



2012-2013 Board of Publication Meeting

Topic: Silhouette Board of Publication Meeting
Date & Time: June 26, 2012 2:00 pm
Place: Boardroom, Room 201/E, McMaster University Student Centre

Items:

1) Adopt Agenda	
2) Approval of minutes 12-01	Wyngaarden
3) Calendar Updates	
4) Computer replacement schedule	Colbert
5) Printing budget	Colbert
6)	
7)	
8)	
9) Unfinished/Other Business	
10) Time of Next Meeting and Adjournment	

THE SILHOUETTE BOARD OF PUBLICATION

MINUTES of a meeting of members of *The Silhouette* Board of Publication, held on **June 26, 2012** at the hour of 2:00 pm local time, Boardroom, Room 201/E, McMaster University Student Centre.

Present: Mr. Jeff Wyngaarden (Chair)
Mr. Sam Colbert (Silhouette Executive Editor)
Mr. Andrew Terefenko (Silhouette Production Editor)
Mr. Matthew Bergen (Executive Board Member)
Mr. Simon Granat (SRA Member)
Mr. Sandro Giordano (Manager, Underground Media and Design)
Mr. John McGowan (General Manager)

Others Present: Ms. Jessica Bauman (Administrative Assistant)

1. AGENDA

Adopted by General Consent

2. APPROVAL OF MINUTES FROM 12-01

Approved by Unanimous Consent

3. CALENDAR UPDATES

- The group provided calendar updates
- Wyngaarden noted the next meeting was looking like it would be at the end of July or early August due to holiday schedules.

4. COMPUTER REPLACEMENT

- Colbert asked if any of the Sil's computers were supposed to be replaced this year.
- Wyngaarden noted that none are scheduled to be replaced. Wyngaarden asked how many computers the Sil owned, as he has heard anywhere from 15 to 20 computers.
- Colbert stated the Sil has 17 or 18 computers downstairs. Colbert noted the MSU records shows the Sil as having 15 computers.
- Wyngaarden noted only 15 computers are on the replacement schedule, so none are scheduled to be replaced this year.
- Colbert asked if the schedule should be realigned to reflect the actual numbers of computers the Sil has.
- Wyngaarden stated that if the Sil could function properly, ideally it would stay at 15 computers.
- Colbert noted the staff would have to change the way they do things, as all computers are currently being utilized.
- Granat asked if anything in the Sil office needed to be replaced this year.
- Colbert noted maybe some computers if they break.

- Terefenko noted some of the computer accessories, specifically the mice, needed to be replaced.
- Colbert added that in terms of large items, hopefully nothing would need to be replaced.
- Granat asked if the MSU had looked into investing in preventative maintenance.
- McGowan noted that different groups have been asked for support so the MSU would have someone proactively source computers. So far, nothing has panned out.
- Bergen noted that he knows someone who is currently working for Apple. Bergen stated he would contact his person to see if he had any suggestions.
- Granat asked if the MSU was going to wait for three computers to break at the Sil before replacing them.
- Wyngaarden noted that is how the replacement schedule is currently laid out, and that was the system the MSU currently has in place.
- Colbert asked if to get the Sil back on schedule, if they would just keep 15 computers on the schedule.
- McGowan noted the MSU operates on a 3-5 year schedule to replace computers. McGowan noted that this is an organizational wide schedule. McGowan stated that in terms of accessories, if there were things the Sil would find useful, those discussions should start happening.
- Giordano provided background on the Silhouette. Giordano noted that at the beginning, there was a huge push from the Sil for autonomy. Now, things are getting to the point that the MSU is there to support the Sil. Giordano noted the importance of the Sil not straying from autonomy in terms of content, but also noted the MSU needs to get a little bit more involved. Giordano noted the support systems the MSU has in place, as well as the amount of money the MSU has spent on resources. Giordano noted that some of these resources have not been properly maintained, and it is not a sustainable model. Giordano suggested the group look at other schools to see how they operate, in terms of number of computers and size of the paper. Giordano thinks the Sil could function with less than 15 computers, but doesn't want to make that assumption.
- Colbert noted that more involvement and support from the MSU would help for continuity.
- Terefenko inquires as to why the Sil switched from using PCs to Macs. He observed that the Sil could get more done for less money with PCs.
- Giordano explained that the Mac was once considered the graphics model. He stated that all printers went the Apple route, accepting Apple files etc. Giordano noted that now, if someone were to make a file on a Mac or a PC, you wouldn't be able to tell the difference. Internally, Giordano noted that P. Taggart (Network Administrator) is more adept at solving PC problems versus Apple problems.
- Terefenko asked if the Sil could replace the existing Macs with PCS on the replacement schedule, and at which body would that conversation occur.
- Wyngaarden noted that those discussions would happen at this body (The Silhouette Board of Publication).
- Colbert stated he would speak with the Sil's current printer to see if they can accept both PC and Apple files, and will check to ensure the server and network can handle running both systems at once.

- McGowan noted that for a starting point, the group should look at the current replacement schedule.

5. PRINTING BUDGET

- Colbert noted the Sil's current printing budget is \$110,000, based on what the paper was charged last year. Colbert stated he had received an email from the printer noting that the Sil wasn't charged \$13,500 for distribution costs. Colbert noted he had received other printing quotes, and the current printer is quite competitive. Colbert noted he is worried the Sil will probably go over the current allocated budget, and was wondering how to go about increasing the budget.
- Giordano asked what the weekly distribution costs were.
- Colbert noted that with Mercury, they are being charged \$750 a week for around 5000 door to door deliveries.
- Giordano recommended the Sil look at Direct, as they were cheaper. Giordano noted he was worried Mercury is subcontracting their delivery service.
- Granat asked how many issues of the Sil were printed last year.
- Colbert answered that the Sil published 27 issues, and four of them were a smaller size. Colbert noted that one issue has already printed, and it was printed for free, as Mercury is trying to retain the Sil's printing business. Colbert noted that a second issue is coming out and is being at a different printer, and he noted he is hoping they will receive a discount on that issue as well.
- Giordano asked when the Sil prints the music and Sex and the Steel City special editions that they receive a quote from Underground before going straight to a different printer.
- Colbert asked what the next steps would be, and if he should reevaluate the costs and come back to this body.
- Wyngaarden noted that if the decision was to increase the printing budget, it would have to go to the SRA due to the amount. Wyngaarden noted that the earliest it could go to the SRA would be in September.
- Bergen asked how long the Sil had been being delivered door to doo.
- Giordano noted the door to door service had been occurring for around 11 years.
- Bergen asked if the door to door service was useful.
- Colbert noted he had received positive feedback from community members.
- Bergen mentioned that the amount of waste the Sil produces was discussed last year, specifically regarding extra papers being left on the loading dock. Bergen asked if the Sil had looked at reducing that waste.
- Colbert noted that it is a distribution issue, and that the Sil needs to just get the papers on the shelves.
- Bergen asked if so many papers were being ordered because the Sil got a discount, or if there was a minimum delivery required.
- Colbert noted he would look into it. Colbert also noted that the Distribution Coordinator has not yet been hired, and all suggestions will be taken into consideration.
- McGowan asked if the frequency of refills could be improved upon.

- Colbert noted that refills in MUSC were good, but once you get outside of MUSC, the frequency drops off.
- Giordano noted that distribution has been a problem for many years. Giordano noted that if the number of papers printed is decreased, the advertisement sales will go down, as it would be seen as more of a newsletter versus a newsletter. Giordano asked how the group can get the papers out and read? Giordano noted he would like to see the number of papers printed pumped up to 12-15,000 like it used to be. Giordano noted the importance of keeping the racks full. Giordano noted that a lot of time and money is invested into the production and printing of the Sil, and not enough emphasis on distribution.
- Granat asked if it was possible to get the Sil into residences.
- Bergen stated that the group should reassess where and how many racks we have, and relocate them based on where students are and the ability to refill the racks quickly.
- Granat noted it was a matter of refilling the racks. Granat noted that in residence, there is a large, captive audience of first years, and it is the best return for investment in distribution. Granat noted that business, engineering, and science students rarely go into MUSC. Granat inquired as to how we can get these groups to read the paper. Granat asked if it was really just a matter of distribution.
- Terefenko stated there had been talks about putting a rack inside the GO Bus Stop at Mary Keyes. Terefenko asked how the Sil could go about doing this?
- Giordano noted these were very good ideas, and worth having the discussion. Giordano noted that in the end, the test is to have a proper distribution person who can say where the papers moved and where they didn't. Giordano noted the Sil has never had this kind of person, and has never had the consistency. Giordano noted the distribution person would be the best person to gauge this. Giordano noted the rest depends on the quality of the paper.
- McGowan observed that many other schools rotate the distribution responsibility among the editors.
- Colbert agreed this would give the editors more ownership over the paper.
- McGowan noted that if there is only one person working, and over 20 locations to fill, it doesn't work out.
- Granat noted the Distribution Coordinator position needs to change. He observed that six hours a week at \$10.40/hr isn't a very good incentive for students. Granat wondered if more hours and more responsibility would improve the position. Granat agreed this is an area that needs to be invested in.
- Colbert stated that there had been talk of an incentive based system, but would be tricky to implement.
- Giordano noted that it is up to the manager to ensure the employee does their job.
- Colbert noted that until someone is hired, the current staff at the Sil has been distributing the copies, as well as asking the printer to drop off at certain locations.
- Wyngaarden noted that if the Sil can get into Starbucks or residence, they will know where the papers are going.
- Colbert asked if there were records of where the racks used to be? Colbert mentioned he was on James N and there was an old Sil rack, without Sil papers on it.

- Giordano wondered if distribution should fall under the full-time umbrella, as it is a very transient position.
- McGowan noted he was not against the issue, but the responsibility is on the Sil to get the paper out.

6. CAMPUS NETWORK RELATIONS

- Colbert stated Campus Network has asked for the printing dates. Colbert asked if the Sil would continue working with Campus Network.
- Giordano noted he had not had time to look at it. Giordano noted that after he returns from holidays, it can be discussed. Giordano noted that the proposal from Campus Plus was good, and they are prepared to work with Campus Network. Giordano noted that if the Sil had two national agencies working for them, that's better. If Campus Network doesn't like it, the Sil can be exclusive with Campus Plus.
- Colbert noted that another campus paper had contacted him, stating Campus Plus was letting them down, and they inquired about the service provided by Campus Network.
- Giordano noted that many newspapers are hurting, and their revenues are down. Giordano noted this was unforeseeable, but that the Sil is in a better spot in terms of physical location.
- Colbert asked if he should provide printing dates to Campus Network.
- Giordano said it couldn't hurt, as they (Campus Network) needs to begin selling ad space.
- Colbert noted it would be contingent on printers. Colbert stated he hopes to know in early August what printer the Sil will be using.
- Wyngaarden noted the Board of Publication would not meet until the printer is solidified.
- McGowan noted the Sil should review with Giordano before selecting a printer.

7. INFORMATION & QUESTION PERIOD

- None

TIME OF NEXT MEETING

TBD

ADJOURNMENT

Meeting adjourned by Unanimous Consent

Jeffrey Wyngaarden
Vice-President Finance

Jessica Bauman
Administrative Assistant

Date