



2015-2016 Board of Publication Meeting

Topic: Silhouette Board of Publication Meeting 15-01
Date & Time: Wednesday, June 3, 2015
2:00 pm
Place: Boardroom, Room 201/E, McMaster University Student Centre

Items:

1)	Adopt Agenda	- All
2)	Minutes 14-08	- Bauman
3)	Approval of Publication Schedule	- Watkins
4)	Monthly Online Data Report	- Watkins
5)	Information & Question Period	- All
6)	Adjournment	- D'Angela

Motions:

Moved by Watkins, **seconded** by _____ that the publication schedule be approved as presented.

MINUTES of a quorate meeting of *The Silhouette* Board of Publication, held on **June 3, 2015** at the hour of 2:17 pm local time, Boardroom, Room 201/E, McMaster University Student Centre.

Present: Mr. Daniel D'Angela (Chair)
Mr. Sandro Giordano (Manager, Underground Media and Design)
Mr. John McGowan (General Manager)
Ms. Shaarujaa Nadarajah (SRA Member)
Ms. Amanda Watkins (Silhouette Editor-in-Chief)

Others Present: Ms. Jessica Bauman (Administrative Assistant)

1. AGENDA

Adopted by General Consent

2. APPROVAL OF MINUTES 14-08

Approved by General Consent

3. PUBLICATION SCHEDULE

- Watkins advised that the June edition would be coming out June 6, the July issue on July 9, and the August issue on August 6. Watkins received different quotes for printing, and the summer issues could be used to try them out. Watkins received one quote for less than \$3000, which seems quite low considering the average weekly printing cost is \$5650. Watkins added that they are currently printing 10,000 copies a week, and while she would like to keep the number at 10,000, there was a lot of waste and she would be open to evaluating the volumes. Watkins noted that Giordano would like to increase off campus distribution in conjunction with bringing back door-to-door distribution.
- McGowan agreed there was a lot that could be done with distribution as well as decreasing the number of copies printed each week.
- Nadarajah asked if there were different volumes printed in the summer versus school year.
- Watkins stated there are 5000 of each summer edition printed versus 10,000 weekly copies printed during the school year.
- D'Angela stated they should think about who would be distributing the paper on campus. Giordano mentioned having distribution managed by the Underground, since they are already coordinating the off campus drops.
- **Watkins to provide full publication schedule at the next meeting for approval.**

4. DATA REPORT

- Watkins stated that the current reach was not great, but no new articles had been posted online.
- McGowan asked if Watkins had considered recycling topical articles.
- Watkins noted that once the paper goes out, it would be easier to cycle through new articles. Watkins added there were few topical articles to link back.
- D'Angela asked if Watkins had given any thought to the occasional article being written about what was happening on campus and running it as an online only article. D'Angela suggested writing one article every two weeks, just to keep things new.
- Watkins stated she was the only one who would be writing over the summer, and she did not like that optic.
- D'Angela suggested asking PTMs to write articles promoting their services. D'Angela stated there were many students on campus over summer, and if the goal is to keep students engaged with The Sil year-round, it required the regular creation of new content.

- Watkins stated she would look into getting additional articles online in between summer issues.

5. INFORMATION & QUESTION PERIOD

- McGowan asked if there were any challenges or updates with WWWorks and the support service being provided.
- Watkins stated she asked to see a copy of the service contract that was signed, but she has not heard back. There was no documentation in the office. Watkins reported she spoke with P. Taggart, and there is another service provider that The Sil could work with, but Watkins noted there was an initial set up fee with WWWorks that was just paid off, so to switch would seem like a waste.
- **McGowan to look for WWWorks agreement.**
- D’Angela asked if there was a document that outlined the number of copies distributed as well as a plan for increasing distribution during slower weeks, changes to distribution if copies were reduced, high and low pickups on campus, etc.
- Giordano noted that distribution has come up a number of times. Distribution was quite poor last year. Giordano stated that external distribution was handled differently last year, as the community seemed to really like the paper resulting in larger off campus drops. Giordano stated there was room for growth, and would like to see circulation numbers stay the same. On campus, there is need for improvement. Leaving a skid of papers on the loading dock is awful. Giordano proposed that Underground take on the role of internal distribution. Underground already has a system in place for managing the poster boards, and Giordano felt that with a small increase in resources, Underground could handle managing the poster boards and distribution on campus at the same time. Giordano stated that last year, there were promises about new and clean racks that never happened. Dirty and run down racks hurts revenue because it is a reflection of the paper and the MSU. Giordano stated it was not fair to the advertisers, who are paying a lot of money, to have papers sitting on the loading dock.
- D’Angela asked if there was any system for tracking how many papers are sent to each rack.
- Watkins did not think so.
- D’Angela stated it was important to track distribution. There are some racks that have huge pickups and then sit empty for the rest of the week.
- **Consensus to investigate moving distribution to the Underground.**
- McGowan noted it would require a change in policy.
- Giordano stated that taking over poster distribution went really well last year, but he was trying to balance those costs. If Underground has staff out on campus already, they can bring papers with them. Giordano stated that before reducing the numbers of copies each week, he would like to see distribution going well first, and then if people are not picking up the paper, the Board can discuss reducing circulation.
- Watkins stated that she would like to try door-to-door delivery again in the fall.
- **Giordano will leave a proposal for review at the next meeting, with a decision made once everyone is back from holidays.**

ADJOURNMENT

Adjourned by General Consent

Daniel D’Angela
Vice-President Finance

Jessica Bauman
Administrative Assistant

Date

The Silhouette Summer Printing Schedule

June 5, 2015 (Friday)

July 9, 2015 (Thursday)

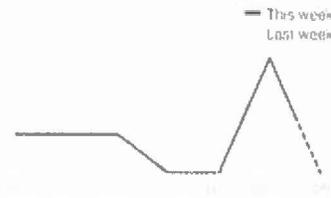
August 6, 2015 (Thursday)

Facebook Stats

Page Likes

1,876 Total Page Likes
▲ 0.3% from last week

6 New Page Likes
▲ 100%



Post Reach

110 Total Reach
▼ 16% from last week

38 Post Reach
▼ 57.8%



Engagement

57 People Engaged
▼ 14.5% from last week

2 Likes

4 Comments

0 Shares

191 Post Likes

