

Gazette Publications Committee

Volume 111 meeting #1

Minutes of the GPC meeting on Aug. 3, 2017 at 3:30 p.m.

Voting members in attendance

- Jay Menard (chair)
- Ravi Arnath (via telephone — came in late)
- Paul Benedetti (via Skype)
- Nicole MacAdam (via Skype)
- Aron Yeomanson (via Skype)

Non-voting members in attendance

- Amy O’Kruk
- Jordan McGavin
- Rita Rahmati
- Nick Soave
- Iain Greaves

Others in attendance

- Erin McCauley (USC secretary treasurer)
- Tobi Solebo (USC president)

Motion 1: Call to order

Motion 2: Adoption of the agenda

- Approved

Motion 3: Ratification of 2017/18 front office

- Menard discusses front office members change after the original election — McGavin then unanimously elected in a second election
- All three members (O’Kruk, McGavin and Rahmati) officially ratified

Motion 4: Discussion and vote of student-at-large member

- Discussion of the two candidates: Sabrina Handal and Jonathan Gilmore
- MacAdam says Handal is more qualified (has more experience) and seems very engaged
 - Yeomanson, Menard and Benedetti agree
- Handal unanimously voted in

Motion 5: EIC report (O’Kruk)

- Things are running smoothly: first issue (SAO) went well, reporting went on throughout the summer to a degree although there were no reporters until August
- Discusses changes in the print and digital managing role

- After much consultation and research, the two roles are managing editor of content (Rahmati) and managing editor of design (McGavin)
- The names have meaning outside of the *Gazette* and are flexible
- More collaboration between the three front office members will happen this year
- Sponsored content package
 - New experiment in advertising
 - *Gazette* advertising revenue has continually fallen, need to try something new
 - An example is the Masonville Mall advertorials done in volume 110
 - Experimenting with a 360 degree video camera for advertising
 - Notes many other professional organizations are trying something similar (creating sponsored content)
 - Front office will create the advertisements
 - Diana Watson will help facilitate
 - This is the pilot year, if it goes well in the future an individual will be hired on the ad board to curate advertorials
- Frosh issue will be a magazine this year
 - Hopes it will increase pickup — worked well in volume 109
- Recruitment
 - Will be in the bus pass line this year
 - Will host an open house at the end of September
 - Benedetti offers to allow *Gazette* to come to his FIMS course and recruit
- McGavin discusses social media stats
 - Lower than last summer (last summer there was the HOCO date change article which got a lot of traction)
 - Facebook doing very well
- Report accepted

Motion #6: Manager report (Greaves)

- Large focus on the Westernizer right now— will make \$20,000 after production costs
- Trying to support Diana Watson with advertising
- It is difficult to get print advertising as usual
- Supports publishing a magazine, they get picked up more
- Cleaning up the computers and talking to ITS
- Report accepted

Motion #7: Leonardo Mistretta situation/legal issue

- Menard notes this was added to the agenda just yesterday
- This situation began early June
- Mistretta reached to O’Kruk asking for an almost 20 year old article to be taken down
 - Menard notes the article was factual correct and keeping it up online aligns with *Gazette’s* principles

- Menard says standard practice in journalism is to leave the article up — cites *Toronto Star*
- Menard says a concession was made as the *Gazette* updated the article noting the charges were later dropped
- Menard says Mistretta has been upset and used aggressive language and threats
- O’Kruk says Mistretta attempted to bribe the *Gazette’s* lawyer
- Benedetti says standard practice in the industry is to follow the story through from charge to the end of the case — this is becoming the standard in the industry
 - Benedetti also says we can’t erase the record, it’s just tough luck for Mistretta
- MacAdam says Mistretta could contact Google to adjust the articles ranking on Google’s search engine
- Menard cites an article on another publication covers Mistretta’s charges for a separate crime
- Mistretta has threatened legal action — Benedetti, MacAdam and Menard note Mistretta has no legal action
- Menard believes Mistretta was trying to bully O’Kruk to take the article down, but he has no legal grounds

Motion #8: Inquiries and other business

- Arnath asks what the USC’s position is
 - McCauley says things are fine now since Mistretta has no legal standing and no more legal costs are likely to be taken on this issue
- Menard asks where the line is drawn in the future for the USC and *Gazette* regarding legal fees
 - They agree to continue the conversation on this at a later time

Motion #9: Adjournment of meeting