture of the people doing that position that we know.

WING: 8 percent

Bill: cutting down the hours

Frank: one person to be accountable. The BM and AR are also going to be made full time. It is accountability, why did that happen .

Emma; by paying the EIC part time they would likely take on another PT job. EIC is not the individuals 1st responsibility.

Ben: the EIC working full time without a pt?

Frank: I did

Ben: I think that it is useful to have the PM here. Allow them to divide it between the

Frank: Auditor recommended we don't divide our salaries. It is a financial risk. Stop it and create a fixed salary.

Maureen: Accountability, production manager isn't hired by us

Ben: Over the past three years the newspaper has been redesigned every year. That doesn't magically happen, it takes a lot of work. It couldn't pay the designer to pay this.

Frank: 160 hours worth of pay, Amanda said it would be fine.

Travis: we need to pay on the job description

Ben: the payout undervalues the position

Emma: 2400 for the summer right ben?

Ben: the PM be paid well,

Emma: it will be expected to do less, and they are getting more per month in the original.

The PM isn't going to be expected to be in the

Frank: fall an winter, is 50 dollars per month

Wing: we have production manager that were to rejig it to have the PM at 12000

Frank: during the fall and winter they section editors will get more than the PM

WING: at the end of the year they take 1200 with them bank

Ben: the divide is artificial, look like less of a cut. We are cutting 26 %

Frank: we are asking them to do 50% less work over the summer, we aren't expecting them to work 35 hours a week

Travis: Production Manager job description

Frank: they wont automatically be on hiring committees, there is no expectation, the office management role is being looked at, the BM has done a lot of office management tasks.

Travis: EIC structure changes

Frank: they are still the one person, we are looking into it

Emma: brought up emails and phones, if we re going to change it to the GM

Ben: I do't know whats going on here why things have been picked at away from the PM

Travis: it is harder to examine it as prior experience in the position

Ben: I am wondering more in the division of power, nature of the paper. In a business way, and a counter in the EIC. As well as being discussed at the policy committee, it is picking away at the balance that leverages the powers of the EIC.

Frank: changes have been been looking at to ensure that someone is accountable to the board. Office management is crucial to the

Maureen: I think that if we look at the structure right now, it's very muddled. The prod man isn't on equal footing when you read the policy. They're kind of floating in the middle. I think that what we've discussed in the committee—which informs the

salaries—the prod man has not been doing these office tasks as much as another person does. We're trying to reflect the changes in the organization. We're just coming out of a recession. If there is a change in a position, we need to start reflecting that. We need to think about how the organization is changing. We need to think about how the organization has changed.

Frank: vision for the production manager financially responsible the OPm was responsible for petty cash now it is the BM. It is a structure that isn't around any more. A lot of times we Amanda has had go through the BM. Why is this person the office manager to do that job.

WING: consultations of the positions. It would free up the position

Steven: if we are going to look at restructuring the position why don't we call it production supervisor

Frank L they have editorial management

Ben: we shouldn't look at salaries until the committee is done doing

Emma: regardless of any changes that comes along

FrankL regardless of putting stuff in policy it is already how it works.

Emma: other organizations changes to the position can be made to taylor to work with those financial changes. We shouldn't be expecting the same amount of work.

Wing; it is more of a senior staff.

Frank: It is in a middle ground between the two. They aren't part of the executive.

Wing: it is ambiguous. Any further discussion?

HASINOFF: MOVES TO ACCEPT SALARY PROPOSALS AS ACCEPTED BY BUSINESS MANAGER seconded by Nick

Emma: Concerns it would be proposed by the business manager

Ben: Approving every aspect of this. If you disagree with one aspect then I disagree

WING: 4 in favour

1 opposed

2 abstention

APPROVED

Campus Plus Report:

Nick I went to Toronto. We met in November and we do regional reports. Everyone was sad or angry. This meeting has been no different. We go east to west. I wish I could be less glum. We aren't getting big advertisers. They aren't doing ti right now. Reflected in DeeDees report. Executive report. There should be in a third page. Communications line is 401700 dollars. University is down, 100 000\$. Cuts, 88000 in automotive, in the West there was GM campaign. Otherwise things are going great at Campus Plus. They are looking into more creative solutions. It is an advertising changes, ie online. Integrating with CUP services, hub for sport information. CUP writers would benefit and papers and advertisers. It could be realized by Hot Ink. Help them stay in business. The company is fiscally solvent enough. If they don't improved the company can survive for a year and a half. Hopefully get better.

Emma: what is the word on Nash Defense?

Nick: Not happening. The adverting using out-serts. It is the flap. You can just take it off. Plan over the next few months.

9. Complaint:

NTV: Ombudsman is here. Orsini bailed on us. He was waiting for the details of the complaint and the timeline. We need to go back to the drawing board. Nina said she was available. We can ask her. We could also look more broadly. Contacted four people to start.

Steven: she was very interested in it. It would be good experience. It is right up her ally. She would need to know the time commitment.

Maureen: who did ed board choose

Emma: Elizabeth howle. Tried to get David Tates. We figured to go for freelancers. She has worked for CTV, freelancing for globe and the citizen.

Ben: Task nick with finding people. Go with Nina and then look at the other two.

Nick: do you have anything to say

Maudi: There are revisions needed for the position of ombudsman. He has suggestions for the position. The corporate ombudsman and the internal are being amalgamated. Timeline needs to be changed. Things like this weren't foreseen when it was written. The Ontario Ombudsman webpage could be added. Giving them a page/section on the website to have exposure. In regard to his position with the U of O, I see the university in the wrong. In case you think I have a bias on the question of Rancourt getting dismissed. Reading through the complaints I don't think that some of his complaints are applicable. Basically my position.

10> CHUO-FPS-Zoom

- Responsibility to talk to them.
- I did learn something.
- Are fulcrum staffers working as staff. There are no harmful effects on saying their name and title on air. In these occurrences that they are stating their option doesn't affect
- They are able to reuse and podcast their radio shows. We need a written contract, along with the editor in chief.
- More formalized policy is happening.
- CHUO doesn't really have a constitution. They are in talks with the CRTC. They can then write a concrete policy.
- CHUO be thanked
- CHUO slander insurance for employees but not contributors
- Normal slander
- All priority clips be removed.

Emma: top ten English songs.

WING: Visibility

Travis: They aren't going to ask for anything.

Ben: I'll talk to zoom in the next week

11.

Account receivable, it isn't over due from 1-30.

UTan hasn't paid

City Chase: Scott knows

University of Ottawa Bookstore: Bad debt

Motion to start a committee to egg the bookstore

Pole dancing: he doesn't exist, shadiest business. He booked in person. Don't want to send him to collections.

Famous Frenchies: paying

Passage to india: bad debt

Auderies costumes:

U of O

Draft

Carleton Faculty of Grad studies

Budget: we are -26000 which is better than most. Gone up incrementally. There is nothing outrages we aren't going to go over on anything else. Budget is in good shape.

Credit Card Charges: it is 586 because more people have chosen to pay by credit card.

Move to adjourn:

Steven Moved Maureen Seconded

APPROVED