the Gazette

2015/2016 Gazette Publishing Committee

Meeting #2
Friday, December 4th 2015
USC Boardroom, University Community Centre

AGENDA

1. Call to Order

2. Adoption of Agenda

3. Ratification of Chairperson: Jason Menard

4. EIC report

5. Manager Report

6. Budget Update

7. Election Policy

8. Front Office Transition Planning

9. Budget Planning

10. Inquiries and Other Business

11. Adjournment of Meeting

Friday, December 4, 2015

Overview
We continued to do well in October and November. Our website traffic was up significantly, we put out two magazines in addition to our regular print issues and overall, we're handling the transition to twice a week well given the challenges of our printer deadlines.

News had a good month, helped along by some major events on campus. They also generated good content overall, sticking mainly to on campus news and events, and issues affecting students. Consistency is a problem still, with noticeable lags in online publishing.

Arts & life is doing well both online and in print. They've probably put out the most content of any section and they've experimented with things like listicles. However, the quality of their work is quite varied between volunteers and editors, and they also have a tendency to rely on no source pieces to fulfill their publishing quotas.

Sports is still producing very well written and varied content — they've gone past just Mustangs games and reported more generally on athletes on campus. We still have 100 per cent Mustangs and campus athletics content for the year, which is incredible. The section also has a good core of regular volunteers, again something that is unheard of.

Opinions is again lively as always, but it has suffered from a general lack of interest in writing columns from the editorial board. Upping the number of columns is certainly a goal for the section.

Creative is also doing very well this year. We have increased the number of photos taken by our editors and volunteers, particularly when it comes to sports games — they've been covering them all every weekend. Graphics continues to do produce some good front pages and accompanying graphics for stories, I think they're improved from last year at this time. Video produced a number of clips to promote the magazine and accompany magazine content.

Some challenges we're facing:

1. Digital deadlines. They certainly don't have the same sense of intensity that print deadlines do and it means we're a little lax in publishing consistently. Definitely need to improve the regularity with which we publish online and get more content out in a timely manner, especially with news. The side effect of the nice thought of having more time to work on stories is that we hold off on publishing to get a better source, which backlogs writers. News editors are often working on 2-3 stories at a time and it takes them a few days to get things out there. Getting a quicker turnaround time is essential.
2. Magazine cannibalizing newspaper. We thought we would get more features this year and that they would help our Tuesday deadline issue. With the magazine, this isn't the case. Most writers spend 2-3 weeks on their magazine story and that means they're not

going to write features for the newspaper. Fortunately from this last magazine we had an excess of content, so those stories will be going into the newspaper.

3. Innovating online. We're still kind of boring online. We need to do better at being first online and we should be exploring more tools than we are right now. We use Storify sometimes but outside of that we're not doing anything "cool." I'm working on a project now with a news editor and graphics editor which might actually have interactive elements to it and that would be the first data journalism and interactivity that we've ever done.

4. Multimedia. Doing good videos and getting them out there is a challenge. There's little opportunity for raw footage so we've been trying to get interviews and things like that on video but they haven't received many views. We need to improve what types of videos we're doing and have them better accompany our content.

New website

On Monday, Nov. 23, we switched over to our new website. We're still getting used to it but it has a number of improvements to our old website. Overall, it looks cleaner and is organized much better than before. It's quite a bit of a change on the back end but it is more powerful and customizable, which is really good. Notably, it has the ability to place ads and has an ad server that incorporates analytics, so we will now be able to effectively sell spots on the website now.

On the app front, we're waiting on the developer to make some upgrades before launching. We should be able to launch in January when everyone comes back to school.

Digital presence

We had an excellent month and a half online in October–November. Most of the increase in traffic can be attributed to some high profile news events happening. There was a 200 per cent increase in sessions and a 178 per cent increase in users. Social media accounted for 56.6 per cent of our total traffic, with Facebook accounting for over 90 per cent of that traffic. Increasing the likes on our main Facebook page should be a priority for the foreseeable future as it's the single largest source of traffic. We currently have 2,062 likes on our page, up from 1,771 on September 2. That's a 14.1 per cent increase over the past 3 months, which isn't bad, but it needs to get much better. Mobile users also saw a significant increase (nearly 300 per cent) over the past two months.

Editing

I asked Paul Benedetti if he might know anyone who would be interested in giving us some outside professional advice on our content, specifically by editing our print issues. He put me in touch with Mary Doyle, a retired journalism faculty member and former editor at the Globe and Mail (she also was an original member of the Gazette Advisory Board in 2007). She has been fantastic in editing our issues, giving us some great feedback on our stories, things to look out for and improvements to make. I think this is something we should continue to do in the future — this professional journalistic feedback is extremely beneficial.

Training

On Friday, Nov. 20, we had a former editor, Kaitlyn McGrath talk to editors about her experience at the Globe and Mail, CBC and National Post, where she currently works. Then on the following Sunday, we had four alumni come down for a presentation for editors and volunteers. Nicole MacAdam (National Post), Lauren Pelley (Toronto Star), Paolo Zinatelli (Toronto Star) and Arden Zwelling (Sportsnet Magazine) discussed getting into the journalism industry, writing, editing, pitching and answered questions for about two hours. It was a really interesting discussion and I think we all took something away from it.

Magazine

Our second ever magazine came out on November 25 and I think it was much improved from the first. The theme centred around the theme of passions, the stories were compelling and profiled mainly Western students, graduates and faculty doing what they love, whether it's dance, music, research or sport. We also have a number of videos accompanying stories which is really cool. Every section was involved in it and I think this one went much smoother than the last despite the quick turnaround time.

Our main issue with the magazine is promoting it — students don't know we have one and aren't picking it up in the numbers I would like to see. Our stories do, however, get some good traction online.

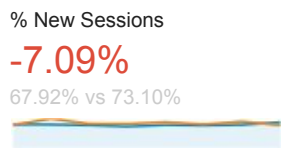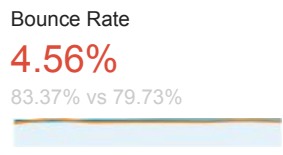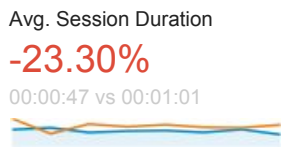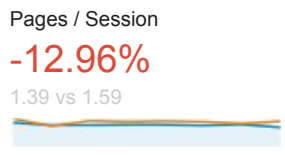Iain Boekhoff
Editor-in-Chief
Volume 109

Audience Overview

Oct 1, 2015 - Nov 20, 2015
Compare to: Oct 1, 2014 - Nov 20, 2014

All Sessions
+0.00%

Overview

Oct 1, 2015 - Nov 20, 2015: ● Sessions
Oct 1, 2014 - Nov 20, 2014: ● Sessions

Sessions	Users	Pageviews
200.68%	**178.60%**	**161.70%**
185,429 vs 61,670	135,220 vs 48,535	257,302 vs 98,319

Pages / Session	Avg. Session Duration	Bounce Rate
-12.96%	**-23.30%**	**4.56%**
1.39 vs 1.59	00:00:47 vs 00:01:01	83.37% vs 79.73%

% New Sessions
-7.09%
67.92% vs 73.10%

● New Visitor ● Returning Visitor

Oct 1, 2015 - Nov 20, 2015

32% 68%

Oct 1, 2014 - Nov 20, 2014

26.9% 73.1%
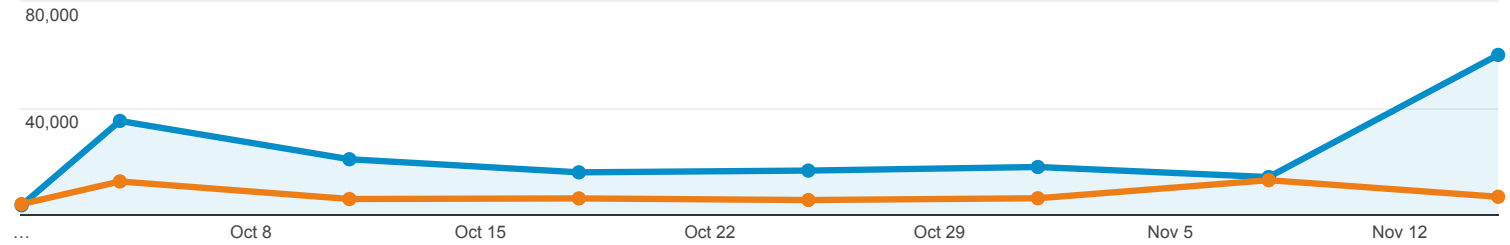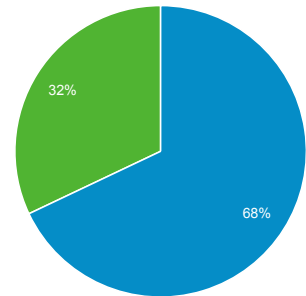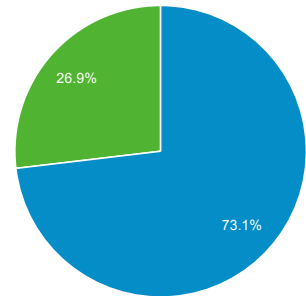
Language	Sessions	% Sessions
1. en-us		
Oct 1, 2015 - Nov 20, 2015	116,022	62.57%
Oct 1, 2014 - Nov 20, 2014	48,007	77.84%
% Change	**141.68%**	**-19.62%**
2. en-ca		
Oct 1, 2015 - Nov 20, 2015	50,435	27.20%
Oct 1, 2014 - Nov 20, 2014	2,997	4.86%
% Change	**1,582.85%**	**459.68%**
3. en-gb		
Oct 1, 2015 - Nov 20, 2015	14,226	7.67%
Oct 1, 2014 - Nov 20, 2014	5,945	9.64%
% Change	**139.29%**	**-20.42%**

4. en

Oct 1, 2015 - Nov 20, 2015	597	0.32%
Oct 1, 2014 - Nov 20, 2014	540	0.88%
% Change	**10.56%**	**-63.23%**

5. fr

Oct 1, 2015 - Nov 20, 2015	572	0.31%
Oct 1, 2014 - Nov 20, 2014	382	0.62%
% Change	**49.74%**	**-50.20%**

6. zh-cn

Oct 1, 2015 - Nov 20, 2015	397	0.21%
Oct 1, 2014 - Nov 20, 2014	161	0.26%
% Change	**146.58%**	**-17.99%**

7. en-au

Oct 1, 2015 - Nov 20, 2015	308	0.17%
Oct 1, 2014 - Nov 20, 2014	101	0.16%
% Change	**204.95%**	**1.42%**

8. fr-fr

Oct 1, 2015 - Nov 20, 2015	295	0.16%
Oct 1, 2014 - Nov 20, 2014	190	0.31%
% Change	**55.26%**	**-48.36%**

9. fr-ca

Oct 1, 2015 - Nov 20, 2015	290	0.16%
Oct 1, 2014 - Nov 20, 2014	59	0.10%
% Change	**391.53%**	**63.47%**

10. de

Oct 1, 2015 - Nov 20, 2015	213	0.11%
Oct 1, 2014 - Nov 20, 2014	853	1.38%
% Change	**-75.03%**	**-91.70%**

Acquisition Overview

Oct 1, 2015 - Nov 20, 2015
Compare to: Oct 1, 2014 - Nov 20, 2014

All Sessions
+0.00%

Primary Dimension:
Top Channels ▾

Conversion:
All Goals ▾

Top Channels

Oct 1, 2015 - Nov 20, 2015
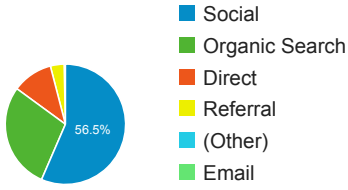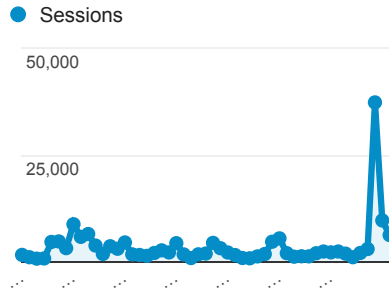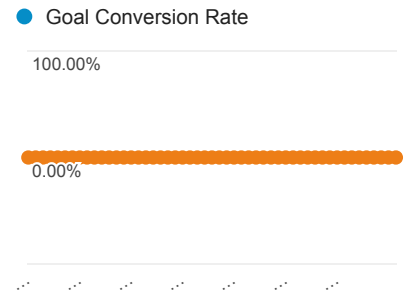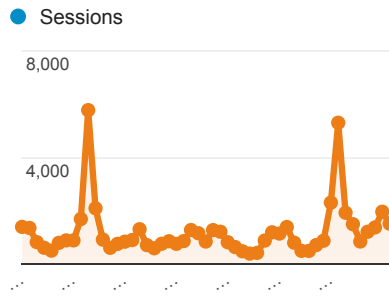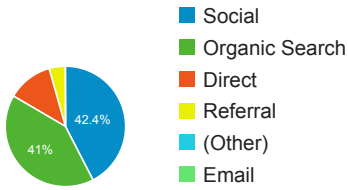
- Social
- Organic Search
- Direct
- Referral
- (Other)
- Email

56.5%

Sessions

● Sessions

50,000

25,000

Conversions

● Goal Conversion Rate

100.00%

0.00%

Oct 1, 2014 - Nov 20, 2014

- Social
- Organic Search
- Direct
- Referral
- (Other)
- Email

42.4%
41%

● Sessions

8,000

4,000

● Goal Conversion Rate

100.00%

0.00%

		Acquisition			Behavior				Conversions
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		
		200.68%	7.09% 🔻	179.38% 🔺	4.56%	12.96% 🔻	23.30% 🔻		
1	Social	300.28% 🔺			3.68% 🔺				
2	Organic Search	109.56% 🔺			2.26% 🔺				
3	Direct	168.78% 🔺			2.95% 🔺				
4	Referral	157.75% 🔺			11.26% 🔻				
5	(Other)	17,766.67% 🔺			33.21% 🔺				
6	Email	148.89% 🔺			1.50% 🔺				

Conversions

Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 6 Channels click here.

Channels

ALL » DEFAULT CHANNEL GROUPING: Social

Oct 1, 2015 - Nov 20, 2015
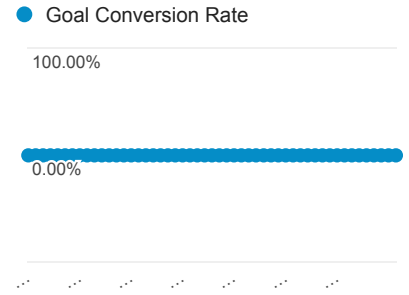Compare to: Oct 1, 2014 - Nov 20, 2014

All Sessions
+14.06%

Explorer

Summary

Oct 1, 2015 - Nov 20, 2015: ● Sessions
Oct 1, 2014 - Nov 20, 2014: ● Sessions
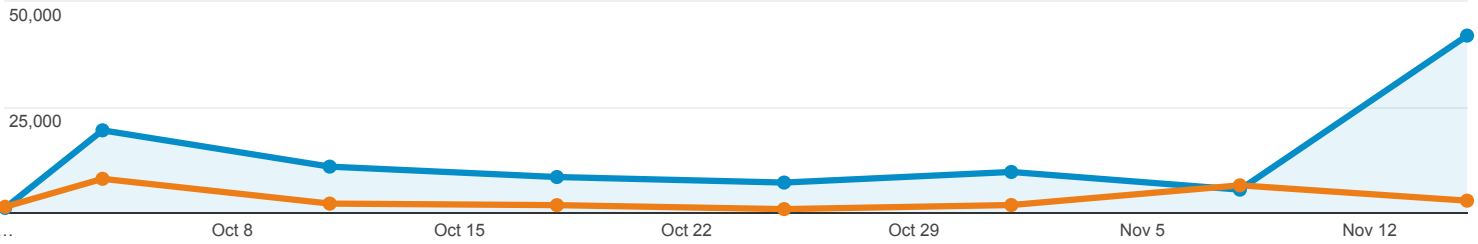
Social Network	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	300.28% ▲ 104,749 vs 26,169	8.56% ▼ 63.25% vs 69.17%	266.00% ▲ 66,253 vs 18,102	3.68% ▼ 88.09% vs 84.96%	13.41% ▼ 1.24 vs 1.43	31.60% ▼ 00:00:36 vs 00:00:53	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% CA$0.00 vs CA$0.00
1. Facebook									
Oct 1, 20	96,052 (91.70%)	65.30%	62,722 (94.67%)	88.44%	1.22	00:00:36	0.00%	0 (0.00%)	CA$0.00 (0.00%)
Oct 1, 20	20,985 (80.19%)	78.38%	16,449 (90.87%)	88.31%	1.28	00:00:39	0.00%	0 (0.00%)	CA$0.00 (0.00%)
% Chang	357.72%	-16.69%	281.31%	0.16%	-4.30%	-8.54%	0.00%	0.00%	0.00%
2. Twitter									
Oct 1, 20	7,060 (6.74%)	35.04%	2,474 (3.73%)	83.29%	1.42	00:00:46	0.00%	0 (0.00%)	CA$0.00 (0.00%)
Oct 1, 20	3,182 (12.16%)	36.20%	1,152 (6.36%)	77.31%	1.81	00:01:37	0.00%	0 (0.00%)	CA$0.00 (0.00%)
% Chang	121.87%	-3.21%	114.76%	7.73%	-21.53%	-52.00%	0.00%	0.00%	0.00%
3. reddit									
Oct 1, 20	1,072 (1.02%)	91.14%	977 (1.47%)	95.34%	1.07	00:00:12	0.00%	0 (0.00%)	CA$0.00 (0.00%)
Oct 1, 20	452 (1.73%)	68.58%	310 (1.71%)	90.71%	1.20	00:00:26	0.00%	0 (0.00%)	CA$0.00 (0.00%)
% Chang	137.17%	32.89%	215.16%	5.10%	-10.37%	-54.92%	0.00%	0.00%	0.00%
4. Disqus									
Oct 1, 20	463 (0.44%)	0.22%	1 (0.00%)	72.79%	1.81	00:01:13	0.00%	0 (0.00%)	CA$0.00 (0.00%)
Oct 1, 20	1,230 (4.70%)	1.14%	14 (0.08%)	50.49%	3.00	00:03:07	0.00%	0 (0.00%)	CA$0.00 (0.00%)
% Chang	-62.36%	-81.02%	-92.86%	44.17%	-39.56%	-60.90%	0.00%	0.00%	0.00%
5. Pinterest									
Oct 1, 20	23 (0.02%)	100.00%	23 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA$0.00 (0.00%)

	Date	Sessions		New Users		Pages/Session	Avg. Session Duration		Goal Completions	Goal Value
	Oct 1, 20	**38 (0.15%)**	92.11%	35 (0.19%)	94.74%	1.05	00:00:37	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**-39.47%**	**8.57%**	**-34.29%**	**5.56%**	**-5.00%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**
6. tinyURL										
	Oct 1, 20	**15 (0.01%)**	73.33%	11 (0.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	Oct 1, 20	**173 (0.66%)**	54.34%	94 (0.52%)	59.54%	1.77	00:00:55	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**-91.33%**	**34.96%**	**-88.30%**	**67.96%**	**-43.46%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**
7. LinkedIn										
	Oct 1, 20	**13 (0.01%)**	92.31%	12 (0.02%)	84.62%	1.69	00:00:32	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	Oct 1, 20	**10 (0.04%)**	80.00%	8 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**30.00%**	**15.38%**	**50.00%**	**-15.38%**	**69.23%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
8. YouTube										
	Oct 1, 20	**13 (0.01%)**	23.08%	3 (0.00%)	46.15%	2.85	00:01:48	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	Oct 1, 20	**2 (0.01%)**	100.00%	2 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**550.00%**	**-76.92%**	**50.00%**	**-53.85%**	**184.62%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
9. Blogger										
	Oct 1, 20	**9 (0.01%)**	88.89%	8 (0.01%)	88.89%	1.11	00:00:47	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	Oct 1, 20	**22 (0.08%)**	13.64%	3 (0.02%)	54.55%	4.00	00:01:58	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**-59.09%**	**551.85%**	**166.67%**	**62.96%**	**-72.22%**	**-59.83%**	**0.00%**	**0.00%**	**0.00%**
10. paper.li										
	Oct 1, 20	**8 (0.01%)**	75.00%	6 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	Oct 1, 20	**3 (0.01%)**	0.00%	0 (0.00%)	66.67%	1.33	00:00:04	0.00%	0 (0.00%)	CA$0.00 (0.00%)
	% Chang	**166.67%**	**∞%**	**∞%**	**50.00%**	**-25.00%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 21

Audience Overview

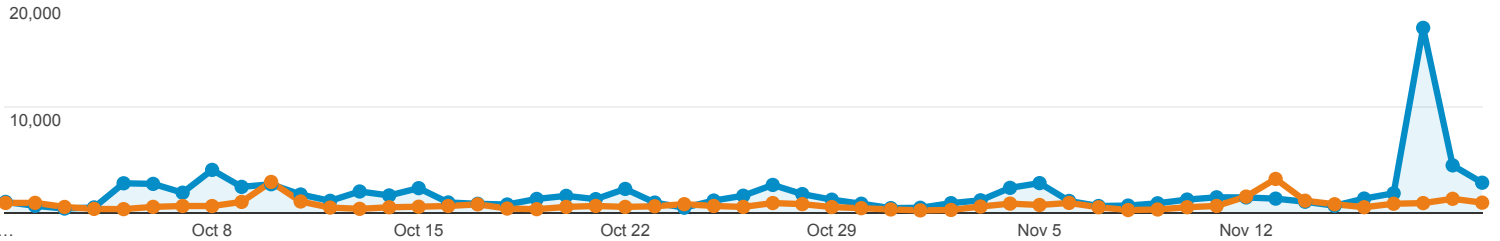Oct 1, 2015 - Nov 20, 2015
Compare to: Oct 1, 2014 - Nov 20, 2014

Tablet and Desktop Traffic
-15.19%

Overview

Oct 1, 2015 - Nov 20, 2015: ● Sessions
Oct 1, 2014 - Nov 20, 2014: ● Sessions

20,000

10,000

…   Oct 8   Oct 15   Oct 22   Oct 29   Nov 5   Nov 12

Sessions	Users	Pageviews
Tablet and Desktop Traffic	Tablet and Desktop Traffic	Tablet and Desktop Traffic
134.45%	118.84%	107.35%
96,382 vs 41,110	68,270 vs 31,196	149,164 vs 71,939

Pages / Session	Avg. Session Duration	Bounce Rate
Tablet and Desktop Traffic	Tablet and Desktop Traffic	Tablet and Desktop Traffic
-11.56%	-19.73%	3.74%
1.55 vs 1.75	00:00:59 vs 00:01:13	79.21% vs 76.35%

% New Sessions
Tablet and Desktop Traffic
-4.64%
66.51% vs 69.74%

■ New Visitor ■ Returning Visitor

Oct 1, 2015 - Nov 20, 2015

33.5%

66.5%

Oct 1, 2014 - Nov 20, 2014

30.3%

69.7%
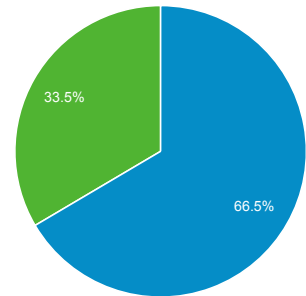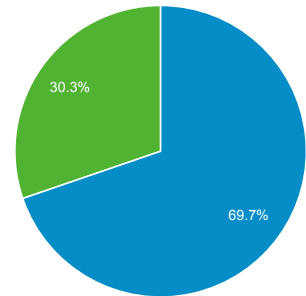
Language	Sessions	% Sessions
1. en-us		
Oct 1, 2015 - Nov 20, 2015	82,667	85.77%
Oct 1, 2014 - Nov 20, 2014	34,086	82.91%
% Change	142.52%	3.44%
2. en-ca		
Oct 1, 2015 - Nov 20, 2015	6,494	6.74%
Oct 1, 2014 - Nov 20, 2014	1,338	3.25%
% Change	385.35%	107.02%
3. en-gb		
Oct 1, 2015 - Nov 20, 2015	4,744	4.92%
Oct 1, 2014 - Nov 20, 2014	2,551	6.21%
% Change	85.97%	-20.68%

4. fr

Oct 1, 2015 - Nov 20, 2015	503	0.52%
Oct 1, 2014 - Nov 20, 2014	348	0.85%
% Change	**44.54%**	**-38.35%**

5. zh-cn

Oct 1, 2015 - Nov 20, 2015	174	0.18%
Oct 1, 2014 - Nov 20, 2014	123	0.30%
% Change	**41.46%**	**-39.66%**

6. de

Oct 1, 2015 - Nov 20, 2015	169	0.18%
Oct 1, 2014 - Nov 20, 2014	713	1.73%
% Change	**-76.30%**	**-89.89%**

7. fr-fr

Oct 1, 2015 - Nov 20, 2015	138	0.14%
Oct 1, 2014 - Nov 20, 2014	109	0.27%
% Change	**26.61%**	**-46.00%**

8. es

Oct 1, 2015 - Nov 20, 2015	108	0.11%
Oct 1, 2014 - Nov 20, 2014	90	0.22%
% Change	**20.00%**	**-48.82%**

9. ja

Oct 1, 2015 - Nov 20, 2015	98	0.10%
Oct 1, 2014 - Nov 20, 2014	68	0.17%
% Change	**44.12%**	**-38.53%**

10. fr-ca

Oct 1, 2015 - Nov 20, 2015	93	0.10%
Oct 1, 2014 - Nov 20, 2014	40	0.10%
% Change	**132.50%**	**-0.83%**

Audience Overview

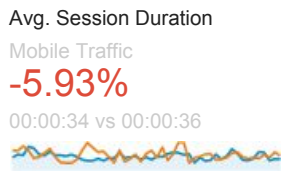Oct 1, 2015 - Nov 20, 2015
Compare to: Oct 1, 2014 - Nov 20, 2014

Mobile Traffic
+15.19%

Overview

Oct 1, 2015 - Nov 20, 2015: ● Sessions
Oct 1, 2014 - Nov 20, 2014: ● Sessions

Sessions	Users	Pageviews
Mobile Traffic	Mobile Traffic	Mobile Traffic
343.19%	293.72%	322.01%
88,952 vs 20,071	66,909 vs 16,994	108,013 vs 25,595

Pages / Session	Avg. Session Duration	Bounce Rate
Mobile Traffic	Mobile Traffic	Mobile Traffic
-4.78%	-5.93%	1.35%
1.21 vs 1.28	00:00:34 vs 00:00:36	87.87% vs 86.70%

% New Sessions		
Mobile Traffic		
-13.25%		
69.53% vs 80.15%		

■ New Visitor ■ Returning Visitor

Oct 1, 2015 - Nov 20, 2015

30.5%
69.5%

Oct 1, 2014 - Nov 20, 2014

19.8%
80.2%
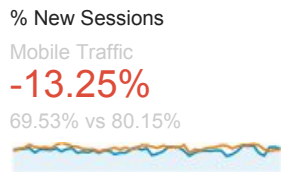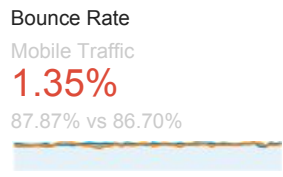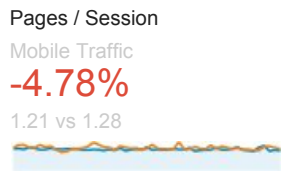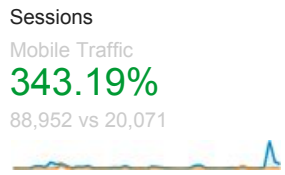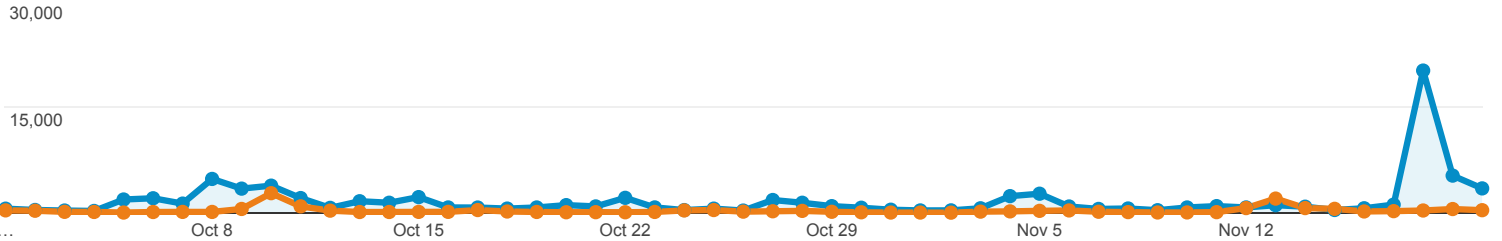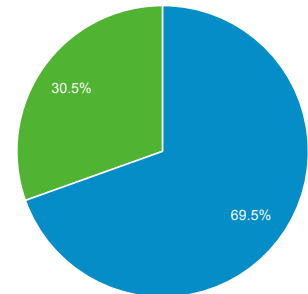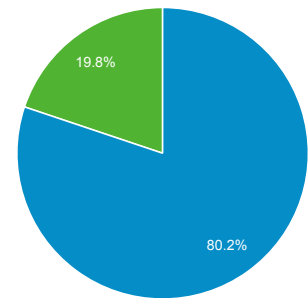
Language	Sessions	% Sessions
1. en-ca		
Oct 1, 2015 - Nov 20, 2015	43,928	49.38%
Oct 1, 2014 - Nov 20, 2014	1,639	8.17%
% Change	**2,580.17%**	**504.75%**
2. en-us		
Oct 1, 2015 - Nov 20, 2015	33,283	37.42%
Oct 1, 2014 - Nov 20, 2014	13,528	67.40%
% Change	**146.03%**	**-44.49%**
3. en-gb		
Oct 1, 2015 - Nov 20, 2015	9,476	10.65%
Oct 1, 2014 - Nov 20, 2014	3,351	16.70%
% Change	**182.78%**	**-36.19%**

4.	en		
	Oct 1, 2015 - Nov 20, 2015	507	0.57%
	Oct 1, 2014 - Nov 20, 2014	469	2.34%
	% Change	**8.10%**	**-75.61%**
5.	en-au		
	Oct 1, 2015 - Nov 20, 2015	227	0.26%
	Oct 1, 2014 - Nov 20, 2014	68	0.34%
	% Change	**233.82%**	**-24.68%**
6.	zh-cn		
	Oct 1, 2015 - Nov 20, 2015	223	0.25%
	Oct 1, 2014 - Nov 20, 2014	35	0.17%
	% Change	**537.14%**	**43.76%**
7.	fr-ca		
	Oct 1, 2015 - Nov 20, 2015	196	0.22%
	Oct 1, 2014 - Nov 20, 2014	19	0.09%
	% Change	**931.58%**	**132.76%**
8.	fr-fr		
	Oct 1, 2015 - Nov 20, 2015	157	0.18%
	Oct 1, 2014 - Nov 20, 2014	78	0.39%
	% Change	**101.28%**	**-54.58%**
9.	fr		
	Oct 1, 2015 - Nov 20, 2015	69	0.08%
	Oct 1, 2014 - Nov 20, 2014	32	0.16%
	% Change	**115.62%**	**-51.35%**
10.	de-de		
	Oct 1, 2015 - Nov 20, 2015	55	0.06%
	Oct 1, 2014 - Nov 20, 2014	188	0.94%
	% Change	**-70.74%**	**-93.40%**

Time period	Pageviews	% Change	Unique Pageview	Sessions	% Change
Sept 1 2014-Apr 30 2015	573,530		491,634	349,335	
Sept 1 2015-Apr 30 2015					
Sept 2014	43,386		37,001	24,361	
Sept 2015	79,720	**^83.75%**	70,163	52,855	**^116.97%**
Oct 2014	55,143		48,114	34,726	
Oct 2015	134,088	**^143.16%**	118,722	92,969	**^167.72%**
Nov 2014	79,780		69,522	52,676	
Nov 2015	155,531	**^94.95%**	138,746	113,800	**^116.04%**

Overview	# of Posts		Reach	Likes	Shares	Comments	Views
Oct 2014:	30		8,954				
Oct 2015:	161		211,064	4,014	403	420	
Title	**Category**	**Date**	**Reach**	**Likes**	**Shares**	**Comments**	**Views**
USC council recap	Story Link	Oct 1	490	0	0	1	
Federal parties increasing social media	Story Link	Oct 1	397	0	0	0	
Tech for Thursday: Blu	Story Link	Oct 1	201	0	0	0	
Ultimate frisbee profile	Story Link	Oct 1	749	1	0	0	
Arts show	Story Link	Oct 1	403	1	1	0	
Editorial: Hoco on the Hill	Story Link	Oct 1	385	1	0	0	
First year eng enrolment up	Story Link	Oct 1	766	9	0	1	
ICYMI: DVBSS was packed	Story Link	Oct 1	321	1	0	0	
Science funding town hall	Story Link	Oct 1	990	3	4	0	
Kodaline gallery	Photos	Oct 1	261	4	1	0	
Social media playing bigger role in election	Story Link	Oct 2	230	0	0	0	
Purple Pipe Podcast	Story Link	Oct 2	926	4	2	0	
Editorial: Chakma not a passive bystander	Story Link	Oct 2	621	1	0	0	
Fire at Sherwood Forest mall	Story Link	Oct 3	0	0	0	0	
Women's soccer still undefeated	Story Link	Oct 3	521	1	0	0	
Profs sign letter criticizing Harper	Story Link	Oct 4	1,500	8	3	0	
Covent Garden cafe review	Story Link	Oct 4	372	0	0	0	
We're rebranding our print edition!	Photo	Oct 5	322	7	0	0	
Reviews on reviews on reviews	Story Links	Oct 5	323	0	0	0	
Column: I don't say boom	Story Link	Oct 5	17,041	481	39	107	
Photo galleries	Links	Oct 5	0	0	0	0	
Dennis Edney - Omar Khadr's lawyer	Story Link	Oct 5	2,249	82	14	9	
Western Gazette ad	Photo	Oct 6	18	3	0	1	
Project LEARN a success	Story link	Oct 6	778	3	0	0	
Meditation feature	Story Link	Oct 6	948	2	1	0	
Editorial: Omar Khadr was a child	Story Link	Oct 6	1,503	8	3	0	
Rave culture	StoryLink	Oct 6	717	1	0	0	

Stephen Mueller: missing person arts show	Story Link	Oct 7	535	1	0	0	
Federal canadidates attend Western debate	Story Link	Oct 7	764	1	0	0	
Campaign signs of Liberal candiadate vandalized	Story Link	Oct 7	3,054	33	8	2	
Benefits of non-traditional sport	Story Link	Oct 7	429	0	0	0	
TA union calls for end to on-campus carding	Story Link	Oct 7	831	2	0	0	
Documenting with lyrics	Story Link	Oct 7	383	0	0	0	
Athlete registration	Story Link	Oct 7	3,010	22	5	3	
Column: Blue Jays	Story Link	Oct 7	568	0	0	0	
Olive R. Twists review	Story Link	Oct 7	687	1	0	0	
18-year-old in critical condition	Story Link	Oct 8	9,700	95	23	12	
Federal Parties unveil platforms	Story Link	Oct 8	580	3	0	0	
Katelyn Gosling profile	Story Link	Oct 8	711	4	1	0	
Indigenous alumna film festival choice	Story Link	Oct 8	448				
Strategic Voting	Story Link	Oct 8	792	5	0	3	
Tech for Thursday: Mac OS X El Capitan	Story Link	Oct 8	335	0	0	0	
Update: student in critical condition from Med Syd	Story Link	Oct 8	3,800	181	22	13	
Editorial: Liberals have done best for students	Story Link	Oct 8	918	5	0	1	
Mustangs explode for 7 goals	Story Link	Oct 9	509	1	0	0	
Student Profile: Hannah Higgins	Story Link	Oct 9	526	6	0	2	
Fall food drive Bookstore	Story link	Oct 9	254	0	0	0	
Women's lacrosse look to extend streak	Story Link	Oct 9	408	0	0	0	
Everest review	Story Link	Oct 9	548	1	0	0	
Editorial: London media failed campus victim	Story Link	Oct 10	9,744	159	12	5	
Victim of campus accident has passed away	Story Link	Oct 10	8,754	189	37	18	
Brett Kissel comes to London	Story Link	Oct 11	907	2	4	0	
Women's basketball	Story Link	Oct 11	565	0	0	0	
Worst political ads by party	Story link	Oct 13	950	3	1	0	
Andrea Christidis remebered for her infectious spir	Story Link	Oct 14	1,600	41	6	1	
Documentary article	Story Link	Oct 14	326	2	0	0	
Minority governemnts explained	Story Link	Oct 14	290	0	0	0	
Softball wins silver	Story link	Oct 14	234	0	0	0	
Over 1,000 attend Andrea Christidis funeral	Photo	Oct 14	5,014	49	4	2	

This is a hole we can fill right now	Story Link	Oct 14	776	5	0	0	
Country music tells a story	Story Link	Oct 14	569	2	1	0	
Blue Jays live tweet follow @SportsAtGazette	Link to twitter	Oct 14	133	0	0	0	
Where the parties stand on key issues	Story Link	Oct 14	292	0	0	0	
Video: our print redesign explained	Facebook video	Oct 14	485	1	0	0	193
Sports: can't get complacent	Story Link	Oct 14	330	0	0	0	
Netflix knows our viewing habits	Story Link	Oct 14	0	0	0	0	
Letter to editor: learning from death of one of us	Story Link	Oct 14	1,751	9	3	0	
Movie review	Story Link	Oct 15	499	2	0	0	
Controversial issues that could sway your vote	Story Link	Oct 15	499	1	0	0	
Charges upgraded against alleged drunk driver	Story Link	Oct 15	14,400	224	7	10	
Editorial: leave electorial reform to voters	Story Link	Oct 15	654	2	1	0	
Hockey season preview	Story Link	Oct 16	468	1	0	0	
Brett Kissel photo gallery	Gallery Link	Oct 16	169	0	0	0	
Op-ed: Edmund Goehring staying true to learning	Story Link	Oct 16	1,326	1	3	0	
TEDx returns to Western	Story Link	Oct 16	987	44	3	3	
Purple Pipe Podcast	Story Link	Oct 16	581	2	1	0	
Column: a remorseful conservative	Story Link	Oct 17	1,980	10	2	1	
Scalpers take all tickets for Twenty One Pilots	Story Link	Oct 17	543	40	5	8	
Football recap	Story Link	Oct 17	344	1	0	0	
Profs sign letter criticizing Harper	Story Link	Oct 17	8,090	72	15	2	
Forest City comicon	Story Link	Oct 19	263	4	0	0	
Recommendations of Gouge report	Story Link	Oct 19	643	0	0	0	
Baseball	Story Link	Oct 19	493	0	0	0	
Campaign sparks debate about poltical correctnes	Story Link	Oct 19	1,074	3	0	2	
Fashion forward	Story Link	Oct 19	918	4	0	1	
Western designates high traffic areas smoke free	Story Link	Oct 19	816	43	4	13	
Football: confidence key moving forward	Story Link	Oct 19	162	0	0	0	
KNIGHTlife: Rami Mustafa	Story link	Oct 19	3,150	75	4	2	
Women's rugby	Story Link	Oct 19	350	0	0	0	
Follow News@Gazette for election coverage	Twitter Link	Oct 19	135	0	0	0	
Map of London pre-election results	Photo	Oct 19	751	1	0	2	

Election results as it happens: Fragiskatos has wo	Story Link	Oct 19	828	15	3	0	
Map of London post-election results	Photo	Oct 19	379	5	0	0	
Justin Trudeau video interview 2014 rehashed	YouTube Link	Oct 20	1,164	54	10	11	
Sophie Helpard profile	Story Link	Oct 20	4,924	35	4	1	
Netflix and Chill: Scandal	Story Link	Oct 20	363	2	0	0	
Second snowfall	Story Link	Oct 20	321	0	0	0	
Editorial: ban on smoking not the way to go	Story Link	Oct 20	522	1	0	0	
Student profile: Leah Mete	Story Link	Oct 20	1,412	27	2	7	
Jenny column	Story Link	Oct 20	1,300	13	0	0	
Women's hockey explode for 6 goals	Story Link	Oct 20	390	0	0	0	
Volunteering video	YouTube Link	Oct 20	1,339	9	4	1	
Men's hockey defeat Rams	Story Link	Oct 20	513	1	0	0	
Football photo gallery	Photos + link	Oct 20	168	0	0	0	
Fragiskatos wins London North Centre	Story Link	Oct 20	1,765	15	2	0	
Western budget town hall	Story Link	Oct 21	797	1	0	0	
Jewelery made for you	Story Link	Oct 21	604	53	4	2	
Men's volleyball preview	Story Link	Oct 21	223	0	0	0	
Video interview with Fragiskatos post-win	Video	Oct 21	466	1	0	0	202
Faculty heirarchy	Story Link	Oct 21	1,122	10	1	1	
Editorial: voting	Story Link	Oct 21	301	1	0	0	
Marching Band redistribution of funds	Story Link	Oct 21	1,086	10	2	1	
Women's volleyball preview	Story Link	Oct 21	365	0	0	1	
Column: sexism in politics	Story Link	Oct 22	2,222	10	1	1	
Pitching leads to Baseball OUA title	Story Link	Oct 22	662	1	0	0	
Subway Sweetheart	Story Link	Oct 22	53,572	1,100	51	103	
Why there's no such thing as reverse racism	Story Link	Oct 22	1,300	2	0	3	
Mustangs football aim for perfect season	Story Link	Oct 22	350	2	0	0	
OUA eligibility column	Story Link	Oct 22	1,102	4	0	1	
Western apologizes for removing USC approved c	Story Link	Oct 22	2,800	49	4	5	
News briefs: Ivey MBA, London airport	Story Links	Oct 23	239	1	0	0	
Bringing novelty to London's used book market	Story Link	Oct 23	316	0	0	0	
Purple Pipe Podcast	Story Link	Oct 23	443	1	0	0	

Football beats Mac, finishes 8–0	Story Link	Oct 24	1,100	19	1	0	
Sports weekend roundup	Story Links	Oct 25	129	0	0	0	
Q&A Chic Gamine	Story Link	Oct 25	183	0	0	0	
Video: reading mean comments	YouTube Link	Oct 26	1,652	19	5	3	
Halloween costume contest	Photo	Oct 26	146	2	0	0	
Charity haunted house Mustang Lounge	Story Link	Oct 26	172	0	0	0	
Magazine cover preview	Photo	Oct 26	675	15	6	0	
Sports recap	Story Link	Oct 27	539	3	0	1	
Hot water, vinegar dumped on protestors	Story Link	Oct 27	1,800	4	1	1	
Mustang football finishes 8–0	Story Link	Oct 27	1,351	17	3	1	
New take on fresh food opens	Story Link	Oct 27	473	1	0	6	
Western installs new chancellor	Story Link	Oct 27	909	4	0	0	
Editorial: should Western re-evaluate fall break?	Story Link	Oct 27	5,354	111	16	9	
Read our first magazine!	Site link	Oct 27	971	9	4	0	
Women's volleyball win	Story Link	Oct 27	186	0	0	0	
Report finds research funding decreasing	Story Link	Oct 27	734	1	0	1	
Netflix and Chill with the Gazette!	Comment	Oct 27	288	9	0	7	
Fashion forward	Story Link	Oct 27	265	0	0	0	
Column: Do you have a nickname I can call you?	Story Link	Oct 27	9,580	204	29	12	
Rowers win both OUA titles	Story Link	Oct 27	251	0	0	0	
BOD to do independent review of USC agreement	Story Link	Oct 27	208	0	0	0	
Faculty of music has more to offer	Story Link	Oct 27	324	0	0	0	
Western to get new emergency text notifcation sys	Story Link	Oct 27	232	0	0	0	
Second chance for students to get scholarship $	Story Link	Oct 27	750	18	1	1	
Magazine: What is identity?	Story Link	Oct 28	893	5	1	0	
Magazine: Bi-sexuality continues to be contested	Story Link	Oct 28	310	1	0	0	
Magazine: International students	Story Link	Oct 28	660	2	0	1	
Magazine: I am a Muslim, I am Canadian	Story Link	Oct 28	1,141	10	1	1	
Magazine: finding your true self	Story Link	Oct 28	1,254	56	1	4	
Magazine: juggling act: student and mom	Story Link	Oct 28	2,457	70	1	5	
The obscene in Halloween	Story Link	Oct 28	271	0	0	0	
Magazine: I decided not to fight my struggle	Story Link	Oct 28	713	2	1	0	

Magazine: "Holding it in"	Story Link	Oct 28	864	2	0	1	
Magazine: losing my religion	Story Link	Oct 28	1,402	9	1	1	
Women's soccer team eliminated	Story Link	Oct 28	387	0	0	0	
Magazine: race	Story Link	Oct 29	1,200	22	1	1	
Women's soccer follow up: "Sports can be cruel"	Story Link	Oct 29	596	0	2	1	
Purple Pipe Podcast	Story Link	Oct 30	502	2	0	0	
			259117	4014	403	420	

Twitter #'s	Tweets	Impressions	Profile Visits	Mentions	New Followers
Sept. 2014	35	52K	1,801	196	195
Sept. 2015	61	75.6K	5,828	90	203
Oct. 2014	32	46.2K	1,127	189	101
Oct. 2015	90	91.4K	6,900	129	130
Nov. 2014	65	81.6K	1,970	275	108
Nov. 2015	131	129K	6,806	120	110

1. Front office elections background
I was tasked with reviewing the Gazette's Elections Policy following recommendations made last spring by the USC's human resources department. So, here it is.

Currently, elections for front office take place in second semester and are overseen by the current front office. The process is as follows:
- candidates must have two nominators and write their name on a sheet within a two week period, typically the two weeks before Reading Week;
- candidates then have two weeks to come up with a platform and interview members of front office as well as the editorial board;
- there is no campaigning allowed or discussions of elections allowed during within the office during this period;
- on election day, candidates give a 12-minute speech followed by a 45-minute question and answer period, with three questions allotted to front office and three to the other voting members;
- a moderator oversees elections, typically a front office member from two years ago;
- voting is done by secret ballot and it's a tiered system — one vote for staff, two votes for editors and three votes for front office;
- ballot counting is done by front office with the moderator behind closed doors;
- candidates are then notified who won the election and the winner is announced to the office.

2. Some of the problems with the current policy/practice
Unfair procedure: It's very difficult to properly prepare for election day with the Reading Week break interrupting the campaign period. It limits candidates' ability to effectively craft a platform.

No independent oversight: This leads to highly political internal dialogue and candidates feeling they were treated unfairly either in the campaign period or on election day.

No standard practice for voting: Sometimes there is no talk amongst editors after all the candidates for a certain position have gone, other times there is debate and discussion for a few minutes before voting is done.

Unfair method of winning: While it's been in practice a simple majority of the votes gets you elected, with more candidates, this doesn't make as much sense.

No articulation of what to do in the case of sole candidates running for a position: how they win and if there can be a no confidence vote are not laid out in policy.

Limits debate: Debate is limited to one day and one hour per candidate. This is the future of the paper, it should be more open and comprehensive than the current elections procedure allows.

3. Proposed changes

- Elections will be overseen by the chair of the Publications Committee from the beginning through to election day — they can designate someone else to oversee election day if they are unavailable.
- Application based process for candidates. A call for applications is made by the chair that includes a job description, details of what we're looking for and timeline. The application will include a resume, proof of student status, samples of work and answers to a set of predetermined questions decided by front office and the Publications Committee.
- No confidence addition to the policy in cases where a single candidate is running for a position. Candidates must get 50.1 per cent of the vote.

4. Some things to clarify

- What the campaign period is
  - Is it once they submit their application? After the application deadline closes? Once applications are open? Is there even a campaign period?
  - What happens during the campaign?
- Who can talk to who and when
  - Can potential candidates talk to anyone at any time?
  - Can those who intend to submit an application talk to anyone at any time?
  - During the campaign period, what are candidates and staff allowed and not allowed to do?
- Behaviour that is not allowed and what disqualifies a candidate

5. Some possible changes to debate

1. Preferential/ranked voting system.
   - Might make more sense, especially when more than two candidates are involved. Pros: will always lead to election of candidate with greater than half the votes. Cons: complicates the process.
   - What this possibly looks like in practice: All candidates names are printed on a coloured ballot (indicating vote weight) and voters rank their preferred candidates in order from first onwards. If no candidate achieves greater than 50 per cent of the vote upon first counting, voters' second choices are factored in and so on until one candidate achieves greater than 50 per cent of the vote.
2. Post-candidate question period for voting members overseen by the moderator.
   - The idea for this is to allow a certain amount of time for voting members to discuss and debate amongst themselves or in an open forum before voting. Pros: opens up debate about the future of the paper, is a typical process in elections and hiring. Cons: could lead to political grandstanding.
   - What this possibly looks like in practice: All candidates for a certain position give their spiel, the moderator oversees 30 minutes of questions and debate amongst voting members, voting is done in secret afterwards.

3. As an alternative to the above (or in addition), hold a pre-election day town hall.
    - Again, the idea is to have a more open discussion of the direction of the paper. Doesn't necessarily have to be one candidate vs. the other, but a debate on ideas and what the Gazette should do. Pros: more debate, standard practice in elections, makes more sense, especially since no campaigning is allowed. Cons: could get political, personal, want to avoid that.
    - What this possibly looks like in practice: Applications due January 30, debate/town hall held before Reading Week, election day after Reading Week.
    - Alternatively, hold the town hall before applications are due and before candidates have submitted their applications — takes out some of the personal/political aspect of things. Applications open January 31, town hall February 7, applications close February 14.

Front Office Elections Policy (Work in Progress)

Preamble

The Gazette will promote to the best of its ability an inclusive and fair process for selecting its front office staff. The Gazette is an equal opportunity employer and shall strive for a diversity of candidates for its front office staff. All those interested in the positions are encouraged to apply.

1.0 Elections

1.1 Elections for The Gazette's front office — consisting of an editor-in-chief, a print managing editor, and a digital managing editor — will be held once per annum, during the second term of the school year.

2.0 Candidate Eligibility

2.1 All applicants must be current members of The Gazette editorial board, except in extenuating circumstances (see 2.5)

2.2 Candidates must submit the following to the chair of the Publications Committee at a date set by the chair no later than the Friday before Reading Week:

1. a resume
2. proof of student status at Western University or one of its affiliate colleges
3. five samples or more of work
4. answers to a set of standardized questions from front office and the Publications Committee

2.3 The chair of the Publications Committee will disseminate completed applications that were submitted on time to front office, the editorial board and eligible staff voters a minimum of five days before election day.

2.4 Election day will be held no more than three weeks after the initial application period ends at a date set by the chair of the Publications Committee.

2.5 If by the end of the application period, no editorial board members apply, the current front office, in consultation with the Publications Committee, must come to a consensus on a course of action. Options include, but are not limited to, extending the term of current front office members, or seeking applicants outside the editorial board.

3.0 Front Office Reports

3.1 Candidates may sign out a maximum of three reports at once for no longer than 24 hours.

3.2 Digital copies of year-end reports may be given to editors, where they are available.

4.0 Campaigning (Clarify)

4.1 No visual campaigning material (e.g. posters) is permitted in or outside The Gazette office.

4.2 Each candidate will be allowed a one hour interview time with any members of front office and any full-time Gazette staff. They may also consult with any member of the Publications Committee before they submit their application via email or by phone, committee members' schedules permitting.

4.3 Candidates will be allowed to have one day where they can talk freely to anyone in the office about their platforms. Outside of this one day, no voting members are permitted to talk about elections during business hours or in the office.

4.4 Any public discussion of elections outside of interviews and other election-related meetings is not permitted in the office.

5.0 Voting Regulations

5.1 Only voting members and any members of the Publications Committee not affiliated with the publisher are permitted to attend and observe Election Day.

5.2 All voting is by secret ballot.

5.3 In order to vote for a position, eligible voters must either observe the full extent of each candidate's presentation or proxy vote (see 6.0)

5.4 Voters will write the name of their preferred candidate on a supplied ballot.

5.5 Staff members' votes carry a single-point weight

5.5.1 In order to be eligible to vote, a volunteer must be a staff member two weeks before election day.

5.6 Section editors' votes carry a two-point weight

5.7 Front office's votes carry a three-point weight

6.0 Proxy Voting

6.1 Votes may be cast before election day if a voting member of The Gazette cannot attend the ceremonies.

6.2 Proxy voters may cast a maximum of three ballots based on the applicants as they stand on the application list: one for editor-in-chief, one for print managing editor, and one for digital managing editor.

6.3 Proxy votes will write the name of their preferred candidates on separate ballots, which will be divided by the chair into three separate containers: one for editor-in-chief, one for print managing editor, and one for digital managing editor.

6.4 Proxy votes will carry a point weight based on their staff level (see 5.5, 5.6, 5.7).

6.5 A distinctly coloured ballot will also be reserved for proxy voters.

6.6 The point weight of proxy votes will be written on the ballot by the chair of the Publications Committee.

6.7 If a candidate for editor-in-chief is not elected and decides to drop down to compete for one of the next positions, their proxy votes will not carry over.

6.8 Candidates may proxy vote for each other and themselves since they are not permitted to observe any aspect of the election ceremony excepting their own.

6.9 Proxy voters must meet with all candidates before casting their ballots.

6.10   Proxy votes must be submitted to the chair by noon the day before elections.

7.0 Election Day Procedure

7.1 A moderator will oversee the elections process. They will either be the chair of the Elections Committee or a person designated by the chair to serve as moderator in their place.

7.2 Editor-in-chief elections will take place first, followed by print managing editor elections and digital managing editor elections, with the order decided by mutual agreement of the candidates or a coin toss.

7.3 If candidates for a particular position cannot come to a unanimous decision on their order of presentation, it will be determined by picking numbers out of a container (1 representing first, 2 representing second, etc).

7.4 While waiting for their designated speech time, candidates will remain in a secluded area outside the vicinity of The Gazette office.

7.5 Each candidate is allotted a maximum 12 minute speech, followed by a maximum 45 minute question and answer period.

7.6 Front office and the moderator have the right to overrule any questions it deems irrelevant, unfair or unnecessarily aggressive.

7.7 Speeches and questions and answer periods will be timed and mediated by the moderator.

7.8 Voting takes place after all candidates for a particular position have completed their presentation.

7.9 Unsuccessful candidates for editor-in-chief are permitted to run again for either print managing editor or digital managing editor, but not both. All other candidates can only run for the position for which they are nominated.

8.0 Ballot Counting

8.1 Votes will be counted by members of front office and overseen by the moderator, who will serve as an unbiased observer.

8.2 Ballots will be counted in the front office, with the blinds closed and the door shut.

8.3 Ballots will be counted three times — once by each member of front office.

8.4 The candidate with the most votes will be declared the elected member of the designated position.

8.5   After the ballots are counted, the respective candidates will be called into The Gazette's main office to hear the winner announced.

9.0 Tie-breaking

9.1 In the case of a tie the following procedure will be followed:

9.2 Each tied candidate will be called into The Gazette office separately, where he or she will have one minute to speak, followed by three pre-set tie-breaking questions from front office. The questions will be identical for all tied candidates.

9.3 All attendees will be eligible to vote once again. Proxy votes will carry over as well.

9.4 Ballot counting will follow the stipulations in 8.0

9.5   If the vote remains tied, all staff ballots will be excluded from the ballot count.

9.6 If the vote remains tied, all ballots except those of front office will be excluded.

10.0 Discipline

10.1 All candidates shall conduct themselves in a professional and respectful manner towards each other and members of the Gazette office. All candidates should read and abide by the rules set out in this policy and should they have any questions, take them to a member of front office.

10.2 Politicking, including bribes, offers of jobs to future staff and personal attacks, is not permitted at any time.

10.3 Candidates or voting members who have concerns about the application process or campaign period can bring those concerns at any time to front office. If candidates or voting members are unsatisfied with the response from front office, they can take their concerns to the publications committee chair.

10.4 Candidates who violate the spirit of elections may face a range of sanctions, including and up to disqualification. Sanctions will be weighed on the basis of the type of violation, severity and repetitive violations.

10.5 Sanctions can include ….???

Background

One of the main issues we have is maintaining institutional knowledge given the annual turnover in front office staff. With new position roles introduced this year, it is even more important that we prepare a relatively comprehensive plan for training the incoming staff.

In the past, we have had takeover day where the incoming front office takes over for the current front office, which as you can imagine, is not the best recipe for success. This also makes less sense now that we are twice a week in print.

Outside of that, there are the year end reports prepared by front office, which are of varying levels of use to the incoming staff. There's also sometimes a note left on the office computer detailing some things to do and passwords for online accounts, but this is also not always done.

With a heavier digital focus, it's more important now that we establish a baseline level of training for incoming staff that includes print, digital and management skills so we don't stagnate or face serious lapses in information flow.

Possible transition planning
Most of the work in setting up and maintaining a transition plan will have to be done by front offices. While this has meant it's fallen by the wayside in the past, this committee can be a place to ensure it's maintained and evolves over time to meet skill needs.

A few things to consider in transitioning between front offices:

- Each member of front office creates a how to manual for their job, roughly 20 pages (or more) in length.
    Or in a phrase Greaves might say, a Standard Operating Procedure.This would include the very basics of the job, things to do daily, weekly, monthly. Working with other front office members, overseeing a section, editing process, conflict resolution, passwords and need to know information and general advice.

- Each member of front office creates a how to manual for sections.
    This makes running a section easier and can also serve as a manual for editors. Once this is made, it can be updated year over year. For example, news can list the events to be aware of and timings of important reports, their standard practices, etc.

- Organize desktop computers.
    You would be surprised what's not on the EIC's computer. It would be a tremendous help if it's organized and easily searchable to find important information. This can be done over the December or April breaks.

- Editing bootcamp with Mary Doyle and other professionals.

A major part of the job is editing and it's something that should be drilled into front office. Right now, it's a bit hazy what specifically we look for, how we do it, etc. as an incoming staff member. Getting professionals to teach them how it's done will help in setting up appropriate practices internally.

- Year end reports standardized format.
    Year end reports have been formatted however the front office member likes that year. They generally follow the same kind of flow but standardizing this and promoting an emphasis on practical advice rather than a recap of the year's events would make these reports more useful for future staff.

- Job shadowing for a week.
    Rather than have a takeover day, incoming front office can shadow the current front office as they do their jobs. This is one of the more practical ways in which the incoming staff find out what they will be doing.

- Hiring incoming staff.
    Current front office can provide support and advice to the incoming front office through helping with the process to even sitting in on interviews if needed.

- Exam period transition training.
    This is really the only opportunity for current front office to train the incoming front office. Exams complicate matters but one or two days is probably possible to swing.

UNIVERSITY STUDENTS' COUNCIL

Financial Statements from Statement of Earnings
As At October 31, 2015

Summary - Gazette Editorial

	Current Month				Year to Date				
Prior Year Activity	Budget to Actual	Current Mo.Budget	Current Mo.Activity		Current YTD Activity	Budget YTD	Budget to Actual	Prior YTD Activity	Annual Budget
				General Expenses					
7,924.74	(9,764.50)	0.00	9,764.50	**Ed Salaries**	48,822.50	0.00	(48,822.50)	47,269.02	0.00
8,560.00	(11,640.00)	0.00	11,640.00	**Ed Honoraria**	31,274.00	0.00	(31,274.00)	17,015.00	0.00
38.00	(310.78)	0.00	310.78	**Ed Travel**	363.28	0.00	(363.28)	38.00	0.00
1,031.58	(1,406.20)	0.00	1,406.20	**Gazette Editoral Staff Benefits**	7,031.00	0.00	(7,031.00)	5,452.22	0.00
0.00	0.00	0.00	0.00	**Ed Conference/Meetings**	213.32	0.00	(213.32)	0.00	0.00
2,015.65	(2,092.53)	0.00	2,092.53	**Editorial Occupancy**	10,462.65	0.00	(10,462.65)	10,078.25	0.00
0.00	0.00	0.00	0.00	**Ed Advertising**	2,010.67	0.00	(2,010.67)	67.30	0.00
0.00	0.00	0.00	0.00	**Ed Equipment**	460.00	0.00	(460.00)	0.00	0.00
423.60	(713.46)	0.00	713.46	**Ed Telephone**	3,099.62	0.00	(3,099.62)	2,075.37	0.00
122.94	(2.55)	0.00	2.55	**Ed Postage/Courier**	(37.36)	0.00	37.36	202.66	0.00
0.00	0.00	0.00	0.00	**Ed Copying/Printing**	25.22	0.00	(25.22)	398.51	0.00
85.96	(27.70)	0.00	27.70	**Ed Office Supplies**	377.70	0.00	(377.70)	223.27	0.00
0.00	(39.40)	0.00	39.40	**Ed Entertainment**	2,369.53	0.00	(2,369.53)	0.00	0.00
157.39	(976.86)	0.00	976.86	**Ed Misc.**	1,882.65	0.00	(1,882.65)	474.46	0.00
3,540.01	(2,765.00)	0.00	2,765.00	**Ed Deliveries**	5,925.00	0.00	(5,925.00)	8,850.01	0.00
0.00	0.00	0.00	0.00	**GAZETTE EDITORIAL TRAINING/EDUCA**	1,735.75	0.00	(1,735.75)	0.00	0.00
340.00	0.00	0.00	0.00	**Ed Photo Equipment**	174.99	0.00	(174.99)	340.00	0.00
218.93	0.00	0.00	0.00	**Ed Color Charges**	0.00	0.00	0.00	218.93	0.00
13,524.72	(13,643.01)	0.00	13,643.01	**Ed Printing**	24,529.71	0.00	(24,529.71)	30,086.28	0.00
596.89	(316.24)	0.00	316.24	**Ed Website Expense**	970.29	0.00	(970.29)	3,373.17	0.00
38,580.41	**(43,698.23)**	**0.00**	**43,698.23**	**Total Gazette Editorial**	**141,690.52**	**0.00**	**(141,690.52)**	**126,162.45**	**0.00**

UNIVERSITY STUDENTS' COUNCIL

Financial Statements from Statement of Earnings
As At November 30, 2015

Summary - Gazette Editorial

	Current Month				Year to Date			
Prior Year Activity	**Budget to Actual**	**Current Mo.Budget**	**Current Mo.Activity**		**Current YTD Activity**	**Budget YTD**	**Budget to Actual**	**Prior YTD Activity**	**Annual Budget**
				General Expenses					
7,924.74	(9,764.50)	0.00	9,764.50	**Ed Salaries**	58,587.00	0.00	(58,587.00)	55,193.76	0.00
6,420.00	(11,640.00)	0.00	11,640.00	**Ed Honoraria**	42,914.00	0.00	(42,914.00)	23,435.00	0.00
44.75	(30.00)	0.00	30.00	**Ed Travel**	393.28	0.00	(393.28)	82.75	0.00
1,031.58	(1,406.20)	0.00	1,406.20	**Gazette Editoral Staff Benefits**	8,437.20	0.00	(8,437.20)	6,483.80	0.00
0.00	(55.95)	0.00	55.95	**Ed Conference/Meetings**	269.27	0.00	(269.27)	0.00	0.00
2,015.65	(2,092.53)	0.00	2,092.53	**Editorial Occupancy**	12,555.18	0.00	(12,555.18)	12,093.90	0.00
0.00	0.00	0.00	0.00	**Ed Advertising**	2,010.67	0.00	(2,010.67)	67.30	0.00
0.00	200.00	0.00	(200.00)	**Ed Service/Maintenance**	(200.00)	0.00	200.00	0.00	0.00
0.00	0.00	0.00	0.00	**Ed Equipment**	460.00	0.00	(460.00)	0.00	0.00
415.08	(705.25)	0.00	705.25	**Ed Telephone**	3,804.87	0.00	(3,804.87)	2,490.45	0.00
0.00	(5.10)	0.00	5.10	**Ed Postage/Courier**	(32.26)	0.00	32.26	202.66	0.00
15.73	0.00	0.00	0.00	**Ed Copying/Printing**	25.22	0.00	(25.22)	414.24	0.00
0.00	(24.28)	0.00	24.28	**Ed Office Supplies**	401.98	0.00	(401.98)	223.27	0.00
0.00	(170.20)	0.00	170.20	**Ed Entertainment**	2,539.73	0.00	(2,539.73)	0.00	0.00
1,564.82	(24.95)	0.00	24.95	**Ed Misc.**	1,907.60	0.00	(1,907.60)	2,039.28	0.00
4,720.00	(3,555.00)	0.00	3,555.00	**Ed Deliveries**	9,480.00	0.00	(9,480.00)	13,570.01	0.00
0.00	(384.87)	0.00	384.87	**GAZETTE EDITORIAL TRAINING/EDUCA**	2,120.62	0.00	(2,120.62)	0.00	0.00
0.00	(91.50)	0.00	91.50	**Ed Photo Equipment**	266.49	0.00	(266.49)	340.00	0.00
84.53	0.00	0.00	0.00	**Ed Color Charges**	0.00	0.00	0.00	303.46	0.00
14,116.20	(12,466.00)	0.00	12,466.00	**Ed Printing**	36,995.71	0.00	(36,995.71)	44,202.48	0.00
186.77	0.00	0.00	0.00	**Ed Website Expense**	970.29	0.00	(970.29)	3,559.94	0.00
38,539.85	**(42,216.33)**	**0.00**	**42,216.33**	**Total Gazette Editorial**	**183,906.85**	**0.00**	**(183,906.85)**	**164,702.30**	**0.00**