



2013-2014 Board of Publication Meeting

Topic: Silhouette Board of Publication Meeting 13-05

Date & Time: Friday, March 28, 2014

10:30 am

Place: Boardroom, Room 201/E, McMaster University Student Centre

- Items:**
- | | | |
|----|-------------------------------|----------|
| 1) | Adopt Agenda | - All |
| 2) | Minutes 13-04 | - Bauman |
| 3) | End of the Year Updates | - Wolfe |
| 4) | Information & Question Period | - All |
| 5) | New Business | |
| 6) | Adjournment | - Doucet |

MINUTES of a non-quoted meeting of *The Silhouette* Board of Publication, held on **March 28, 2014** at the hour of 10:35 am local time, Boardroom, Room 201/E, McMaster University Student Centre.

Present: Mr. Jeffrey Doucet (Chair)
 Mr. Sandro Giordano (Manager, Underground Media and Design)
 Mr. John McGowan (General Manager)
 Mr. Andrew Terefenko (Production Editor)
 Ms. Jemma Wolfe (Silhouette Executive Editor)

Absent: Mr. Eric Gillis (SRA Member)
 Ms. Sam Godfrey (Managing Editor) (regrets)
 Ms. Tiffany Leslie (Executive Board Member)

Others Present: Ms. Jessica Bauman (Administrative Assistant)

1. AGENDA

Add: Printing
 Add: CUP and New University Wire

Adopted by General Consent

2. APPROVAL OF MINUTES 13-04

Approved by General Consent

3. PRINTING

- Terefenko noted he had begun contacting some printers, and already received one quote back. Terefenko stated that for the same cost of one broadsheet edition, he hoped he could print a full colour tabloid-sized paper, which would look great on the stands.
- Giordano suggested having a coated front cover and centre spread instead of a full colour print. Giordano stated he had one quote for the coating, but the printer is out of Bracebridge. Giordano hoped he could get three printers interested, and he would ask for each of them to run a summer edition for free. Giordano added there were only a few printers in Ontario who could do the coated print, and another option to keep costs down would be to insert the pages instead. Giordano suggested sitting down to discuss the pros and cons of coated printing, both in terms of costs and logistics.
- McGowan asked if new stands would need to be purchased.
- Wolfe stated a tabloid-size print would fit on the current stands.
- Giordano stated he would be happy to help in the process to ensure The Sil gets what they wanted. Giordano felt that getting something in full colour was a possibility.
- Wolfe noted that stapling would be more of a priority over a coated, high gloss, front page.
- Doucet noted it seemed that everyone was in agreement that moving forward, the Sil would look different.
- Wolfe added that once the final size was determined, they could look at outdoor boxes to fit the new dimensions.

4. CUP & NUW (see attached email)

- Wolfe stated that while the email from CUP answered a few questions discussed at the last meeting, her mind was not changed. Wolfe added that CUP mentioned a 300 page book that she had never seen. Wolfe wanted to get a copy before telling them The Sil would not be a member for next year. Wolfe added that she wanted to ensure her travel expenses were reimbursed as well. Wolfe stated that she looked into the New University Wire, and the cost is \$100 to join. Wolfe thought it was worth it to try something new.
- Terefenko asked if it was \$100 annually or a one-time cost.
- Wolfe stated it was an annual cost.
- Doucet asked if it was just an aggregator.
- Terefenko explained that it would pull information from different papers and give permission for those articles to be reprinted.
- Wolfe stated her expectation was that more papers would jump on board in September.
- McGowan thought it was a good idea for smaller papers.
- Wolfe stated that she could investigate NUW more if people were interested.
- McGowan asked how often The Sil was pulling articles from CUP.
- Wolfe stated that it had become almost on a weekly basis.
- McGowan thought that for \$100, it was a good idea to try, especially since the stories would be from larger student newspapers, not the CUP wire.
- Wolfe agreed, adding that the content from student newspapers tended to be of a higher quality than the CUP wire.
- Doucet thought it would make sense if it were a pay-per aggregation model. If The Sil had a write who was pumping out great national news stories every week, The Sil would receive revenue, similar to how the Canadian Press operates.
- Terefenko stated it would make papers, especially smaller ones, more hesitant to use that content.
- McGowan noted he was concerned that CUP required thirty days notice to drop out. McGowan asked what the cutoff date was for The Sil to avoid paying next year's fee.
- Wolfe stated she was planning on getting what she needed from CUP and telling them in April that The Sil would no longer be members.

5. INFORMATION AND QUESTION PERIOD

- Doucet reported that a group of students applied for SLEF funding to start a women and gender issues magazine.
- Wolfe stated she could not find students to write a weekly "Feminism For Thought" section, and wondered how they were going to get people to write an entire magazine.
- Doucet hoped that there was an editor from The Sil interested in being the group's sponsor. Doucet explained that with SLEF funding, there needed to be a sponsor to liaise with, to ensure the funds are spent appropriately.
- Wolfe worried about fracturing the audience. Wolfe stated she would be happy to run women and gender issues content weekly.
- Giordano asked who was handing out the funds, and why these suggestions were not made earlier.
- Doucet explained that when a group receives SLEF funding for an idea, the end project is not always how it was originally envisioned. Doucet stated that the magazine received \$1500 for their project. Doucet wanted to suggest that they work with The Sil.
- Terefenko stated they could buy a page in The Sil.
- Wolfe stated she would happily provide space for that kind of content.

- Terefenko suggested the reason the group went the magazine route was for editorial autonomy.
- Doucet stated that students have made similar comments about *Incite*, stating they should just write for The Sil.
- Wolfe noted another possibility is that it could become an annual publication inserted into the paper, similar to ANDY or Sex and the Steel City. Wolfe asked how often the group wanted the magazine published.
- Doucet was not sure. He stated they could be first year students who did not know about different writing opportunities available with The Sil.
- Giordano asked why the group would be given money if they did not know what would be done.
- Doucet stated it was an allocation of funds, and the expenditure does not occur until the project is completed.
- Giordano asked why concrete business plans were not required before providing funding.
- McGowan stated it would take much more time for the committee to make a decision.
- Wolfe stated she would be happy to talk to the group about publishing opportunities. Wolfe asked if there was a way to compensate the video editor for live-streaming the SRA meetings in April, as his contract ends before exams.
- Doucet suggested using the volunteer appreciation line for recognition. Doucet stated that if wages were paid outside of the job description, an exception could be brought to the Executive Board.
- Wolfe stated she would look into gift cards for the editor.

ADJOURNMENT

Adjourned by General Consent

Adjourned at 11:05am

Scott Mallon
 Vice-President Finance (2014-2015)

Jessica Bauman
 Administrative Assistant

Date

From: [The Sil](#)
To: [VP Finance - Jeffrey Doucet](#); [John McGowan](#); [Sandro Giordano - Underground Media & Design Manager](#); [andrew.terefenko@gmail.com](#); [samwisegodfrey@gmail.com](#); [Jessie Bauman - Administrative Assistant](#)
Subject: Fwd: [CUP] Why you should be a proud CUP member
Date: March-27-14 3:47:38 PM

In case we want to chat about it tomorrow (although I do recognize that we've voted to withdraw; this is just for follow up/out of interest).

Begin forwarded message:

From: Erin Hudson <president@cup.ca>
Date: March 27, 2014 at 2:58:10 PM EDT
To: <cup@lists.cup.ca>
Subject: [CUP] Why you should be a proud CUP member

Hello folks,

I'd like to publicly answer a few questions that I've been fielding one-on-one over the last several weeks.

Based on the sheer mass on inquiries, I think it's in everyone's interest to make the answers of these questions known so please feel free to share widely — we'll be publishing it [on cup.ca](#) and [our Indiegogo campaign](#). Think of it as "The #keepCUPstrong campaign/crisis FAQ."

Q: If CUP is in financial crisis what does that mean for members next year?

A: It means the organization will not be operating in the same way. Though CUP's Board of Directors is still determining what next year's operations will look like, here's what CUP members can count on:

- Legal support — access to a media lawyer for up to one hour
- National and regional conferences — NASH and regional conferences will be happening
- CUPwire — populated with stories from CUP member papers across Canada and original content from at least one confirmed bureau chief, the CWA-Canada Labour Bureau Chief. We hope to have more positions announced soon.
- Mentorship and internship opportunities facilitated by CWA-Canada
- Continued access to CUP's campus, alumni and professional networks

Based on some new strategies and priorities that national staff and the CUP Board are adopting, our plan is to add several new items to this list in the coming months.

Q: What's the plan for after the CUP 77 campaign?

A: The CUP Board of Directors has been working hard to map out a plan that will allow CUP to stabilize, re-establish itself and grow into a better and stronger organization.

Last week, in the first of a two-part meeting, the Board approved a preliminary three-year plan to give the incoming national staff and Board direction as they begin their terms. Here's an abbreviated version:

Year 1 (2014-15) | Rebuild CUP's capacity to operate.

Integral steps:

Apply to funding programs and solicit sponsorship

Build strategic partnerships that will give CUP monetary benefits

Develop a strategic plan for operations and a business model for continued sustainability

Year 2 (2015-16) | Stabilize CUP's ability to operate.

Integral steps:

Hire full-time staff, including a semi-permanent administrator

Implement strategic plan

Establish a permanent office situation

Year 3 (2016-17) | Fortify operational strengths and address areas of weakness.

Integral steps:

Maintain or build on results achieved between 2014 and 2016

Identify and address persisting weaknesses with a proactive response plan(s)

Q: What about [NUW](#)?

A: We are as supportive of them as they are of us. It's exciting to see a new student press association emerge and it's an exciting opportunity for any student paper to engage in a new way with its community. In fact, we hope to collaborate with NUW in the future.

Q: Seriously, you don't think that NUW makes CUP irrelevant?

A: No, not at all. First, CUP and NUW are different organizations with different takeaways. NUW offers an RSS feed that aggregates its members content and permits all members to republish any content that appears in the NUW feed.

CUP offers a partnership with FREE Media for national advertising campaigns; professional development opportunities on an ongoing basis through its partnership with CWA-Canada; Members-only discounts to our regional and national conferences with a cost-effective travel pool so that each member can travel to NASH; Free entry into the John H. McDonald Awards for excellence in student journalism; One hour of free legal services with one of Canada's top media lawyers; A 300-page resource book on all aspects of running a student newspaper; And a

content-sharing agreement with over 50 student newspapers across Canada with original content and a devoted full-time staff.

Most importantly, CUP offers a network of student journalists across Canada to help members share experiences, collaborate on projects, and support each other. With CUP it's the people that matter, not just the services.

Our two organizations hold different roles in the Canadian mediascape. CUP is aligned with a historic and longstanding alumni network that is international in scope and spanning many different sectors. We have proven successful as an advocate for student press and serve as the keeper of archives and institutional memory for student publications. As a Canadian institution, CUP has close relationships with many professional organizations and the credibility name-recognition delivers. NUW is a digital startup.

CUP is not made irrelevant by NUW and NUW is not a CUP copycat. They're two different organizations working within the same sector. Frankly, it's about time someone else joins CUP in the enormous task of supporting Canada's vibrant student press; there is more than enough room for two student press organizations in Canada's mediascape. CUP membership is not built on exclusivity — your paper can be a CUP member and an NUW member.

CUP's mission is to unite, strengthen and support the student press. It will be helpful to have a partner working towards this mission. So, seriously, no, we don't think CUP is made irrelevant — we know we're not.

Q: So I don't speak French all that well but I think I saw on Twitter that French papers formed a new association. What's the deal?

A: Yes, that's correct. At the PUC conference in Quebec City on March 16, nine French papers joined together to form new association called la Presse Étudiante Francophone. Their goal, as we understand it, is to create opportunities specifically for French student publications in Canada and develop initiatives they can undertake together.

They intend on maintaining a close relationship with CUP — and we return the sentiment. We hope to partner with la PrÉF in the future and are once again excited to see a group of papers forming a grassroots organization out of a need they've collectively identified.

As we mentioned in the question about the NUW, CUP membership is not exclusive — a francophone paper can be a CUP member and a member of la PrÉF. They're different organizations working within the same sector.

Again, there's more than enough room for three student press organizations in Canada's mediascape — even more so if one is devoted to francophone student papers. Our mission is to unite, strengthen and

support the student press and it will be fantastic to have a francophone partner.

Q: Is CUP going to die?

A: No, great organizations never die, they just change their strategies — that's what CUP is doing and you're the lucky ones history has chosen to be part of this transformation! I hope you rise to the occasion and get involved. Contact our national office staff or your regional representative to find out what CUP can offer you and your paper.

Erin Hudson, President
Canadian University Press
411 Richmond Street East, Suite 005
Toronto, ON | M5A 3S5
cup.ca | cupwire.ca | @canunipress | @EK_Hudson

[CUP IS IN CRISIS: WE NEED YOUR HELP](#)



DONATE: <http://bit.ly/1f74Cgq>

Contact for Erin:

president@cup.ca

Office: 416.962.2287

Toll-free: 1.866.250.5595

*****Please note the CUP cellphone is no longer in service. Reach me on mobile at 514-463-6772.**

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