



2015-2016 Board of Publication Meeting

Topic: Silhouette Board of Publication Meeting 15-03
Date & Time: Thursday, September 10, 2015
10:30 am
Place: Boardroom, Room 201/E, McMaster University Student Centre

Items:	1)	Adopt Agenda	- All
	2)	Minutes 15-01 & 15-02	- Bauman
	3)	Approval of Publication Schedule	- Watkins
	4)	Monthly Online Data Report	- Watkins
	5)	Distribution & Details	- Watkins
	6)	Information & Question Period	- All
	7)	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 September 10, 2015 at the hour of 10:34 am 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. Ana Qarri (Managing Editor)
 Ms. Amanda Watkins (Silhouette Editor-in-Chief)

Regrets: Mr. Brandon Stegmaier (Executive Board Member)

Others Present: Ms. Jessica Bauman (Administrative Assistant)

1. AGENDA

Adopted by General Consent

2. APPROVAL OF MINUTES 15-01 & 15-02

Approved by General Consent

3. PUBLICATION SCHEDULE

- See attached schedule.
- Watkins stated she was not sure about the December issue, as it might be affected by the test ban.
- D'Angela suggested creating an online only issue.
- Watkins was concerned about the workload for the staff that close to exams.
- McGowan advised that the last issue stays on the stands until the new year. McGowan would like to see an issue published in December, even if it is a reduced issue.
- Giordano stated that there was a guaranteed amount of ad revenue for the year that goes towards printing costs.
- Watkins stated it might be possible to do a reduced issue, similar to the summer editions.
- D'Angela asked if it would be possible to save some of the content from the last November issue for the paper in December.
- Qarri noted that November is a busy news month, and she did not want to lower the quality of the November editions. Qarri was open to having a reduced December issue.
- D'Angela asked if there would be any extra content that could be moved to a later issue.
- Qarri was concerned the news might not be timely. Qarri stated that the reduced issue this week went well, and felt it would be possible for the team to pull of in December.
- Consensus: run a reduced issue on December 3.

Moved by Watkins, seconded by D'Angela that the publication schedule be approved as presented.

Passes Unanimously

4. MONTHLY DATA REPORT

- Watkins stated that the month had just started and she did not have a data report with her. Watkins stated she would invite the Online Editor to attend these meetings to provide better updated.
- McGowan asked if anything had changed regarding tech support and the website.
- Watkins stated she was unable to get into the back end of the site to modify the content. Watkins now has some access. The site was not created through WWWorks, and the person that created the site and has full

administrative control cannot be contacted. Watkins has reached out to another paper for ways to modify the back end of their site.

- D'Angela to reach out to Jeff Doucet for contact information.
- Giordano asked if the site would allow for online ads.
- Watkins advised the Online Editor was looking into it. There is an error between the back end and the front end of the site.
- Giordano noted that the Snooty Fox paid for a whole year of online advertising last year, and the ad never appeared.

5. DISTRIBUTION & DETAILS

- Watkins would like to maintain 10,000 copies for distribution. Watkins stated that the way advertising is perceived, it is better for the Sil to have a circulation of 10,000 copies. If door-to-door distribution is added back in, Watkins was certain all of the papers would be distributed.
- McGowan recommended having circulation at 8,000 and if all of the papers are consistently distributed, it could be increased back to 10,000.
- Giordano stated that clients are more interested in placing an ad in a paper with 10,000 copies circulated. It is a business decision. Giordano stated that he would like a chance to distribute the paper properly through Underground, and if the papers are not moving, the number of prints could be decreased.
- Watkins agreed that distribution would be more effective with the Underground.
- D'Angela agreed with the reduction of prints. For years, more than 2000 papers have been sitting on the loading dock. If more papers are needed, the prints could be increased.
- Giordano stated that even if papers are wasted, as long as advertisers are seeing the paper, they would be more likely to advertise with The Sil.
- McGowan noted that having papers sit on the loading dock was doing The Sil and its writers a disservice.
- Giordano stated the increased circulation equalled more ad revenue.
- Nadarajah noted that from a student perspective, students who read The Sil will continue to read The Sil, whether it is online or on the stands. Nadarajah thought that distribution around campus was consistent, and would like to see an increase in external drop offs. Nadarajah was in favour of having 8000 copies circulated, and increasing if necessary.
- Watkins noted a goal of the staff this year was to increase readership. The editors want to increase community related news so that more people will want to pick up the paper both on and off campus.
- Nadarajah stated she would like to see that initiative started and track distribution before increasing circulation.
- McGowan asked how much notice was required to increase the numbers.
- Watkins stated the printer was flexible, but she would like to provide the printer at least 24-hours notice.
- Giordano stated that the reduction in cost was minimal, but the potential loss in revenue is greater.
- Watkins stated the Sil has a better regard with a 10,000 circulation, as that number implies more people are reading the paper, and advertisers will trust the paper more.
- McGowan asked if there was a system for distribution.
- Watkins stated the paper is arriving at 2pm. She will go to the loading dock to coordinate distribution, and Archangel is coordinating the off campus drops.
- McGowan asked what has changed from last year to this year.
- Giordano noted the biggest change is that Underground will be in charge of distribution.
- Watkins noted that the Distribution Coordinator used to fill the racks on Thursday, and it was not understood as part of the job to refill the racks as they were emptied.
- Giordano stated that the staff members who are in charge of the poster boards would refill the racks as well.
- D'Angela stated that more than 2000 papers had consistently been left on the racks and he was more comfortable with having 8000 printed.
- Giordano noted there was an opportunity to correct that, and he would like to have a chance to do so.
- McGowan stated that if 8000 copies were being distributed consistently, he would see the need to increase circulation.
- Watkins stated that having multiple people go back to the loading dock to see the leftover papers would help.

- McGowan stated if there is such short notice required to increase the paper, he thought if there was a need increase circulation it could be done via email. McGowan advised against increasing circulation to 10,000 without first distributing 8000. McGowan was confident that Underground would do a great job with the distribution. For many years, improved distribution has been talked about, and having Underground coordinate the distribution was a great solution.
- Giordano stated that he had sold annual contracts based on the 10,000-circulation number, and he was not sure how a decrease in circulation would affect the ad revenues.
- D'Angela saw The Sil as an opportunity to advertise to 22,000 students, not having a 10,000 circulation.
- Watkins stated her staff is taking the paper more seriously. If the quality of the content is improved, it will also help the distribution.
- Nadarajah thought it would be best to test out 8000 copies and then gauge the pickup rate.
- Qarri asked if the waste was an environmental concern.
- D'Angela stated for him it was a cost concern, and he did not see the point in having papers sit on the loading dock.
- Giordano stated the difference between printing 8000 copies and 10,000 copies was negligible. The issue is having the papers sit on the skids. Giordano stated if the papers sit on the racks on campus, that is fine.
- McGowan noted his concerns were both environmental and a lack of commitment to distribution. Distribution is a key responsibility of the paper, and it has been neglected in the past. If there is not a commitment from the department to get the paper out, there should not be a commitment from the organization to pay for the printing. McGowan suggested trying for a few weeks at 8000 copies, and then get together to see how distribution went.
- Watkins suggested using this week as a trial, and if enough papers had been distributed by Tuesday to increase circulation to 10,000 copies.
- Nadarajah stated she would like to see consistency before increasing circulation. Nadarajah would like to see at least two to three weeks of distribution at 8000 before increasing.
- McGowan added this week would be a learning curve with the new distribution system.
- D'Angela asked what the difference in cost was.
- McGowan noted he did not have the exact number, but it was a few hundred dollars a week.
- Giordano stated it was a big deal for negotiating sales. If the account will bring in \$24,000 a year, the difference between 8000 and 10,000 copies for the business is a big difference.
- Qarri stated she would like to do 8000 this week and then increase to 10,000. Qarri thought that distribution through the Underground would be much better.
- Watkins added the staff would not mind moving one stack if they see an empty rack. In the past, it had been a mentality that distribution was not a responsibility of a writer. If the staff know that distribution affects the paper, they will be more willing to help.
- Qarri added another concern with distribution was that the Distribution Coordinator was not paid enough to continually fill the racks. Qarri noted that it is a big deal for advertisers and outside perception to be able to say that The Sil has a circulation of 10,000 per week.
- Consensus: two weeks of 8000, if those go, we'll up to 10,000 for the rest of the semester, and discuss in December.

6. INFORMATION & QUESTION PERIOD

- McGowan asked how he could assist to get the online ads up and running. McGowan stated that if we were selling online ads, we needed to know how to honour that commitment.
- Watkins stated she first wanted to talk to whoever built the site. If that does not work, it will be a discussion about hiring someone to come in and fix whatever problem is happening.
- McGowan asked if Watkins would feel comfortable if the graphic designers at Underground had the opportunity to upload the ads and learn about the back end of the site.
- Watkins stated it was the responsibility of the Online Editor to maintain the website as long as they have the ability to do so. Watkins liked the idea of sharing information about the website with staff members who will be around for a while. Watkins stated she did not want to start fresh every year, as it is a waste of time and

money. If sharing the back end of the site with the Underground and the Network Administrator would help, Watkins was in favour.

- Watkins stated that last year, job descriptions were changed so that reporters only had writing responsibilities and not layout responsibilities. Watkins asked how she could have the layout responsibilities re-added.
- McGowan advised it would be a change through the Executive Board. McGowan noted that last year's Executive Editor did a lot of work, and he would like to have feedback on the roles before making additional changes.
- Watkins asked how to ensure that the incoming Editor has input on staffing changes.
- D'Angela stated there was nothing in policy, but that he hoped the new editorial staff would be consulted.
- Watkins wanted it to be in writing. Watkins stated she was not included in the decision making process.
- D'Angela stated that it was not in any other policies. D'Angela hoped each department would practice.
- McGowan suggested getting feedback from the editorial board on changes.
- Watkins stated she would bring something forward to the next meeting.

ADJOURNMENT

Adjourned by General Consent

Daniel D'Angela
Vice-President Finance

Jessica Bauman
Administrative Assistant

Date

Publication Schedule- *The Silhouette*, Volume 86 (2015/16)

SEPTEMBER

Sept 10
Sept 17
Sept 24

OCTOBER

Oct 1
Oct 8
Oct 22
Oct 29

NOVEMBER

Nov 5
Nov 12
Nov 19
Nov 26

DECEMBER

Dec 3 (???)

JANUARY

Jan 14
Jan 21
Jan 28

FEBRUARY

Feb 4
Feb 11
Feb 25

MARCH

March 3
March 10
March 17
March 24
March 31

APRIL

April 7