



2015/2016 Gazette Publishing Committee

Meeting #1
Friday, October 23, 2015
USC Boardroom, University Community Centre

AGENDA

1. Call to Order
2. Adoption of Agenda
3. Introduction/terms of reference for committee
4. Chair election
5. EIC report
6. Budget discussion
7. Inquiries and Other Business
8. Adjournment of Meeting



Gazette Publications Committee Terms of Reference

25 September 2015

USC Board of Directors

1. Purpose

This document shall be the Terms of Reference for The Gazette Publications Committee, which shall be a standing committee of the Board of Directors of the University Students' Council.

2. Duties and Responsibilities

1. The Gazette Publications Committee shall provide regular reports to the Board of Directors regarding the use of Gazette resources, and make recommendations regarding policy, strategy, and business matters to the Board as necessary.
 - i. The Publications Board shall not be involved in the day-to-day management and editorial decisions of the publication, as that is the responsibility of the Editor-in-Chief, Digital Managing Editor, Print Managing Editor and Editorial Board.
2. Adjudicate editorial complaints that have not been resolved by the Editor-in-Chief, as per the editorial content complaint procedures within the Complaints Procedure.
3. Enact a Strategic Plan, in collaboration with all relevant Gazette stakeholders, to stand as a reference document for The Gazette when strategic decisions need to be made, and to support the identification of priorities during the annual budget process.
4. Recommend The Gazette advertising, composing and editorial annual budgets to the Managing Director Financial and Corporate Resources as a part of the USC annual budget process.
5. In collaboration with the Editor-in-Chief, make recommendations for amendments to Gazette policy.
 - i. Policies of The Gazette will be reviewed every two years by the Publications Committee and approved by the Editorial Board, the Publications Committee and the Board of Directors.
6. Develop and continue to improve upon a policy and process to ensure Front Office receives constructive feedback on their performance, and have access to training and development that set them up for success in their roles.
7. Discipline and termination procedures will be enacted as a recommendation of the Publications Committee to the USC Board of Directors.
8. Facilitate the hiring of Front Office by running annual elections.

3. Composition

1. The Gazette Publications Committee shall be composed of those who serve for two (2) or three (3) year terms.
2. Those who serve for a term of two (2) years are,
 - i. One (1) undergraduate student, of the Board of Directors, voting
 - ii. One (1) undergraduate student, at-large, voting
3. Those who serve a term of three (3) years are, five (5) individuals who are external to the Western undergraduate population.
 - i. One (1) member should be a lawyer familiar with media and libel law.
 - ii. One (1) member should be a faculty member in the journalism program at Western University.
4. The non-voting members of the Publications Committee are,
 - i. Chair of the USC Board of Directors, *ex-officio*.



- ii. Editor-in-Chief, Gazette, *ex-officio*.
 - iii. Digital Managing Editor, Gazette, *ex-officio*.
 - iv. Print Managing Editor, Gazette, *ex-officio*.
 - v. Manager, Gazette Composing and Advertising Office, *ex-officio*.
 - vi. Managing Director, Government Services, *ex-officio*.
 - vii. Managing Director, Financial and Corporate Resources, *ex-officio*.
 - viii. General Manager, *ex-officio*.
5. Current USC employees or volunteers are not eligible to serve as voting members of the Board.
 6. Members of the Publications Committee who do not have ready access to copies of The Gazette throughout the year will be provided with a subscription, the expense of which will be covered by The Gazette.

4. Appointment of the Publications Committee

1. Voting members shall be ratified by the Board of Directors upon the recommendation of the Publications Nominating Committee. The Nominating Committee shall be comprised when vacancies of the Publications Board must be filled. They will also be responsible for recruiting members, establishing selection criteria, and conducting a hiring process.
2. The Gazette Publications Nominating Committee shall be composed of:
 - i. Chair of the Board of Directors, or a designate if the Chair is an Executive Officer.
 - ii. One (1) additional Director who is not Executive Officer, elected by the Board.
 - iii. Gazette Editor-in-Chief.
 - iv. One (1) additional Gazette staff member who is elected by the Editorial Board.
 - v. Representative of the USC Human Resources Department, who shall coordinate the committee.
3. The Publications Committee shall strive make decisions by consensus. If consensus cannot be achieved, decisions shall be made via a majority vote (50% + 1).

5. Selection and Duties of the Chair

1. The Publications Committee shall vote internally and recommend a Chair to the Board of Directors for ratification.
 - i. The Chairperson must be a voting member of the Publications Committee, and external to The Gazette, the USC and the University of Western Ontario.
2. The Chair shall appoint a date for regular meetings, and prepare the agenda, with the assistance of the Editor-in-Chief and Managing Director, Government Services.
 - i. The Chair must call at least one meeting per month in the Fall/Winter semesters.
3. The Chair shall report on the business of the Publications Committee to the Board of Directors through the voting Director.
4. The Chair shall be responsible for communicating the decisions of surrounding complaint adjudication to other media groups.
5. The Chair shall provide an annual budget presentation to the Board of Directors on the financial scenario of The Gazette.

6. Context and Enactment



1. Documents Repealed – *Gazette Publications Committee Terms of Reference, Gazette Advisory Board Terms of Reference*
2. Supporting/Related Documents – *Front Office Elections Policy*

[Supporting/Related Documents]

3.

[Date Passed]

4.

[All previous Amendments]

October 16, 2015

REPORT OF THE EDITOR-IN-CHIEF

General update

Front office worked throughout the summer on a number of things, most of which get their own subsection in this report. The larger things we worked on included a new website, a print redesign and getting together an app for mobile and tablet.

Outside of that, we focused on getting together a comprehensive training program for editors and volunteers, and setting a specific vision for the Gazette.

This year, we not only want to produce more content and focus online, but produce better, higher quality content. We've increased our focus on campus and on students. We've implemented story pitch meetings for all the sections once a week so we can be more deliberate in what we write and plan when it will come in.

The news section had a tough September figuring out how they fit into the daily online publishing schedule. In the past, they typically would start their stories at 10 a.m. and have them done at 5 or 6 p.m. and then do it all over again the next day. Now, they were tasked with making sure three stories went out each day, including one in the morning. Also a concern for this section is that they currently have the fewest consistent volunteers in a section that relies completely on them. This usually picks up after the first couple months of school, so I'm not too worried yet but it's on my radar.

Beyond these issues, their content has been very good. Almost entirely focused on campus and student issues, we've broken some big stories over the first month that got a lot of reaction.

The arts and life section has done an excellent job at engaging their volunteers and producing interesting content. Some of our highest traffic stories have been lifestyle pieces about students. They've organized their volunteers to have meetings twice a week with them, are producing online only content and have a schedule for their online content for each day of the week. Their Twitter game is also on fire.

The sports section has been killing it, producing not only timely game reports but intriguing articles that would be of interest beyond those just interested in the Mustangs. They've got editors and volunteers live Tweeting games, publishing a game report within 30 minutes of a game ending and writing a longer form story for online and print within 24 hours. Also a bit of a fun fact: The Gazette has gone a month without publishing a single professional sports article or column for the first time in at least the past decade (I didn't have time to go further back than that and I think it would take me quite a while before I found another September that was professional sports free).

Opinions has been lively this year, with a number of columns getting a reaction from students and the community. We've also diversified our content with op-eds, including one from a popular English professor that got a lot of attention.

The creative sections have also been great this year. We've had a number of photo galleries, photographers at virtually every home game and at events across campus. Our graphics editors have also been doing an excellent job of getting more graphics done and they've got volunteers, a new development which caught us a little off guard because we didn't know what to do with them.

Overall, I've been very impressed with the work ethic and willingness to learn from everyone this year. Virtually every editor is thinking about more than just what they can write or create. They're planning, organizing and training volunteers, and creating content like never before.

A major issue that threw a wrench into our ideal schedule is the printer's inability to print us on Wednesday night and ensure delivery the next morning. Because of this, we now make our Thursday edition on Tuesday. The drawbacks to this are obvious: our content is less timely, we have a shorter time period to put the paper together and it makes our Mondays and Tuesdays long work days. However, it has freed up the rest of the week for us in that we're no longer worried and rushing to meet deadline every night.

Volunteers

We have more volunteers! (Yay!) This is largely due to the work of one of the news editors, who set up booths, classroom visits, Spoke coffee stickers and bookmarks at the Book Store and Purple Store.

We also have far more engaged volunteers than I've seen in my time here. We've got a volunteer writer and photographer going to most sports games, for example. The sports section has been thriving with them, even going full issues where the only content is written by volunteers.

Our next step is to continue to develop volunteers and try and create a program for them where they can move up in a sense. We're going to try to have a senior staff position for those who want to learn and contribute more than a typical volunteer.

Training

This year, we had a training program for editors before we started publishing. We got everyone updated on what we did during the summer and what was expected of them throughout the year. We were also able to get *The Star's* Jim Rankin and former journalism professor Mark Kearney in to talk to us.

We've also implemented a training program for volunteers. All volunteers now go through an intro to The Gazette and an intro to whatever section they're interested in volunteering for. This is done by both front office and the editors.

I'm hoping to keep us up to date on training by bringing in more alumni throughout the year. We have several who are willing to come down and I would like to make it a once a month kind of thing.

Print redesign

We planned a redesign of our print edition beginning early in the summer. It took quite a long time to flesh out but we ended up with a product that not only functions and looks better for readers, but also makes our jobs in putting it together easier.

We got rid of the traditional sections and replaced them with three overarching sections: Know, Insight and Experience. Know is for things you need to know, mainly news but also things from life and sports. Insight is for things you need to read, so features, personal essays, interesting pieces and opinions. Experience is for things you need to do, so this is mainly arts and life but can include news and sports as well.

Each paper is different, with the number of pages allotted based on the best content we have. The front page always jumps to a story and is either a full page visual or has one story start on it.

For us on the back end of laying things out, it's become much simpler. We've cut down on the number of decisions we have to make by having a template for the front page, page two, the opinions page, back page and a few open page templates. We've also made the editors cognizant of headline fonts so we can have a better hierarchy to our pages and it makes them more visually appealing.

Digital presence

Obviously this year, online is something we are pushing quite a lot.

We had a 28% increase in the number of things we published this year over last September. Much of this was online exclusive content, including a few listicles. We've also had something published every day since the editors came back from summer holidays.

We had a number of photo galleries go up, mainly from sports games but also from major events like O-Week and Homecoming. We also had video from O-Week, Homecoming and an interview with Omar Khadr's lawyer when he came to campus.

There's been a huge change internally in how we think of online. Front office set a goal of publishing nine things every day, once an hour from 10 a.m. to 6 p.m. We've managed to do this a few times and sometimes we're publishing more than that in a day.

Our main problem has been communication and making sure things are published when they're supposed to be. Part of the problem is volume: we have more volunteers and they're writing more so sometimes stories have been missed because we didn't know they were coming in.

But overall, it's been good with the main writing sections keeping track of what's supposed to go online when and what's going in print.

We've also got editors and volunteers thinking of what could go online in terms of stories and in terms of getting our work out on social media. The editors run their own section-specific Twitter accounts. They also have to do their own SEO, tagging, etc. One first year editor even got mad at herself for forgetting to do SEO on her story, which is something that would never have happened in the past.

In Appendix 1, you will find detailed numbers on our web and social media traffic. The highlights include a 117% increase in sessions, 118% increase in users and 84% increase in page views. However, our pages per session are down 15% and average session duration is down 21%.

Social media as a source has increased 9%. Facebook led the way with a 188% increase in sessions and 80% of our social media traffic came from Facebook. Twitter was a distant second, with a 14% share and everything else combined for the remainder.

Our Facebook presence has skyrocketed this year. For comparison, I've included stats from last September. We had 14 posts, 23 likes and 5,670 post reach. This year, we had 158 posts, 620 likes and 129,503 post reach — quite an incredible jump.

There was a 60% increase in desktop traffic and 236% increase in mobile traffic.

Overall, the stats for September have more than exceeded expectations. I don't expect to be able to keep it going at quite this rate but as long as our numbers are better than last year, we know we're on the right track.

Website

We decided to move away from WordPress and are in the process of switching over to a BLOX platform provided by TownNews. This platform is built for newspapers and many college newspapers use them.

We're hoping to transition over to this new platform by early November as we'll need to bring over our archives and train our editors and volunteers on it first.

The cost for this is ongoing, with \$1,500 US up front and \$350 US per month for everything. This is up from our current hosting costs

App

We've contracted out the development of an app to iCampusTimes. They make apps specifically for college media outlets. The app itself has a lot of utility, is customizable in terms of appearance and functions well.

The cost of this is \$1,000 US up front and \$250 US per month to keep it running.

Given the uncertain reception we'll have to an app, the relatively small cost makes this a worthwhile investment to see if it gains traction amongst our readers.

We are planning to launch both the new website and the app at the same time, in early November (if things go according to plan).

Magazine

Just when you thought I had it out for print, we've gone ahead and introduced a new print product. It's a bit of an experiment for us and something we thought was doable now that we have dropped half our print issues. We're currently putting together the first issue and it's been on the backburner for everyone so it's been a little tough to get writers motivated to do it. I think once the first issue comes out and we see the reaction both internally and from readers, we can gauge whether this is something we should continue as planned (two issues a semester) or maybe aim for two-three issues overall this year.

Conclusion

The work we were able to accomplish over the summer has led to quite a successful September in my view. We still have challenges and are still figuring out a lot of what we do, but we've been learning a lot and having fun so I think we're well placed to have a very successful transition year.

Iain Boekhoff
Editor-in-Chief

Appendix

1. Stats from the website and social media for September
2. BLOX website proposal
3. iCampusTimes app proposal

1 Sep 2015 - 30 Sep 2015
Compare to: 1 Sep 2014 - 30 Sep 2014

Acquisition Overview



Primary Dimension:

Conversion:

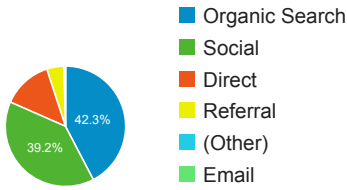
Top Channels

All Goals

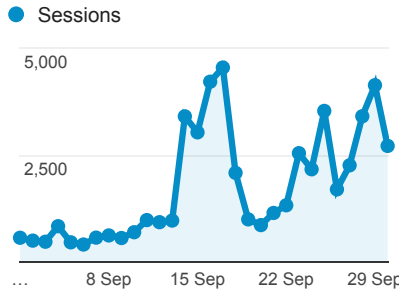
[Edit Channel Grouping](#)

Top Channels

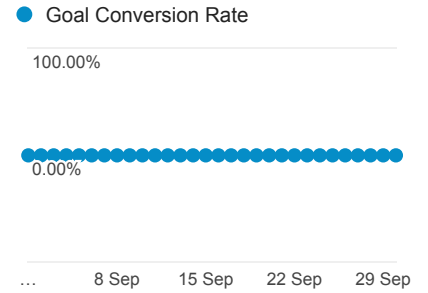
1 Sep 2015 - 30 Sep 2015



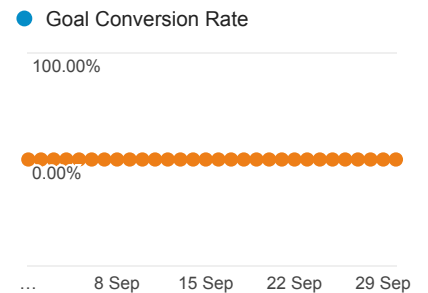
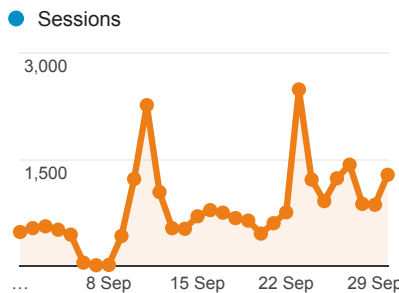
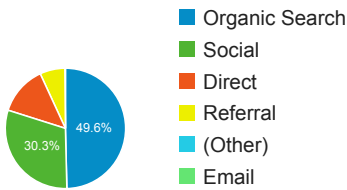
Sessions



Conversions

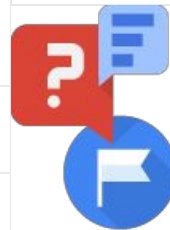


1 Sep 2014 - 30 Sep 2014



	Acquisition			Behaviour		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages/Se... ↓	Avg. Session Duration ↓
	116.97%	1.03% ↑	119.21% ↑	8.35%	15.31% ↓	20.54% ↓
1 Organic Search	85.12% ↑			9.66% ↑		
2 Social	181.38% ↑			4.93% ↑		
3 Direct	119.47% ↑			6.04% ↑		
4 Referral	48.51% ↑			4.97% ↑		
5 (Other)	5,425.00% ↑			21.27% ↑		
6 Email	93.94% ↓			3.12% ↑		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 6 Channels click [here](#).

© 2015 Google

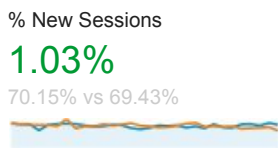
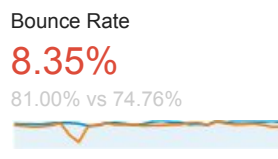
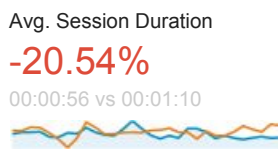
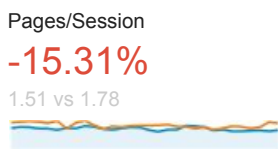
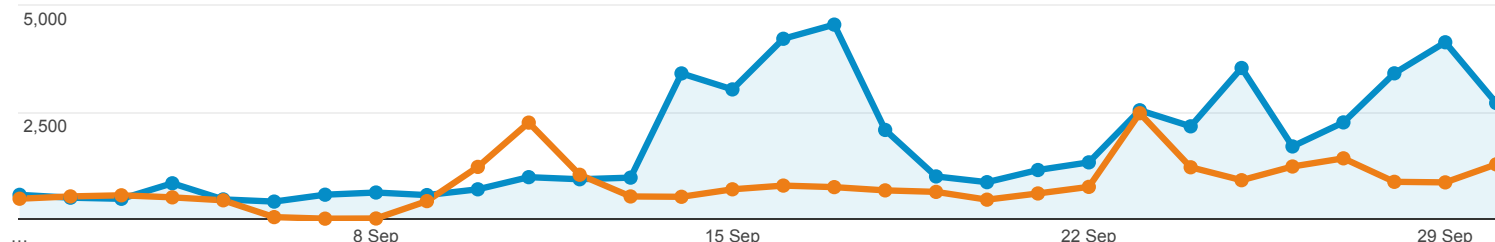
1 Sep 2015 - 30 Sep 2015
Compare to: 1 Sep 2014 - 30 Sep 2014

Audience Overview



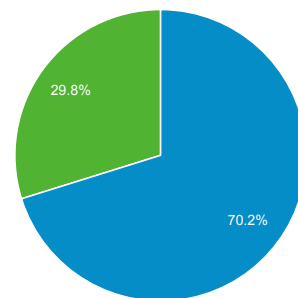
Overview

01-Sep-2015 - 30-Sep-2015: Sessions
01-Sep-2014 - 30-Sep-2014: Sessions

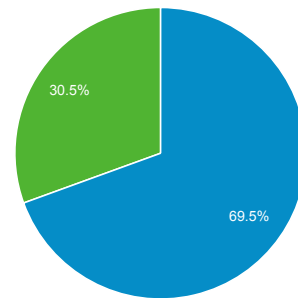


New Visitor Returning Visitor

01-Sep-2015 - 30-Sep-2015



01-Sep-2014 - 30-Sep-2014



Language

Language	Sessions	% Sessions
1. en-us		
01-Sep-2015 - 30-Sep-2015	39,966	75.61%
01-Sep-2014 - 30-Sep-2014	19,972	81.98%
% Change	100.11%	-7.77%
2. en-ca		
01-Sep-2015 - 30-Sep-2015	5,822	11.02%
01-Sep-2014 - 30-Sep-2014	916	3.76%
% Change	535.59%	192.94%
3. en-gb		
01-Sep-2015 - 30-Sep-2015	5,093	9.64%
01-Sep-2014 - 30-Sep-2014	2,270	9.32%
% Change	124.36%	3.41%

4. en	01-Sep-2015 - 30-Sep-2015	260	0.49%
	01-Sep-2014 - 30-Sep-2014	189	0.78%
	% Change	37.57%	-36.60%
5. fr	01-Sep-2015 - 30-Sep-2015	197	0.37%
	01-Sep-2014 - 30-Sep-2014	105	0.43%
	% Change	87.62%	-13.53%
6. en-au	01-Sep-2015 - 30-Sep-2015	144	0.27%
	01-Sep-2014 - 30-Sep-2014	10	0.04%
	% Change	1,340.00%	563.70%
7. zh-cn	01-Sep-2015 - 30-Sep-2015	121	0.23%
	01-Sep-2014 - 30-Sep-2014	53	0.22%
	% Change	128.30%	5.22%
8. de	01-Sep-2015 - 30-Sep-2015	91	0.17%
	01-Sep-2014 - 30-Sep-2014	43	0.18%
	% Change	111.63%	-2.46%
9. fr-fr	01-Sep-2015 - 30-Sep-2015	91	0.17%
	01-Sep-2014 - 30-Sep-2014	63	0.26%
	% Change	44.44%	-33.43%
10. fr-ca	01-Sep-2015 - 30-Sep-2015	68	0.13%
	01-Sep-2014 - 30-Sep-2014	12	0.05%
	% Change	466.67%	161.18%

1 Sep 2015 - 30 Sep 2015

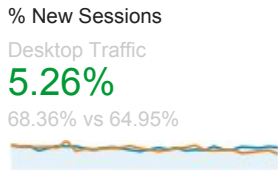
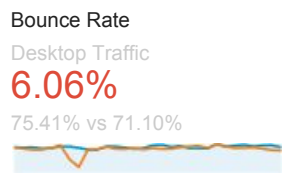
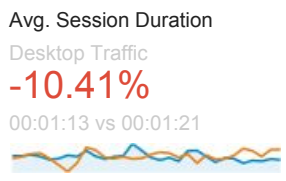
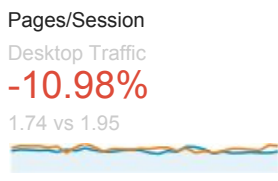
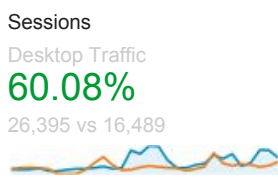
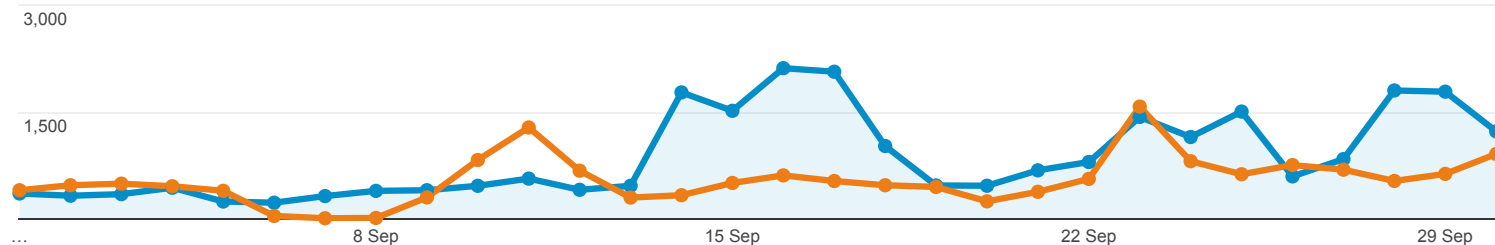
Compare to: 1 Sep 2014 - 30 Sep 2014

Audience Overview



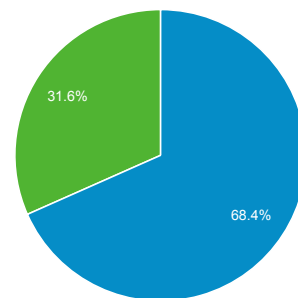
Overview

01-Sep-2015 - 30-Sep-2015: ● Sessions
01-Sep-2014 - 30-Sep-2014: ● Sessions

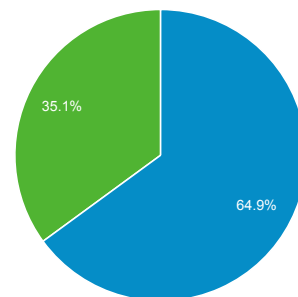


■ New Visitor ■ Returning Visitor

01-Sep-2015 - 30-Sep-2015



01-Sep-2014 - 30-Sep-2014



Language

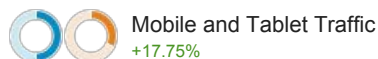
Language	Sessions	% Sessions
1. en-us		
01-Sep-2015 - 30-Sep-2015	22,965	87.01%
01-Sep-2014 - 30-Sep-2014	14,092	85.46%
% Change	62.96%	1.80%
2. en-gb		
01-Sep-2015 - 30-Sep-2015	1,446	5.48%
01-Sep-2014 - 30-Sep-2014	1,103	6.69%
% Change	31.10%	-18.10%
3. en-ca		
01-Sep-2015 - 30-Sep-2015	949	3.60%
01-Sep-2014 - 30-Sep-2014	489	2.97%
% Change	94.07%	21.24%

4. fr	01-Sep-2015 - 30-Sep-2015	167	0.63%
	01-Sep-2014 - 30-Sep-2014	98	0.59%
	% Change	70.41%	6.45%
5. zh-cn	01-Sep-2015 - 30-Sep-2015	82	0.31%
	01-Sep-2014 - 30-Sep-2014	49	0.30%
	% Change	67.35%	4.54%
6. de	01-Sep-2015 - 30-Sep-2015	68	0.26%
	01-Sep-2014 - 30-Sep-2014	42	0.25%
	% Change	61.90%	1.14%
7. es	01-Sep-2015 - 30-Sep-2015	54	0.20%
	01-Sep-2014 - 30-Sep-2014	38	0.23%
	% Change	42.11%	-11.23%
8. en	01-Sep-2015 - 30-Sep-2015	52	0.20%
	01-Sep-2014 - 30-Sep-2014	29	0.18%
	% Change	79.31%	12.02%
9. ja	01-Sep-2015 - 30-Sep-2015	52	0.20%
	01-Sep-2014 - 30-Sep-2014	48	0.29%
	% Change	8.33%	-32.32%
10. fr-fr	01-Sep-2015 - 30-Sep-2015	38	0.14%
	01-Sep-2014 - 30-Sep-2014	28	0.17%
	% Change	35.71%	-15.22%

1 Sep 2015 - 30 Sep 2015

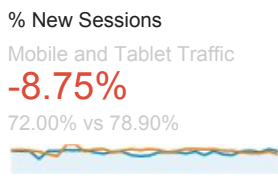
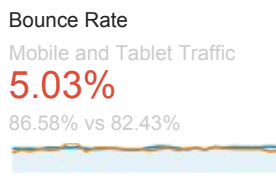
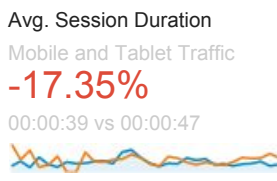
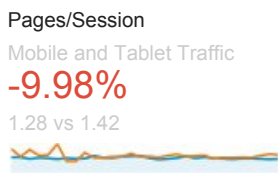
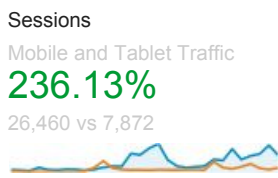
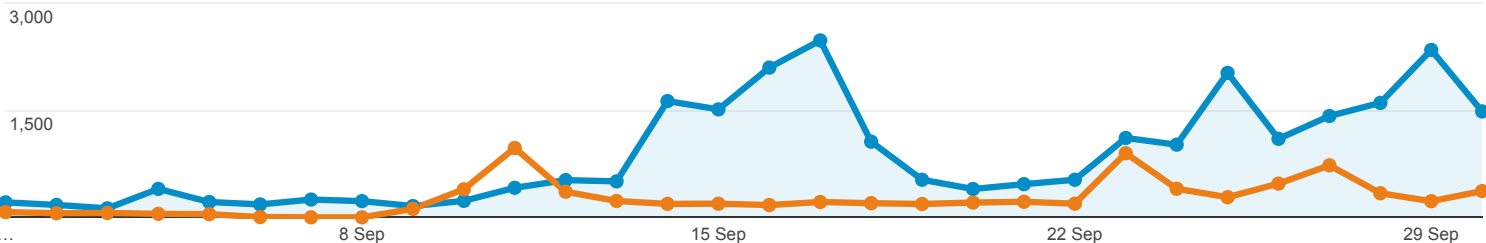
Compare to: 1 Sep 2014 - 30 Sep 2014

Audience Overview



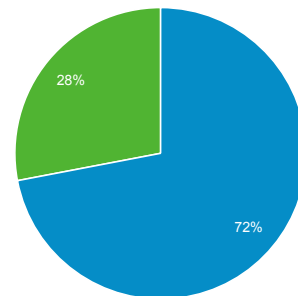
Overview

01-Sep-2015 - 30-Sep-2015: ● Sessions
01-Sep-2014 - 30-Sep-2014: ● Sessions

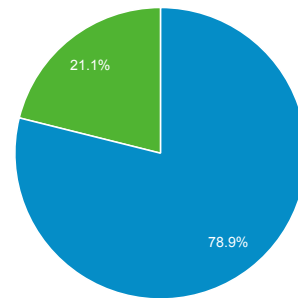


■ New Visitor ■ Returning Visitor

01-Sep-2015 - 30-Sep-2015



01-Sep-2014 - 30-Sep-2014



Language

Language	Sessions	% Sessions
1. en-us		
01-Sep-2015 - 30-Sep-2015	17,001	64.25%
01-Sep-2014 - 30-Sep-2014	5,880	74.70%
% Change	189.13%	-13.98%
2. en-ca		
01-Sep-2015 - 30-Sep-2015	4,873	18.42%
01-Sep-2014 - 30-Sep-2014	427	5.42%
% Change	1,041.22%	239.52%
3. en-gb		
01-Sep-2015 - 30-Sep-2015	3,647	13.78%
01-Sep-2014 - 30-Sep-2014	1,167	14.82%
% Change	212.51%	-7.03%

4. en	01-Sep-2015 - 30-Sep-2015	208		0.79%
	01-Sep-2014 - 30-Sep-2014	160		2.03%
	% Change	30.00%		-61.32%
5. en-au	01-Sep-2015 - 30-Sep-2015	121		0.46%
	01-Sep-2014 - 30-Sep-2014	5		0.06%
	% Change	2,320.00%		619.96%
6. fr-fr	01-Sep-2015 - 30-Sep-2015	53		0.20%
	01-Sep-2014 - 30-Sep-2014	35		0.44%
	% Change	51.43%		-54.95%
7. de-de	01-Sep-2015 - 30-Sep-2015	43		0.16%
	01-Sep-2014 - 30-Sep-2014	16		0.20%
	% Change	168.75%		-20.05%
8. fr-ca	01-Sep-2015 - 30-Sep-2015	42		0.16%
	01-Sep-2014 - 30-Sep-2014	4		0.05%
	% Change	950.00%		212.38%
9. zh-cn	01-Sep-2015 - 30-Sep-2015	39		0.15%
	01-Sep-2014 - 30-Sep-2014	4		0.05%
	% Change	875.00%		190.07%
10. fr	01-Sep-2015 - 30-Sep-2015	30		0.11%
	01-Sep-2014 - 30-Sep-2014	7		0.09%
	% Change	328.57%		27.50%

1 Sep 2015 - 30 Sep 2015

Compare to: 1 Sep 2014 - 30 Sep 2014

Channels

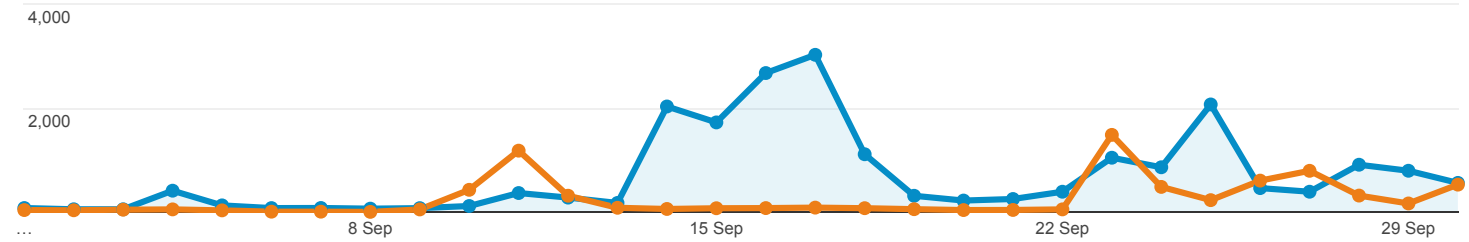
ALL » DEFAULT CHANNEL GROUPING: Social

All Sessions
+8.98%

Explorer

Summary

01-Sep-2015 - 30-Sep-2015: Sessions
01-Sep-2014 - 30-Sep-2014: Sessions



Social Network	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	181.38% ▲ 20,743 vs 7,372	3.03% ▼ 56.95% vs 58.74%	172.84% ▲ 11,814 vs 4,330	4.93% ▼ 84.60% vs 80.63%	14.17% ▼ 1.35 vs 1.57	26.73% ▼ 00:00:50 vs 00:01:09	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% CA\$0.00 vs CA\$0.00
1. Facebook									
01-Sep-20	16,793 (80.96%)	58.86%	9,884 (83.66%)	84.92%	1.33	00:00:51	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
01-Sep-20	5,835 (79.15%)	67.76%	3,954 (91.32%)	85.09%	1.37	00:00:51	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
% Change	187.80%	-13.14%	149.97%	-0.20%	-3.20%	-0.80%	0.00%	0.00%	0.00%
2. Twitter									
01-Sep-20	2,930 (14.13%)	39.22%	1,149 (9.73%)	80.89%	1.48	00:00:56	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
01-Sep-20	995 (13.50%)	32.66%	325 (7.51%)	68.44%	2.21	00:02:16	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
% Change	194.47%	20.06%	253.54%	18.18%	-33.10%	-58.97%	0.00%	0.00%	0.00%
3. reddit									
01-Sep-20	864 (4.17%)	87.62%	757 (6.41%)	92.71%	1.20	00:00:17	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
01-Sep-20	46 (0.62%)	32.61%	15 (0.35%)	82.61%	1.24	00:00:59	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
% Change	1,778.26%	168.69%	4,946.67%	12.23%	-2.86%	-71.80%	0.00%	0.00%	0.00%
4. Disqus									
01-Sep-20	131 (0.63%)	0.00%	0 (0.00%)	71.76%	1.59	00:01:22	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
01-Sep-20	437 (5.93%)	0.92%	4 (0.09%)	49.66%	2.72	00:02:25	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
% Change	-70.02%	-100.00%	-100.00%	44.50%	-41.64%	-43.54%	0.00%	0.00%	0.00%
5. Pinterest									
01-Sep-20	10 (0.05%)	100.00%	10 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
01-Sep-20	21 (0.28%)	90.48%	19 (0.44%)	85.71%	1.14	00:00:53	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
% Change	-52.38%	10.53%	-47.37%	16.67%	-12.50%	-100.00%	0.00%	0.00%	0.00%

6. LinkedIn										
01-Sep-20	9 (0.04%)	100.00%	9 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
01-Sep-20	4 (0.05%)	50.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
% Change	125.00%	100.00%	350.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
7. Google+										
01-Sep-20	2 (0.01%)	100.00%	2 (0.02%)	50.00%	1.50	00:01:05	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
01-Sep-20	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	
8. Tumblr										
01-Sep-20	2 (0.01%)	100.00%	2 (0.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
01-Sep-20	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%	
9. SlideShare										
01-Sep-20	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
01-Sep-20	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%	
10. tinyURL										
01-Sep-20	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
01-Sep-20	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	CA\$0.00 (0.00%)	
% Change	∞%	0.00%	0.00%	∞%	∞%	0.00%	0.00%	0.00%	0.00%	

Rows 1 - 10 of 15

Overview								
Sept. 2014: 14 FB posts, 23 Likes, 5,670 reach								Top Stories by Facebook Reach
Sept. 2015: 158 FB posts, 620 Likes, 129,503 reach								Students recognized saving
								8,511
Title	Category	Date	Reach	Likes	Shar	Commen	Views	Op Ed: arts education
								4,569
Campus Map	Link	1-Sep	720	5	0	0		Soph opinion
Football Analysis	Story Link	1-Sep	448	1	0	0		3,808
Soccer Recaps	Story Link	3-Sep	420	1	0	0		Greek column
Photo volunteer sign up	Sign Up Link	4-Sep	444	0	0	0		3,708
Letter: Soph apparel ban	Story Link	4-Sep	945	4	0			Kent beer mile
Synthetic hair banned	Story Link	4-Sep	1,860	2	2	2		3,660
Rugby PPP	Story Link	4-Sep	406	2	0	0		Chakma pay out not in line
Men's soccer analysis	Story Link	6-Sep	323	0	0	0		Dannic video
Women's soccer analysis	Story Link	6-Sep	237	0	0	0		Oh Wi-Fi where art thou?
Rugby Recap	Story Link	7-Sep	247	1	0	0		
We're on Snapchat!	Message	7-Sep	202	0	0	0		
Football Halftime update	Twitter Link	7-Sep	400	3	1	0		
Football Recap	Story Link	7-Sep	647	9	0	0		
Oweek photo gallery	Facebook photos	8-Sep	N/A	3	0			
O-week photo gallery 2	Facebook Photos	8-Sep	N/A	12	0			
Dannic !&A	Story Link	8-Sep	921	5	0	0		
Graphics: volunteer sign up	Sign up Link	9-Sep	222	2	0	0		
Dannic Photo X3	Facebook photos	9-Sep	303	3	0	0		
FIMS video OC	Facebook video	9-Sep	1,514	17	0	0	650	
Kings video OC	Facebook video	9-Sep	943	4	0	0	338	
Dannic video	Facebook video	9-Se	3,439	7	0	0	401	
Sneak Peak front page	Message	9-Sep	207	0	0	0		
Tech for Thurs	Story Link	10-Se	170	0	0	0		
Rugby Analysis	Story Link	10-Se	280	0	0	0		
London cracking down Uber	Story Link	10-Se	1229	2	0	4		
One love one-dimensional	Story Link	10-Se	499	0	0	0		
Kent beer mile	Story link	11-S	3,660	17	1	2		
Ed Board: Uber	Story Link	11-Se	480	2	0	0		
London underground arts	Story Link	11-Se	408	4	0	0		
Football Analysis	Story Link	11-Se	485	1	0	0		
Shinerama ICYMI	Story Link	11-Se	130	0	0	0		
9/11 photos	Facebook photos	11-Se	531	5	0	0		
Football photos	FB photo + link	11-Se	248	1	0	0		
Football PPP	Story Link	11-Se	440	0	0	0		
Men's Lacrosse recap	Story Link	12-Se	336	0	0	0		
Women's soccer recap	Story link	12-Se	564	2	0	0		
Men's soccer recap	Story Link	12-Se	329	0	0	0		
Lights photos	Facebook photos	13-Se	546	12	0	0		

Walk off Earth/Lights photo	FB photo + link	13-Se	654	9	0	0		
One Love photos	FB photo + link	13-Se	260	3	0	0		
Football recap	Story Link	13-Se	668	3	0	0		
Down with Webster photos	Insta link	13-Se	460	3	0	0		
London tech startups	Story Link	14-Se	368	1	0	0		
Lacrosse analysis	Story Link	14-Se	272	1	0	0		
Greek column	Story Link	14-S	3,708	10	0	3		
Ontario law distracted drive	Story Link	14-Se	506	2	0	0		
Fashion forward	Story Link	14-Se	395	1	0	0		
Soccer analysis	Story Link	14-Se	509	2	0	0		
One love is progressive	Story Link	15-Se	969	8	0	0		
Down with Webster video	Facebook video	15-Se	494	2	0	0	107	
BOG update on Chakma	Story Link	15-Se	693	1	0	0		
Down with Webster story	Story Link	15-Se	280	4	0	0		
Soph opinion	Story Link	15-S	3,808	21	1	1		
Frosh photo gallery	Story Link	15-Se	278	0	0	0		
Baseball analysis	Story Link	15-Se	218	0	0	0		
UCC centre spot changes	Story Link	15-Se	741	4	0	0		
Ops Uni rankings	Story Link	15-Se	1,314	9	0	0		
Netflix and Chill	Story Link	15-Se	475	1	0	0		
Op Ed: arts education	Story Link	15-S	4,569	36	16	0		
Men's tennis analysis	Story Link	15-Se	302	2	0	0		
Peter Fragiskatos vandalized	Story Link	16-Se	529	3	0	0		
RJ comics	Story Link	16-Se	892	5	1	0		
Response to Greek column	Story Link	16-Se	803	2	0	0		
Peter Fragiskatos looking sad	Story Link	16-Se	2,892	19	0	0		
Sydney Kidd signs contract	Story Link	16-Se	1,617	19	0	0		
Phsihing scams	Story Link	16-Se	486	2	0	0		
Queen's rivalry	Story Link	16-Se	886	8	0	0		
Mike Evin preview	Story Link	16-Se	180	1	0	0		
Students recognized saving	Story Link	16-S	8,511	62	1	3		
Beer Mile	Story Link	16-Se	1,543	11	1	1		
Nuit Violette Preview	Story Link	16-Se	1,307	4	0	0		
Neon Dreams Photo gallery	Story Link	16-Se	323	2	1	0		
ICYMI netflix and chill	Story Link	16-Se	270	0	0	0		
focus on consent education	Story Link	17-Se	721	7	0	0		
Craft Brewery	Story Link	17-Se	1,122	0	5	0		
Women's soccer analysis	Story Link	17-Se	326	0	0	0		
No white students union	Story Link	17-Se	1,531	9	0	3		
Tech for Thurs	Story Link	17-Se	195	0	0	0		
lacrosse recap	Story Link	17-Se	287	0	0	0		
PPP softball	Story Link	17-Se	199	0	0	0		
UWO undergrads down 4%	Story Link	17-Se	1,565	2	0	0		

ICYMI Queens vs UWO	Story Link	18-Se	136	0	0	0		
Nuit Violette review	Story Link	18-Se	1,182	5	0	0		
Football recap	Story Link	19-Se	763	6	0	0		
Football TD video	Facebook video	19-Se	479	4	0	0	135	
Rugby recap	Story Link	19-Se	402	5	0	0		
Softball photos	FB photo + link	20-Se	224	1	0	0		
Womens soccer recap	Story Link	20-Se	226	1	0	0		
Softball recap	Story Link	20-Se	161	0	0	0		
Men's soccer recap	Story Link	20-Se	565	1	0	0		
Fashion forward	Story Link	21-Se	203	2	0	0		
Nintendo Quest	Story Link	21-Se	335	1	0	0		
Netflix and Chill	Story Link	22-Se	238	2	0	0		
Students sway election?	Story Link	22-Se	2,963	9	1	3		
Football analysis	Story Link	22-Se	468	4	0	0		
Ops: gonna stir the pot	Story Link	22-Se	383	1	0	0		
functional MRIs	Story Link	22-Se	263	0	0	0		
Past Hoco images	Facebook photos	22-Se	142	1	0	0		
Rugby Analysis	Story Link	22-Se	326	0	0	0		
OUSA applications	Story Link	22-Se	259	0	0	0		
Softball analysis	Story Link	22-Se	284	2	0	0		
Hoco concert ticket sales	Story Link	23-Se	527	1	0	1		
Consent one gender	Story Link	23-Se	542	0	0	0		
Soccer analysis	Story Link	23-Se	336	0	0	0		
Candidates Huron debate	Story Link	23-Se	858	3	0	0		
Road to writing	Story Link	23-Se	385	4	0	0		
Men's soccer analysis	Story Link	23-Se	293	0	0	0		
Beerfest Photos	Facebook photos	23-Se	N/A	1	0	0		
Ops: gonna stir the pot (again)	Story Link	23-Se	158	0	0	0		
Student how to vote	Story Link	23-Se	392	2	0	0		
Bone family profile	Story Link	24-Se	367	0	0	0		
Ops: Viola Davis	Story Link	24-Se	406	3	0	0		
TIFF: good, bad ugly	Story Link	24-Se	159	1	0	0		
Athlete's Diets	Story Link	24-Se	640	2	0	0		
Human world circuit	Story Link	24-Se	456	0	0	0		
Tech for Thurs	Story Link	24-Se	225	0	2	0		
Finch is back	Story Link	24-Se	276	1	0	0		
98-year-old alumnus	Story Link	24-Se	1,424	16	0	0		
Deleware 50th anniversary	Story Link	24-Se	490	6	0	0		
Therese profile	Story Link	24-Se	597	3	0	0		
Kegger goes Krazy	Story Link	24-Se	4,991	7	2	1		
Spot an outsider HOCO	Story Link	25-Se	3,654	5	1	2		
Toboggan: will students go?	Story Link	25-Se	723	2	0	0		
Soccer analysis	Story Link	25-Se	515	0	0	0		

HOCO cheerleader photo	Facebook photo	25-Se	441	0	0	0		
Queerspace London	Story Link	25-Se	234	0	0	0		
Oh Wi-Fi where art thou?	Story Link	25-S	3,279	28	0	2		
PPP rugby	Story link	25-Se	230	0	0	0		
Listicle: Instagram	Story Link	25-Se	707	1	0	0		
Legal Aid up	Story Link	25-Se	391	5	0	0		
Men's soccer analysis	Story Link	25-Se	529	0	0	0		
OLP Q&A	Story Link	26-Se	879	3	0	1		
HOCO photos	FB photo + link	28-Se	N/A	1	0	0		
OLP photo	Facebook photo	26-Se	241	7	0	0		
Lunar elipcse	Story Link	27-Se	552	5	0	0		
OLP concert review	Story Link	27-Se	1,552	6	0	1		
Geese of Western	Story link	28-Se	2,298	10	0	2		
Chakma pay out not in line	Story Link	28-S	3,471	10	18	0		
Hoco game a breeze	Story Link	28-Se	658	2	0	0		
Ops: Uber loco on Hoco	Story Link	28-Se	810	4	0	2		
Greys episode recap	Story Link	28-Se	988	1	0	0		
soccer gallery	Story Link	28-Se	497	0	1	0		
Listicle: travelling on budget	Story Link	28-Se	636	1	0	0		
Soccer analysis X 2	Story Links	28-Se	355	0	0	0		
Netflix and Chill	Story Link	29-Se	346	7	0	0		
Hoco concert + Broughdale	Story Link	29-Se	374	0	0	0		
Baseball analysis	Story Link	29-Se	352	0	0	0		
Chakma pay out not in line	Story Link	29-Se	298	0	0	0		
Big brother at work	Story Link	29-Se	420	2	0	0		
Review on Chakma cost 79K	Story Link	29-Se	512	2	0	0		
USC invites interest groups	Story Link	30-Se	679	3	0	0		
womens hockey preview	Story Link	30-Se	287	0	0	0		
Ops: looking beyond cover	Story Link	30-Se	473	1	0	0		
Fashion forward	Story Link	30-Se	275	0	0	0		
Ops: missing debates	Story Link	30-Se	494	0	0	0		
HOCO DVBBBS video	Facebook video	30-Se	1,923	3	1	1	957	
Kodaline review	Story Link	30-Se	1,011	5	0	3		
HOCO Broughdale video	Youtube Link	30-Se	1,586	5	0	0		
			129,5	620	56	36	2588	
			Reach	Likes	Shar	Commen	Views	
Undegrads only for USC	Story Link	30-Se	637	7	0	1		
USC's Beerfest	Story Link	26-Se	181	0	0	0		
Declining attendance at sports	Story Link	26-Se	1,072	2	0	0		
Boarding now, London to NYC	Story Link	18-Se	206	3	0	0		
Trudeau UWO visit/interview	Youtube link	16-Se	355	2	0	0		
Highlights from one-love	Youtube link	10-Se	195	0	0	0		

Volume 108, issue 6	ISSUU link	10-Sep	170	0	0	0		
Gazette sign up	Signup link	9-Sep	1,612	3	0	0		
O-Wet	Story Link	9-Sep	170	0	0	0		
Block Party review	Story Link	9-Sep	184	0	0	0		
Women's football league	Story Link	9-Sep	119	0	0	0		
Volume 108, issue 5	ISSUU link	9-Sep	157	0	0	0		
Volume 108, issue 4	ISSUU link	5-Sep	473	6	0	0		
Western drivers, thoughts?	Message	3-Sep	139	0	0	0		
			5,670	23	0	1		

Top 20 stories of September

1. Rita - Students recognized for efforts in saving life: 3,795
2. Bradley - Greek scene shouldn't be at clubs week: 3,644
3. Alex Hawkins (volunteer)- Grey's Anatomy returns in swinging fashion: 3,095
4. Prof. David Bentley op-ed - Arts education is important: 1,982
5. Samah - Catering consent to one gender: 1,692
6. RJ - Keggers go Crazy: 1,542
7. Jennifer Redon (volunteer)- Viewing event- Harvest Moon: 1,333
8. Samah - Sophs have more than a one week commitment: 1,139
9. Eric Bajzert (volunteer) - Muppets Review: 1,027
10. Serena - Queens & Western: the ultimate rivalry: 994
11. Olivia - Why I don't need a White Students Union: 990
12. Amy - How to spot an outsider HOCO: 878
13. Hamza - synthetic hair also banned: 837
14. Shachar Dahan (volunteer) - Tech Thurs 8K TV: 722
15. Jordan - Peter Fragiskatos looking sad at things: 635
16. Hamza - Chakma payout not in line: 548
17. Letter to editor - Soph apparel ban PR move that backfired: 510
18. Amy - Uber fares go Loco for HOCO: 509
19. Hamza - Soph apparel ban: 491 (leftover from huge August #'s)
20. Shane - Kent beer mile record: 452



Here's what they're saying about us.

"Our experience with TownNews has exceeded our expectations in almost every area. The ease of use and maintenance is something that every college paper wants and TownNews offers."

Pat Kuhnle
Publisher, *The Exponent* (Purdue University)

"TownNews.com allows the flexibility we need to design and operate our website in our own unique way."

Mark Witherspoon
Editorial adviser, *Iowa State Daily*

"It's been a dream working with the folks at TownNews. We're not used to such fantastic customer support."

David Swartzlander
Adviser, *The Doane Owl* (Doane College)

Contact Paul Wilson
Phone: 800-293-9576 ext. 3027
E-mail: pwilson@townnews.com

Proposal contents

Introductory letter (3)

About our company (4)

What is BLOX CMS? (5)

How can I have flexible site design? (6)

Flex Templates (7)

TownNews.com versus do-it-yourself options (8)

Frequently asked questions (9)

Security/Infrastructure (10)

BLOX CMS pricing (11)

BLOX optional products (12)

References (13)

Acknowledgement letter (14)

May 29, 2015



To Geoff Pimlatt
The Gazette (The University of Western Ontario)

Dear Geoff,

Thanks for allowing us to submit this proposal! TownNews.com has provided technology solutions to news organizations for 25 years. Our college program has shown that BLOX CMS is a great fit for campus media and that it would be a great fit for The Gazette.

In addition to working with nearly 2,000 news organizations, we serve more than 100 college media outlets. We've found that BLOX CMS provides the flexibility that student journalists crave while maintaining site quality amid staff turnover.

2015 is a big year for TownNews.com as our new Flex Templates (see page 7) will improve site design across multiple platforms. [The College Heights Herald](#) at Western Kentucky is the first of our college customers with these templates, but we have many more in development.

While TownNews.com doesn't provide native apps, many of our customers use the iCampusTimes app platform. Our two companies work well together, and we're submitting this request in conjunction with our colleagues at that company. The College Heights Herald is one of many publications who use both systems.

What follows is a bit of our history and information about our first-rate infrastructure and BLOX CMS. Also, you'll find a pricing breakdown, information about add-on products (pages 11-12).

Thanks, again, for considering TownNews.com, Geoff! Please don't hesitate to contact me if you have any questions.

Regards,

Paul

Paul Wilson
Regional manager, college program
773 793 5463
pwilson@townnews.com



About our company

Founding and history

TownNews.com was founded as the International Newspaper Network (INN) in 1989 to help community publications deal with developing technology by Marc Wilson, Robert P. Dalton and Virginia R. Wilson, owners of the *Bigfork Eagle* in Bigfork, Mont. Lee Enterprises became a partner in 1996. Marc Wilson continues as CEO.

Customer base

TownNews.com's customer base includes publications in all 50 states, including the college publications mentioned above. We serve publications with circulations ranging from 900 a week to 200,000 a day. Our technology and customer support teams are uniquely qualified to handle the needs of newsrooms of various sizes.

Infrastructure

TownNews.com has two enterprise-class datacenters where we host servers at Level(3) facilities in New York and Chicago. We continue to invest in our infrastructure to facilitate increasing traffic from our customers. More details are available on page 10 of this proposal.

Our team

TownNews.com employs about 90 full-time employees, a third of whom have media backgrounds. About half are in production roles, whether that be design, programming, quality assurance or special projects.

Our platform

TownNews.com's flagship software is the BLOX Content Management System. BLOX CMS is an evolving and advanced platform, and we are in the process of converting all TownNews sites to BLOX CMS. You can read more about how the system works on the next several pages.

Our support system

TownNews.com gets rave reviews for our customer support. We offer scheduled training webinars and recorded sessions 24 hours a day. We also have strong online documentation, including Quick Start Guides, and 24/7 emergency customer support.

What is BLOX CMS?

The BLOX CMS was developed with insight from across the news industry. It requires no software other than a web browser to use and can be accessed anywhere in the world with the proper login information.

What can BLOX CMS do?

BLOX CMS is an all-in-one system that handles editorial, design, advertising, commenting, calendars, analytics and more. It's easy to use and requires no developer skills or knowledge of code.

How is content managed?

Staffers place tags on editorial content, advertising and other items to put them in the right spots on your site. It's easy to cross-connect content, i.e. attaching a calendar listing to a story about an event.

What if we want to do more?

BLOX CMS provides easy design tweaks (see following page). Beyond that, TownNews.com offers free advanced training (for qualified staffers) that will provide access to the site's templates, skins and themes.

What happens when the whiz kid leaves?

If that happens, you can still run BLOX CMS without finding a new wunderkind. This flexibility, backed by TownNews.com's support structure and training materials, is a key benefit.

What about staff members who aren't as advanced?

Some staffers grasp technology faster than others. With BLOX CMS, you can easily increase (or limit, if necessary) individual staffer access. You can limit access on a section-by-section basis.

What if we need refresher courses at some point?

TownNews.com offers recorded webinars and routinely updated online documentation 24 hours a day – which helps ease staffing transitions.

What if we need to just talk to someone on the phone?

TownNews.com has 24/7 emergency technical support. Standard issues and questions should be sent to our customer support team, 7 a.m. to 6 p.m. Central time, Monday through Friday.

What if we want to want to assess how the site's doing?

We're constantly making upgrades, and we recently added an improved dashboard to really dig into your site traffic measures. This makes it easier for publications to track usage of BLOX CMS sites.

How can I have flexible site design?

Here are three BLOX sites with different designs. All can be easily altered with our click-and-drag interface, without using code or technical expertise.

Adaptable layout

Content (stories, photos, etc.) is held in modules called "blocks," which are easily moved, added or deleted, depending on your needs.

Can you give an example?

The first site shown uses a slideshow block rotating images, with two index-style blocks below. Site links appear on the lower right.



What about the next example?

This site has an ad above its flag and a rotating slideshow block, displaying one photo, with an index block beside it. A Twitter block is on the right.



And the last site, at the bottom?

That site has ads above and below the flag, a ticker and a slideshow block with rotating photos. Ads appear on the right.

Why does this matter?

Each site could easily replicate what the others are doing, or try something different by simply clicking and dragging.

Are some elements static?

Organizations pick flags, colors and wireframes (more on that in a second) during site builds. Our Flex Templates allow for easy changes after launch, as well.

Do all your sites have the same shape?

These three sites use the same wireframe, but we offer many options for customers to choose from during the initial site build.



Site designs are subject to change.

Flex Templates

Mobile is here to stay. In 2014, more than 40 percent of news site pageviews came from mobile devices like tablets and smartphones, and mobile traffic has experienced double-digit growth in recent years.

Our new Flex Templates take advantage of modern tools like HTML5, CSS3 and Bootstrap to bring responsive design to your site. With responsive design, content and advertisements can dynamically adjust to fit your user's screen, so they'll always have outstanding experiences.

Multi-screen

Your site needs to be nimble. Visitors browse with smartphones, tablets, laptops and desktops, often in the same sitting. Your site will have a familiar look and feel on all devices. URLs are universal (no mobile-only "m-dots"), so shares and bookmarks are consistent across devices.

Speed

With Flex Templates, your site will be faster, driving pageviews and revenue. Extraneous network calls are gone. Most images don't download until they appear in the user's viewport. Where possible, faster font icons have replaced graphics. JavaScript has been optimized for speed.

Search engine optimization

Flex Templates use today's best SEO practices to ensure your pages are properly indexed and look great in search and social media. A unified URL makes pages easier to index and share. Plus, your pages will be eligible for Google's "Mobile-friendly" flag.

Advertising

Offer campaigns that span all devices or target ads at specific screen sizes. You can use our built-in banner system, with a wide variety of standard ad types, or Google DFP to help you sell, schedule and measure ad inventory. With our drag-and-drop interface, you can place ads almost anywhere on the site.

Site management

Flex unlocks powerful site-management features. Our new page customizations panel makes it easier than ever to change your style, color scheme, layout and more without editing obscure custom properties. Because your smartphone, tablet and desktop sites are all managed in a single interface, you can easily preview how your site will appear at a variety of screen sizes.

TownNews.com versus do-it-yourself options

Homegrown solutions, including open-source options like WordPress, can be intriguing – but they have drawbacks. These are important to note when making an informed choice about your website.

Whiz kid syndrome

Open-source options can make sites too reliant on one talented individual. BLOX CMS works with fluctuating staff talent. It protects your ability to create and innovate while ensuring overall site quality if (when?) a whiz kid leaves.

Plug-in rot

What BLOX CMS does automatically, open-source solutions do with plug-ins. Many are free, but plug-ins often are designed by independent programmers who do not have your site specifically in mind. Plus, plug-ins might not maintain compatibility after software releases.

1-800 to the rescue

TownNews.com prides itself on offering strong customer support, just a phone call away. That, and specialists who help customers with important tasks such as domain transfers and archives during initial site setup, sets TownNews.com apart from open-source or homegrown options.

Your site, your own way

BLOX CMS is unique in that publications can tinker with site design by clicking and dragging. You don't have to have a technical background to run a BLOX CMS website. We also offer advanced access for staffers who meet certain skills requirements, as noted above.

Flash traffic protection

When the St. Louis Cardinals won the World Series in 2011, the *St. Louis Post-Dispatch's* website averaged 4 million pageviews per day. Our infrastructure kept that site running during huge traffic spikes that could have brought down some sites using homegrown solutions.

Security

Servers and other software must be constantly updated to protect from attacks and vulnerabilities. TownNews.com's servers are monitored by a team of professionals and scanned by a third-party company. That's not something you'd necessarily get with an in-house option. For more, see page 10.

Frequently asked questions

What type of editorial content does BLOX CMS support?

The system runs the gamut from articles, images, videos (hosted and through third-party services), audio, polls, PDFs, links, embeddable third-party information, Zip files and more.

What types of ads work with BLOX CMS?

Our banner ad system supports images, videos (including pre-rolls), expandable ads, page curls, pencil ads, text ads and embeddable HTML ads. Last year, we added geotargeting functionality.

What kind of video options are available in BLOX CMS?

For editorial content, BLOX CMS sites allow hosted video in FLV or MP4 format. BLOX CMS also allows easy embedding of YouTube clips and other third-party services (e.g. Vimeo) through HTML assets.

What about social media?

BLOX CMS offers site users the ability to log in, comment or share content via social media. For staff members, it's easy to share content as it's published on Twitter and Facebook directly within BLOX CMS.

Is there flexibility on story presentation?

BLOX CMS provides three presentation modes for articles – standard, long-form and personality (for columns and blogs). Additionally, there are presentation modes for images and for collections (galleries and special sections).

How powerful is BLOX CMS searching?

Dynamic keyword searching capabilities are based on Apache Solr. Using the Lucene Java search library, Solr is a standalone enterprise search server that is optimized for high traffic. Key features include XML/HTTP and JSON APIs, hit highlighting, faceted search, caching and replication.

How long does it take to build a BLOX CMS site?

Our average build time (depending on site complexity and other factors) is three months. This also depends on customer response time on things like requests for deliverables, design changes and training.

How do I ease staff transitions?

BLOX CMS is easy to learn, so even novices can keep a site running after getting access and spending some time with our training materials. TownNews.com also offers refresher demos, via webinar, for staffs dealing with unexpected turnover.

Security/Infrastructure

World-class infrastructure

TownNews.com has hosting facilities both co-located at Level 3 Class 1 (Gateway) facilities in Chicago and New York. Both facilities are SAS-70 compliant. Level 3 has been a reliable partner and has allowed us to grow traffic to about 600 million pageviews per month. We are PCI certified and scanned daily by a PCI certified scanning vendor to assure compliance.



Intrusion detection/response

TownNews.com has an automated ID system that will automatically block intrusion attempts. We also provide SQL injection monitoring and blocking.

Dealing with traffic spikes

Our infrastructure is large enough to handle flash traffic without notice. We have had multiple sites linked to from Drudgereport.com, for example, without issue. We utilize Akamai as our content-delivery network (CDN) vendor, which helps mitigate traffic bursts.

Redundancy/disaster recovery

Each data center has two storage clusters. While each cluster is fully redundant and can survive multiple failures, we also replicate data to the other cluster. Also, we can roll sites over to the alternate data center in the event of a disaster.

Scheduled maintenance, upgrades and outages

Scheduled and maintenance outages are rare. When required, they are typically performed between 2-4 a.m., after prior notification. Software updates occur during off-hours to minimize possible disruptions. Unplanned outages are very rare and TownNews.com generally has 99.99 percent or greater uptime.

Spamming detection/response

We provide multiple methods. Email is run through spam-blocking software. We also support several comment spam checkers (Akismet for example), as well as providing Captcha support.

BLOX PRICING			
	Setup Fee	Monthly Fee	Other fees/notes
BLOX CMS	\$1,500	\$380	NA
Editorial Content System	Included	Included	NA
Moveable 'Blocks' Interface	Included	Included	NA
Banner Ad System	Included	Included	NA
Storage	Included	Included	NA
Site Analytics	Included	Included	NA
Calendar	Included	Included	NA
Commenting System	Included	Included	NA
Classifieds	Included	Included	NA
Standard BLOX Forms	Included	Included	NA
User Accounts/Registration	Included	Included	NA
Training	Included	Included	Recorded and live webinars
Contract terms	Included	Included	2 years (after site launch)
Annual domain administration	NA	NA	\$40 annual fee
Bandwidth	Included	Included	150GB/month; \$1/GB over
BLOX Business Directory*	\$250	\$125	NA
BLOX Ad-Owl*	\$300	NA	5% of gross sales to TN
BLOX Metering*	\$250	\$100	NA
PayPal PayFlow Pro*	\$249	\$30	10 cents per transaction
BLOX Email Reach*	\$150	NA	\$15 a month for 0-500 subscribers; \$30, 501-2,500; \$50, 2,501-5,000; \$75, 5,001-10,000; \$150, 10,001-25,000
BLOX e-Editions*	Included	Included	50¢ / uploaded page, 2¢ / megabyte / month for storage
DotConnect Media*	Included	Included	50/50 revenue share with TN

**See following page for more about optional products*



BLOX optional products

BLOX Business Directory

Our enhanced directory product comes populated with local listings, and allows “upselling” of enhanced listings. Participating businesses can claim and manage their listings. Payment handler required (see below).

BLOX Ad-Owl

Ad-Owl lets customers place classifieds on your site. It has a friendly user interface for customization, and users can upload photos, and add borders and graphics to their ads. Payment handler required (see below).

BLOX Metering

Tired of giving away content? BLOX Metering allows users to access a limited amount of content before they’re asked to pay. It’s a great way to keep casual users while bringing in revenue from regular site visitors. Payment handler required (see below).

PayPal PayFlow Pro

PayFlow Pro, TownNews.com’s preferred payment handler, accepts secure credit card transactions for merchandise, paid content areas, classifieds, etc. PPF is required for BLOX Business Directory, Ad-Owl and Metering.

BLOX Email Reach

TownNews.com, in partnership with Constant Contact, developed Email Reach newsletter software that is fully integrated within BLOX CMS. It keeps you in touch with your users, drives traffic to your site, and allows advertisers the opportunity to reach targeted audiences.

BLOX e-Editions

E-Editions are a great way for users to access your print publication or special sections. They also help with print circulation, because paid e-Editions count toward Audit Bureau of Circulation totals.

DotConnect Media

This optional program fills empty ad spots on your site with national advertising. Publications share revenue and get display ads to show to local advertisers. Publications can remove or disable the ads at any time.

References

David Swartzlander

Journalism and Media Department chairman, Doane College
402-826-8269
david.swartzlander@doane.edu

Chuck Clark

Director, student publications, Western Kentucky University
270-745-4206
chuck.clark@wku.edu

Steven Chappell

Director of student publications, Northwest Missouri State University
660-562-1365
stevenc@nwmissouri.edu

9.00 ACKNOWLEDGEMENT

INN Partners LC dba TownNews.com

5/29/15

Company Name

Date

I/We Paul Wilson the undersigned HEREBY DECLARE AND ACKNOWLEDGE:

THAT I / WE have examined, and agree to, the terms and conditions contained in this RFP and standard term and conditions.

THAT full disclosure has been made of any conflict of interest or potential conflict of interest.

Contact Information:

Address: TownNews.com
1510 47th Ave., Moline, IL 6165

Phone: 309 743 0800 ext. 3027

Fax: 309 743 0830

Email: pwilson@townnews.com

Signed: 



Mobile App Proposal

Presented by Shawn Kaplan – iCampusTimes/ College Promotions Network

Presented to Geoff Pimlatt – RFP The Gazette Digital Transformation

May 29, 2015



Features for development:

- iOS iPhone and iPad App / Android App compatible for all leading iOS and Android devices
- Ongoing updates and enhancements for new devices and operating system updates
- Custom home screen design
- Clean layout and user experience throughout
- Ability to bring in custom editorial content and multimedia content (text, photos, videos, radio and third party web)
- Connects directly with your website CMS, pulling content automatically through RSS feeds
- Ability to have app only content, produced through your website CMS (Can be set up to bypass web and go directly to app, keeping workflow seamless for editors)
- Users can share your app and app content through social media.
- Various native mobile ad units for local sales and reporting
- Effective keyword search through content sections
- Secure app platform with constant security testing and best practices
- Compliance with the Accessibility for Ontarians with Disability Act
- Push notification feature with ability to segment your audience and push people to specific articles (Unlimited push notifications included)
- Ability to control all these features within your app through a web dashboard (No technical knowledge needed)
- Also within your dashboard are detailed app analytics: number of downloads, number of active users, median session length, etc.

Key development steps:

- We will recommend RSS feed settings to show content perfectly within the app
- We will work with your designers to streamline your home screen design
- We will host your apps on our iOS and Android app developer accounts and no additional charge
- **We will continue to update your apps as needed for new IOS and Android operating system updates**
- We'll be your partner through this entire process, making sure your questions are answered.
- If you choose to leave our app platform your users can be transferred to a new app.

Benefits in working with us:

- Experienced mobile app developers who work closely with college media publishers
- Trusted by over 80 publishers
- We build scalable technology that works seamlessly as you grow
- We provide an initial app consult to discuss best practices for sales, marketing and mobile content.
- We provide great/ ongoing customer service
- Our experience allows us to provide all requested features for your mobile app as mentioned in your RFP

App Icon and Launch Screen



- The Gazette will create a custom app icon and splash page for your app
- You can include a sponsor on this splash screen



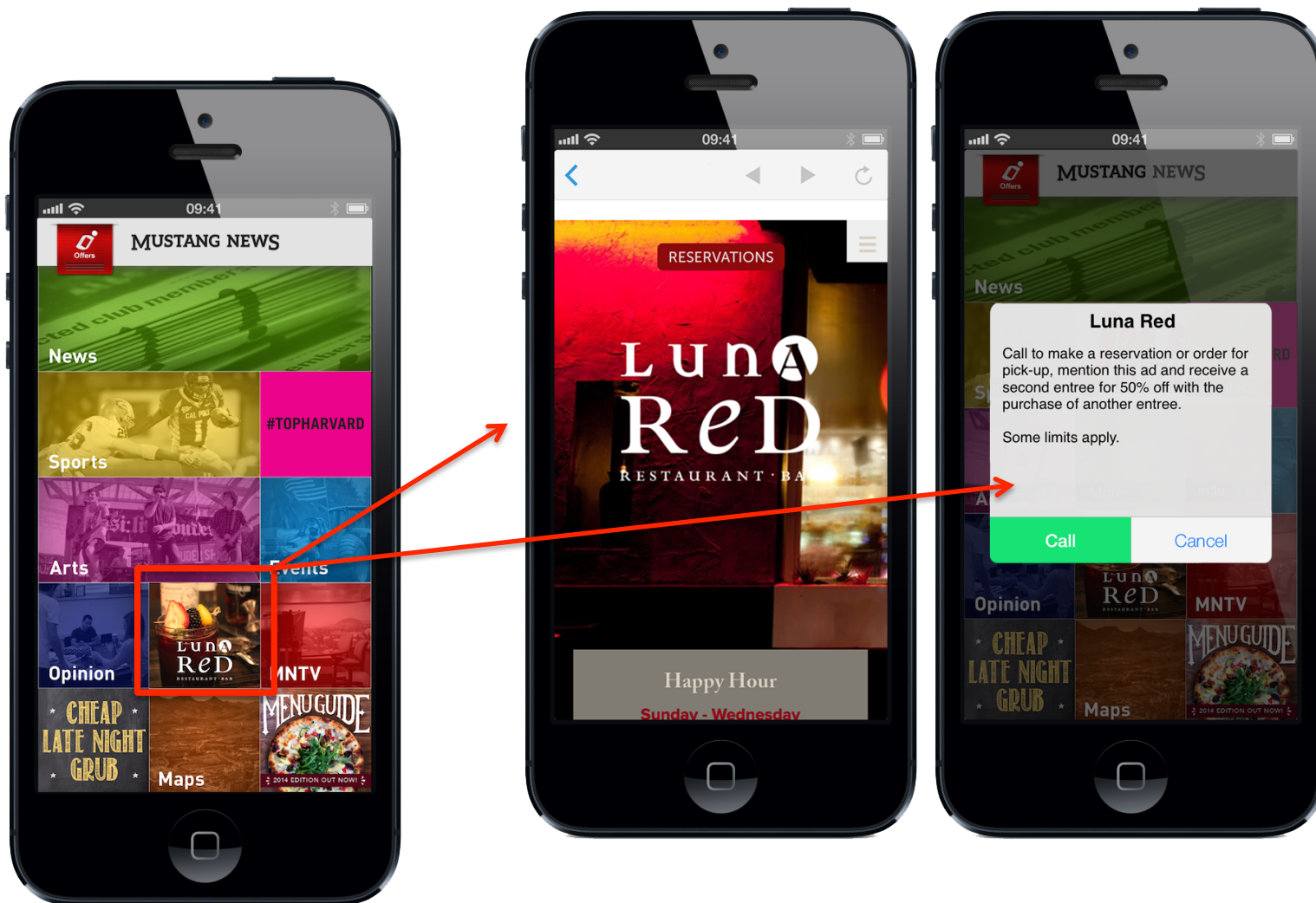
App Home Screen

- The platform allows you to customize your app home screen and highlight specific articles and content sections
- You have the ability to create multiple home screen designs (or as we call them “editions”) and save them in your dashboard
- You can push these new editions live at anytime with a click of a button
- App users will see the new layout the next time they open up the app



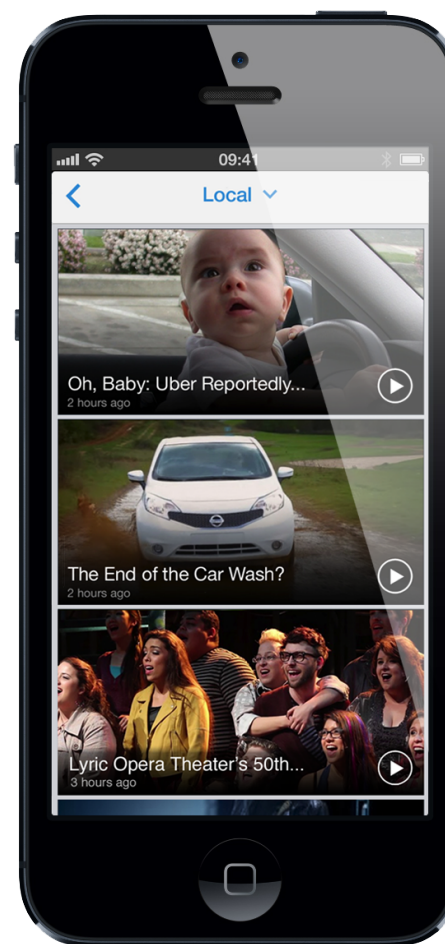
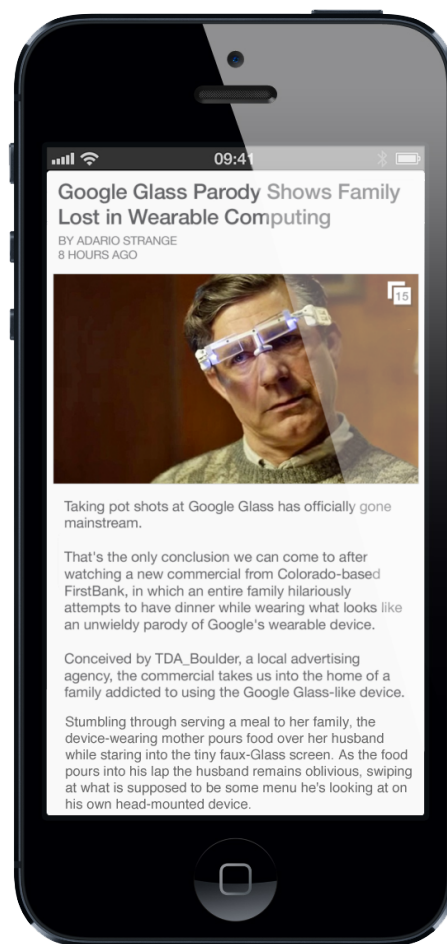
Home Screen Sponsorship

- Ability to add a sponsor on home screen
- This can be designed into your home screen layout and changed at your discretion
- Variable ad responses (Click to URL or Click to Call)



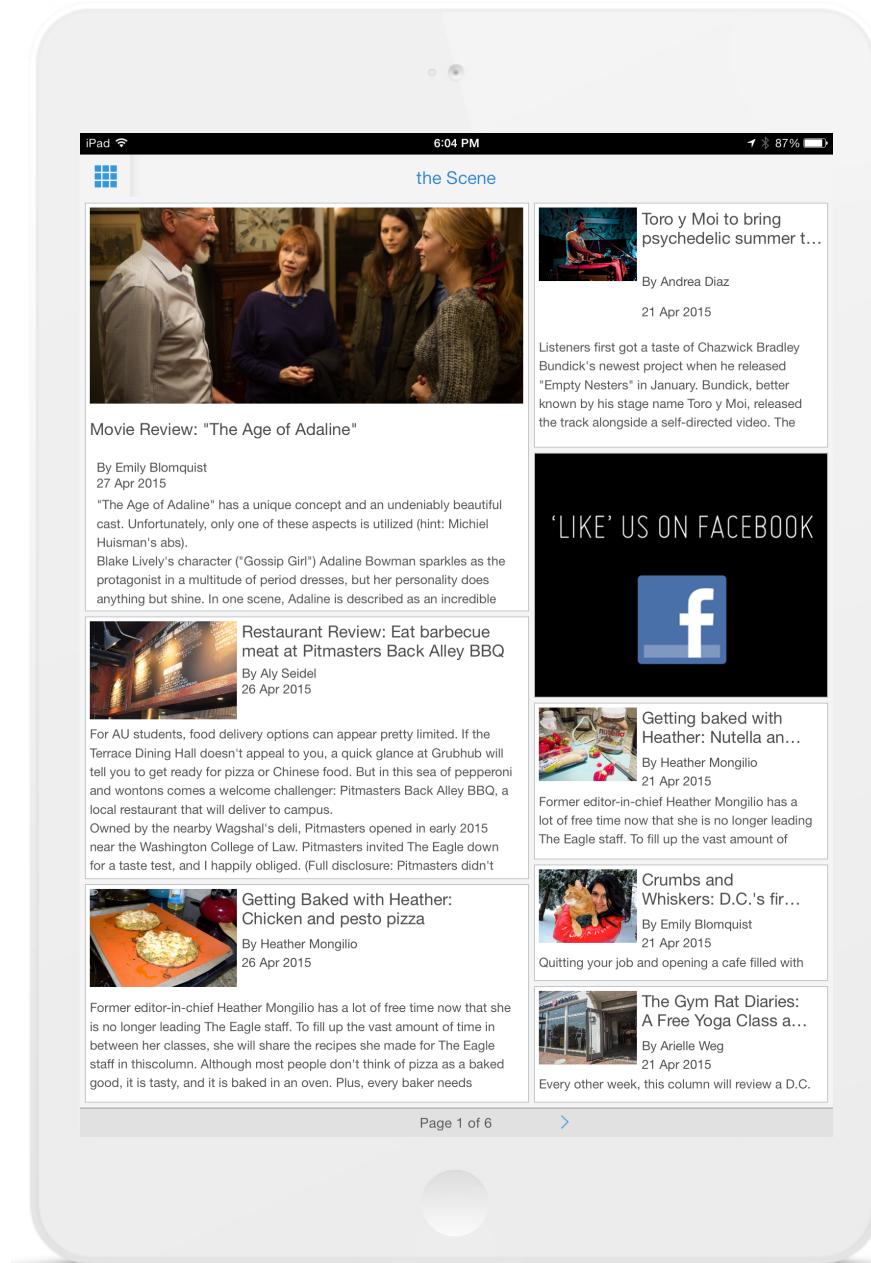
Clean Content Display

- We focus a great deal on user experience
- Our goal is to display content in a clean and friendly layout that keeps high audience retention and engagement
- Examples below are list view, full article view and video feed



Clean Content Display

- Example of a section list view on an iPad



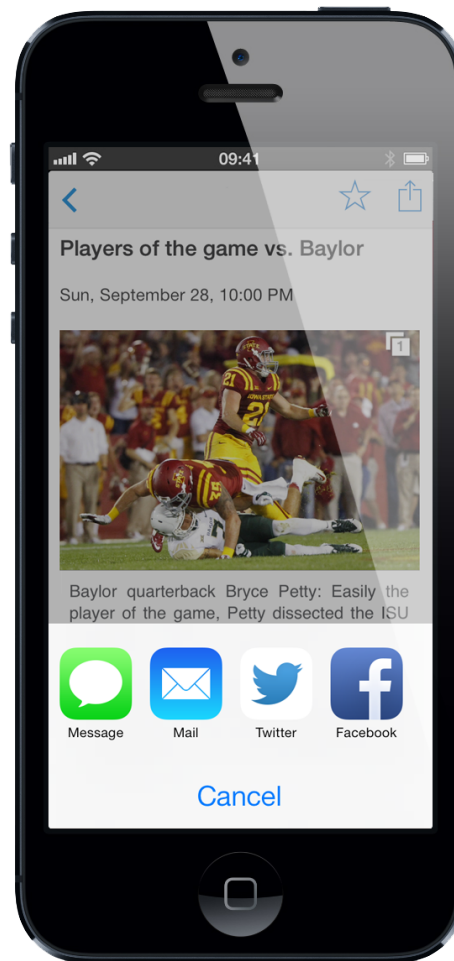
Clean Content Display

- Example of a full article view on an iPad



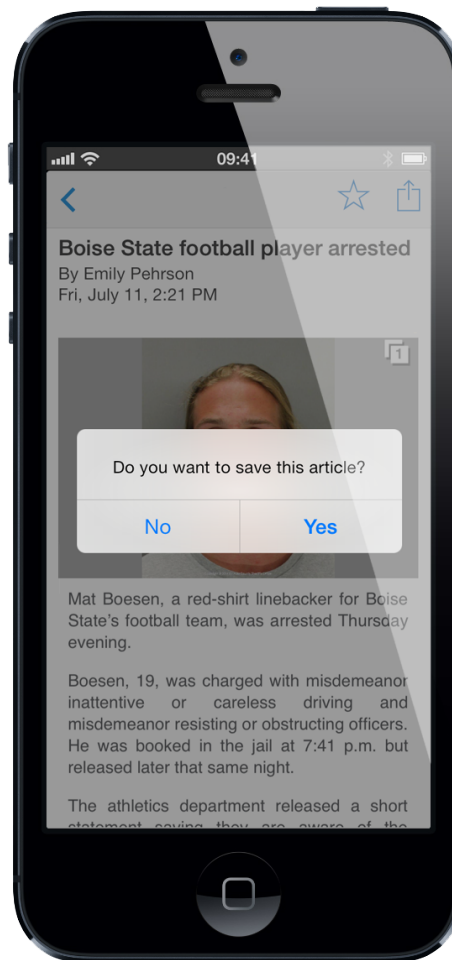
Sharing

- Users can share articles and your app through SMS, Email, Facebook and Twitter



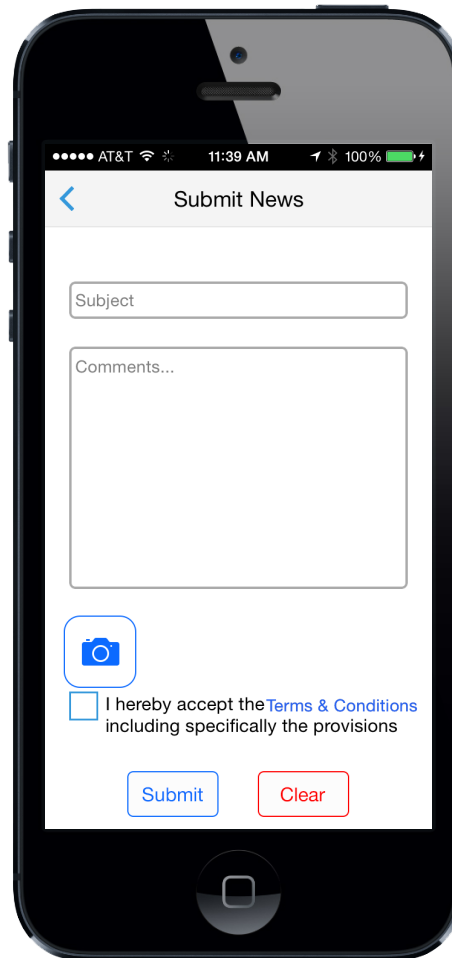
Saving Articles

- Users can save articles for later viewing with or without wi-fi and a wireless signal



App Users Can Submit News

- Your app users can become street reporters with the submit news function



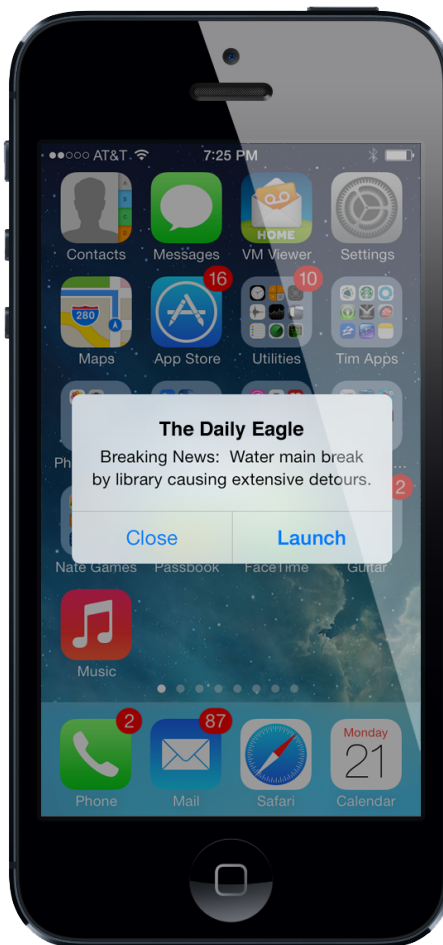
Radio Streaming

- Ability to stream radio
- Meta-data optional
- Multi-tasking support



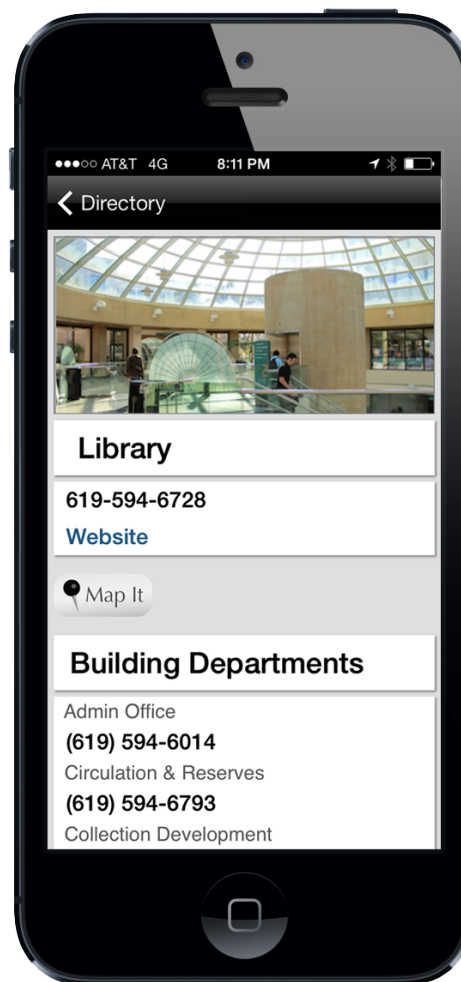
Segmented Push Notifications

- Send unlimited push notifications
- Segment your audience based on interest
- Direct users to specific articles within your app



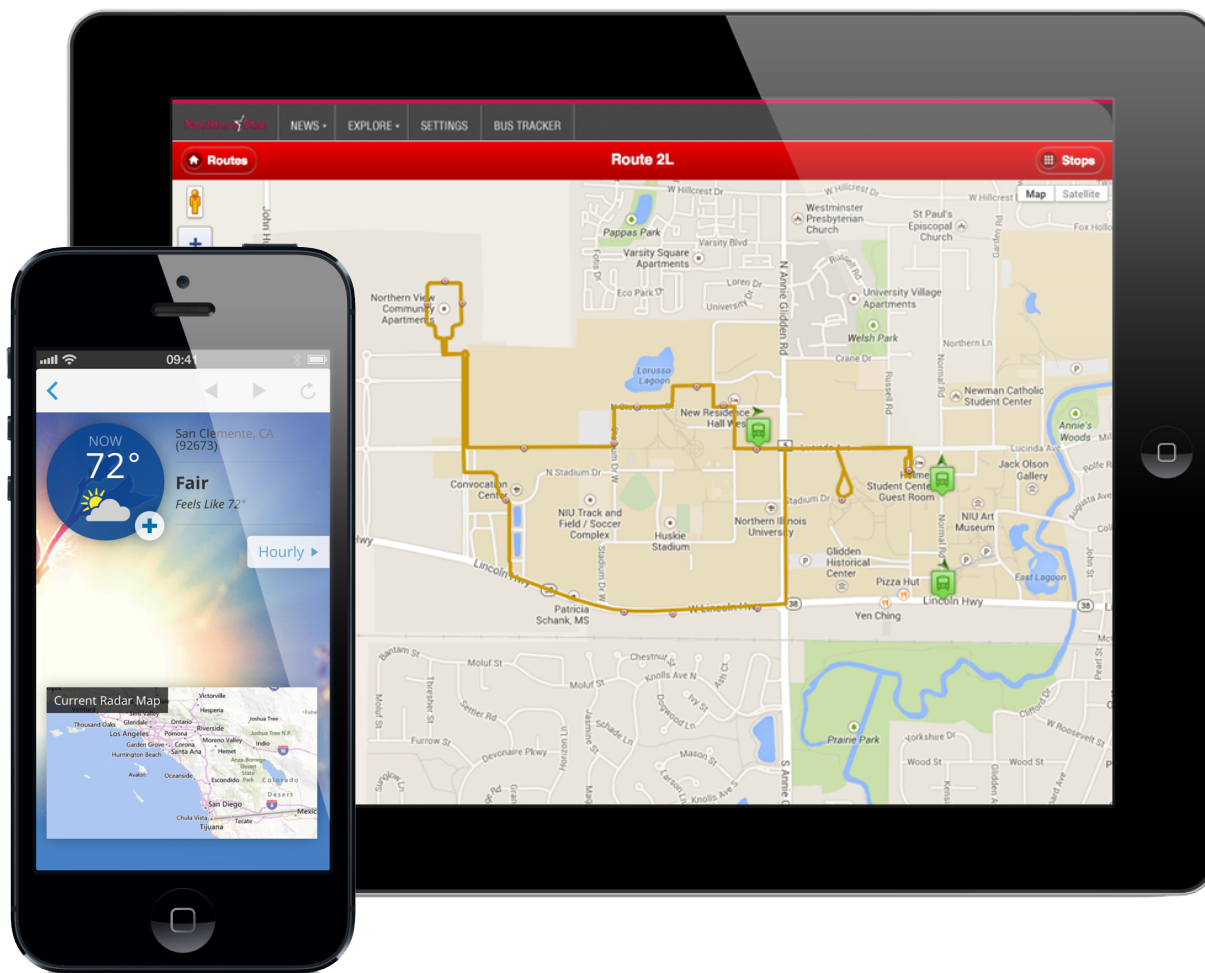
More than Just News

- Ability to have local maps and guides within your app
- Searchable campus map directory
- Detailed building information



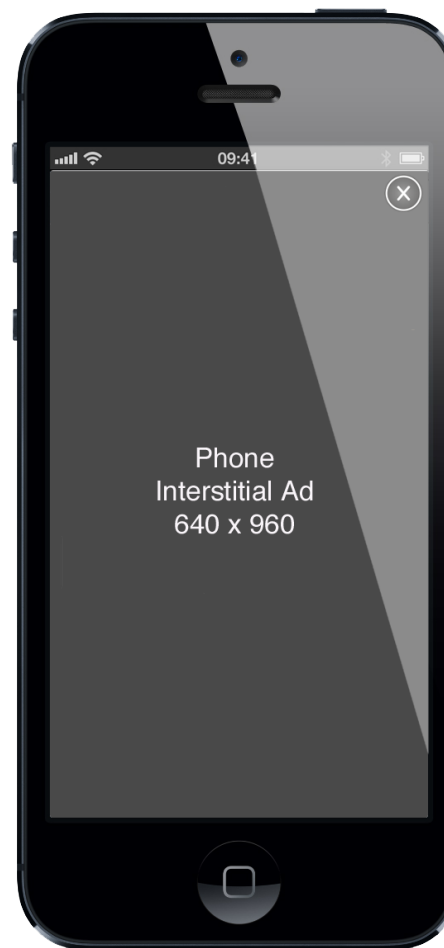
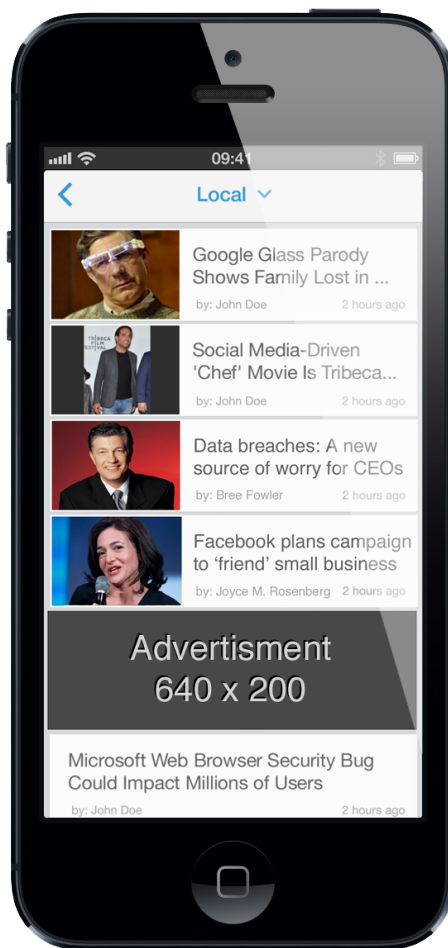
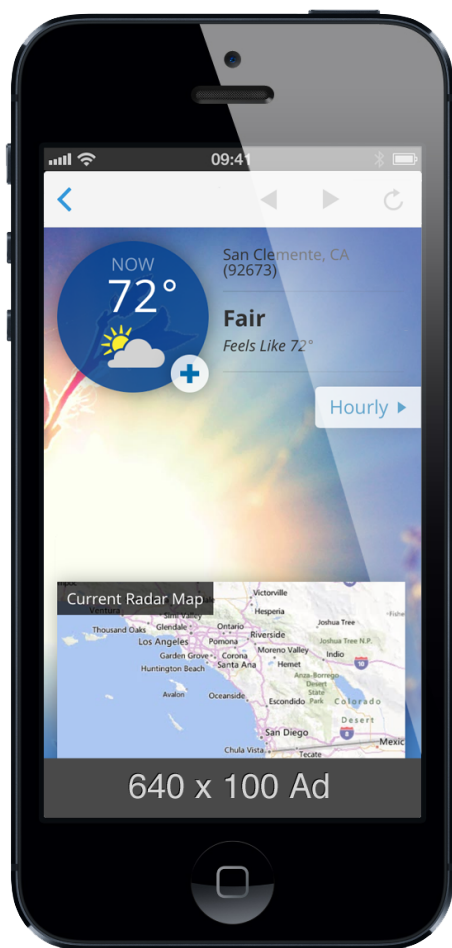
More than Just News

- Ability to bring in 3rd party web content
- Displays within the app
- A user will never have to leave your app for this content
- Examples: Bus trackers, Reader polls, weather, games, housing guides, dining guides, etc.



Mobile Ad Inventory

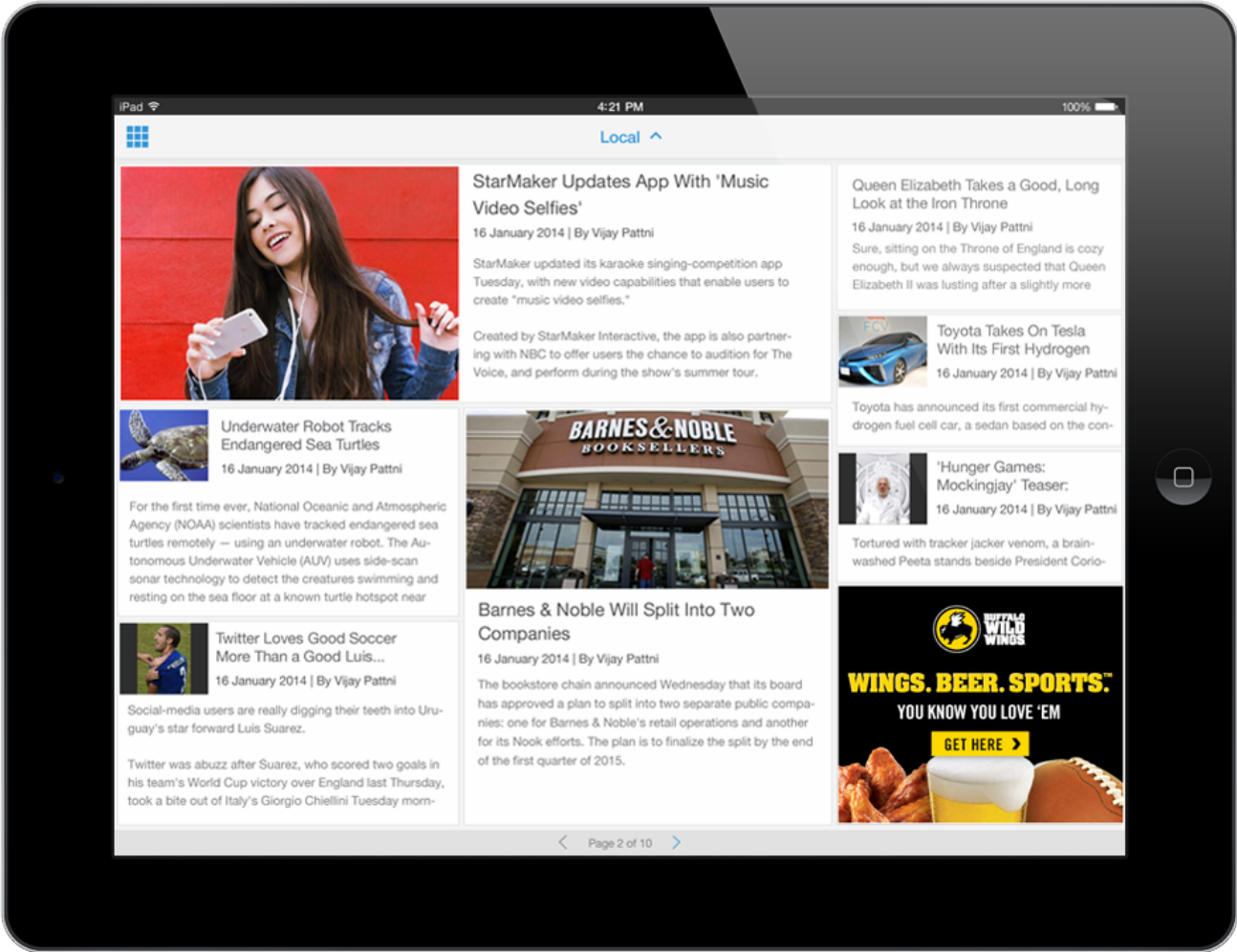
- Price and sell mobile inventory according to your market (You keep 100% of local revenues)
- Native ad units designed for retina display (double the resolution)
- Multiple creative sizes allowing publishers to create true campaigns for their clients
- Ads can link to client content
- Ability to serve, schedule and report these ads through your web dashboard





Mobile Ad Inventory

- Rectangle ad can be seen on and iPad list view
- Only one ad per screen, throughout, keeping the user experience clean and ultimately generating better results for your clients



Mobile Ad Inventory

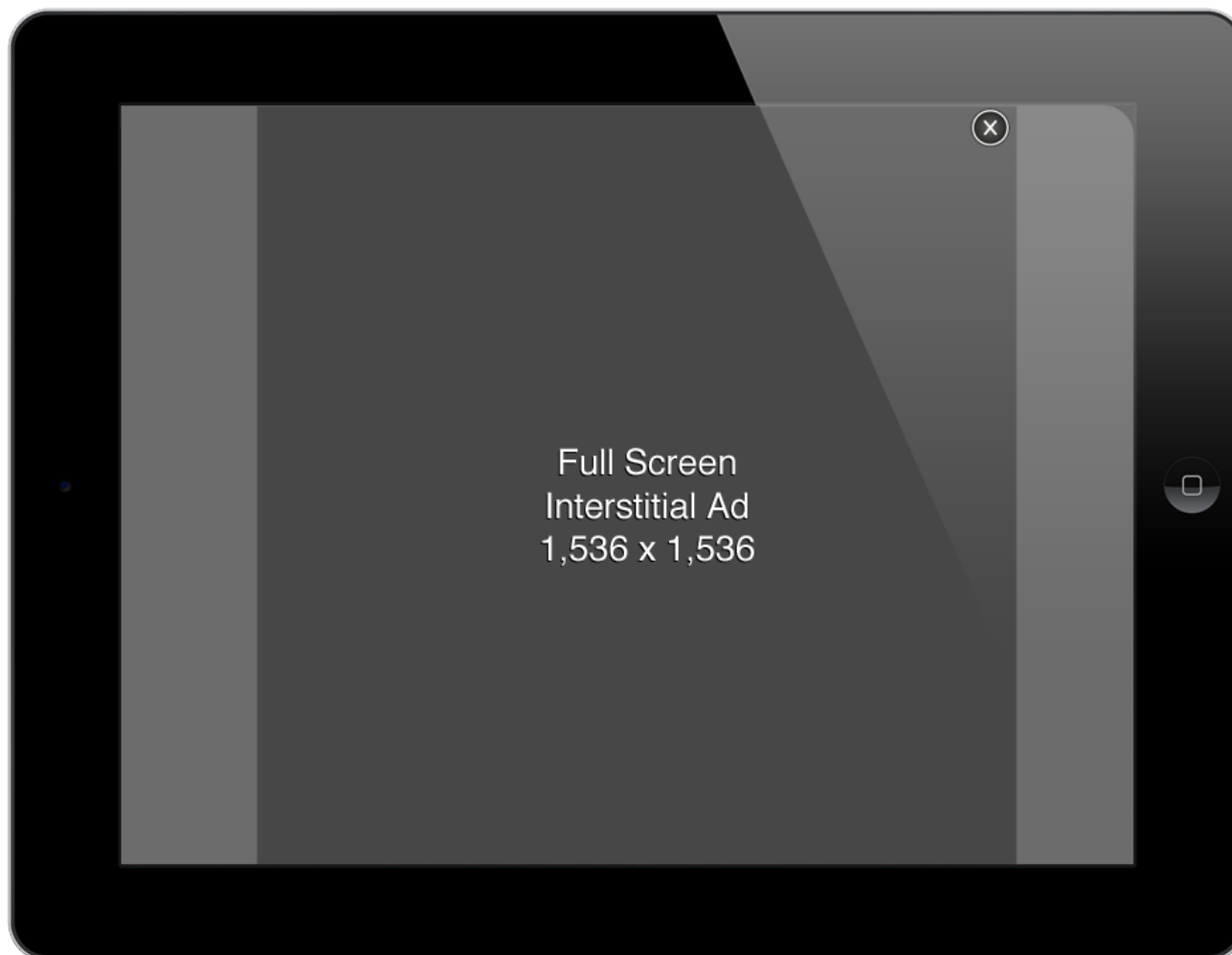
- Example of an ad unit on an iPad full page article view.



Mobile Ad Inventory



- Full screen takeover can be done with our Interstitial ad unit
- This ad unit can be throttled, so that a user might see this ad on the fifth page view and not for another 25 page views afterwards





Training and Support

- We provide full training and support
- 24/7 access to our knowledge base website; training videos, tutorials and all information needed to manage your app
- Phone calls, webinars and emails are always available
- We understand the turnover in college media and are available to meet new staff during each transition

The screenshot shows the iCampusTimes mobile app platform Knowledge Base. The header includes the iCampusTimes logo and navigation links for Knowledge Base and App Dashboard. The main content area is titled 'Knowledge Base' and features a search bar. Below the search bar, there are four main categories: Categories, Getting Started, Administration, and Advertising Sales. Each category has a list of articles and a 'View all' button. A 'Need more help?' section provides contact information for support.

iCampusTimes™
mobile app platform

Knowledge Base | App Dashboard

Knowledge Base

Find answers and help fast

Categories

- [Administration](#)
- [Advertising Sales](#)
- [Editorial](#)
- [Getting Started](#)

Getting Started

- Introduction
- Timeline to getting started
- Creating User Accounts
- Designing Your App for Submittal
- Designing Your Tile Board

[View all 9 articles >](#)

Administration

- Creating User Accounts
- Forgotten Passwords
- User Account Housekeeping

[View all 3 articles >](#)

Advertising Sales

- Ad Inventory: Overview
- Introduction to OpenX Ad Server
- Setting up a new Ad in OpenX
- Enabling display and interstitial ads to show in your app

[View all 4 articles >](#)

Need more help?

If you can't find the answers you are looking for here, or would like to discuss anything in more detail, feel free to contact us.

Office: (949) 545-7326

Editorial

- Enabling display and interstitial ads to show in your app
- Adding dynamic images to your tile board

7.01 - Company Profile:

iCampusTimes/ College Promotions Network, is the leading mobile app and digital housing guide provider in college student media. Our platform is currently used by over 80 college newspapers across the USA and Canada, where we provide the technology, support and advertising platform to streamline the launch and usage at each campus.

We've been in business since 2011.

7.02 - References:

Charlie Weaver
President, Publisher and CEO – Emerald Media Group
University Oregon
(541) 346-5511 ext. 317
cweaver@dailymerald.com

Brett Fera
Interim Director – Arizona Student Media
The University of Arizona
(520) 621-3408
bfera@email.arizona.edu

Stephen Wolgast
Director – Collegian Media Group
Kansas State University
(785) 532-0720
swolgast@collegianmedia.com

7.03 – Client Examples

For each of our clients, the objective was to extend the publishers reach and grow an audience on mobile devices. Since launch these publishers have gained an average of 10- 40% market penetration based on enrollment, and have off-set the app fees with new mobile revenues.

Emerald Media Group - <http://www.icampustimes.com/getapps/115003/>
Iowa State Daily - <http://www.icampustimes.com/getapps/112701/>
The Collegian at Kansas State University- <http://www.icampustimes.com/getapps/112801/>

See here for a complete client list: <https://www.icampustimes.com/existing-clients/>



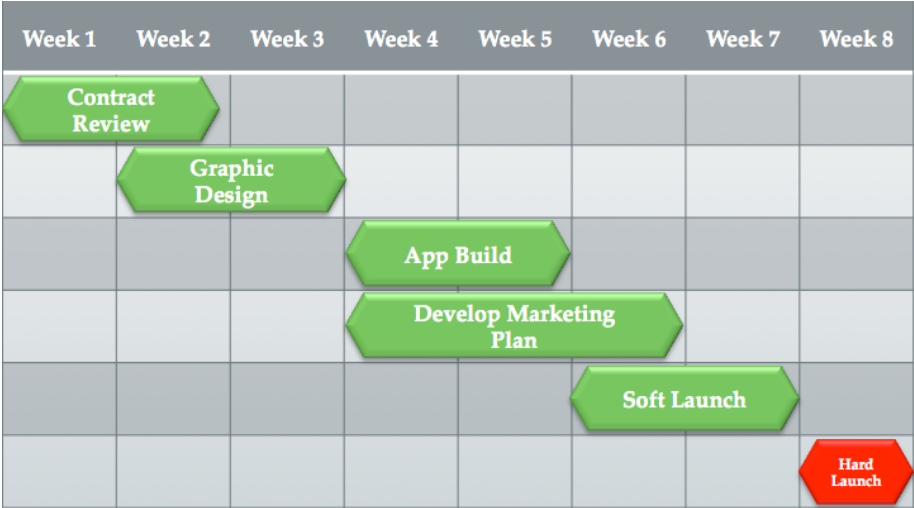


7.05 – Primary Personnel:

Shawn Kaplan and Tim Roberts will be the primary personnel assigned to the work outlined in this RFP.

Shawn Kaplan will be your point of contact. Ensuring all requirements are met and Gazette staff is in full control. Tim Roberts will be an auxiliary point of contact who’s mission is to launch your app and provide continuous app updates.

7.06 – Path to Launch Date



7.07 – Hosting

Hosting will be provided free of charge on our company’s iOS and Android developer accounts. If you would choose to host your own app, there is a direct yearly fee of about \$105 to Apple and a one time fee of about \$25 to Android. Regardless of where you choose to host your app, users can be transferred from one account to another at any time.

7.08 & 7.09 – Fees and Term

- \$995 USD one time set-up fee
- \$250 USD per month on-going after your app is live in the app stores
- Two year term with 60 day cancellation notice after original term
- First year paid in advance, then paid monthly via credit card (or prepay second year via check)
- Ongoing app platform support and updates included at no additional charge



Additional Notes:

Your app will include:

Unlimited Downloads

Unlimited Users

Unlimited Push Notifications

Our company does not provide publishers with a website CMS; however, we're set up to work with all the leading college media CMS providers. Including but not limited to: Wordpress, Town News, School Newspapers Online, uLoop and SN Works.

For coordinating between the website CMS and our native mobile apps, we suggest you require your new site to support RSS 2.0 standards in generating media-rich RSS feeds for various categories/ sections as you would want them divided in your mobile app. With RSS 2.0 feeds, your native app will pull content directly from the CMS without any other integration needed.

Agreement:

We have a standard agreement that would need signed before we begin work.

For questions please contact:

Shawn Kaplan

skaplan@collegepromotionsnetwork.com

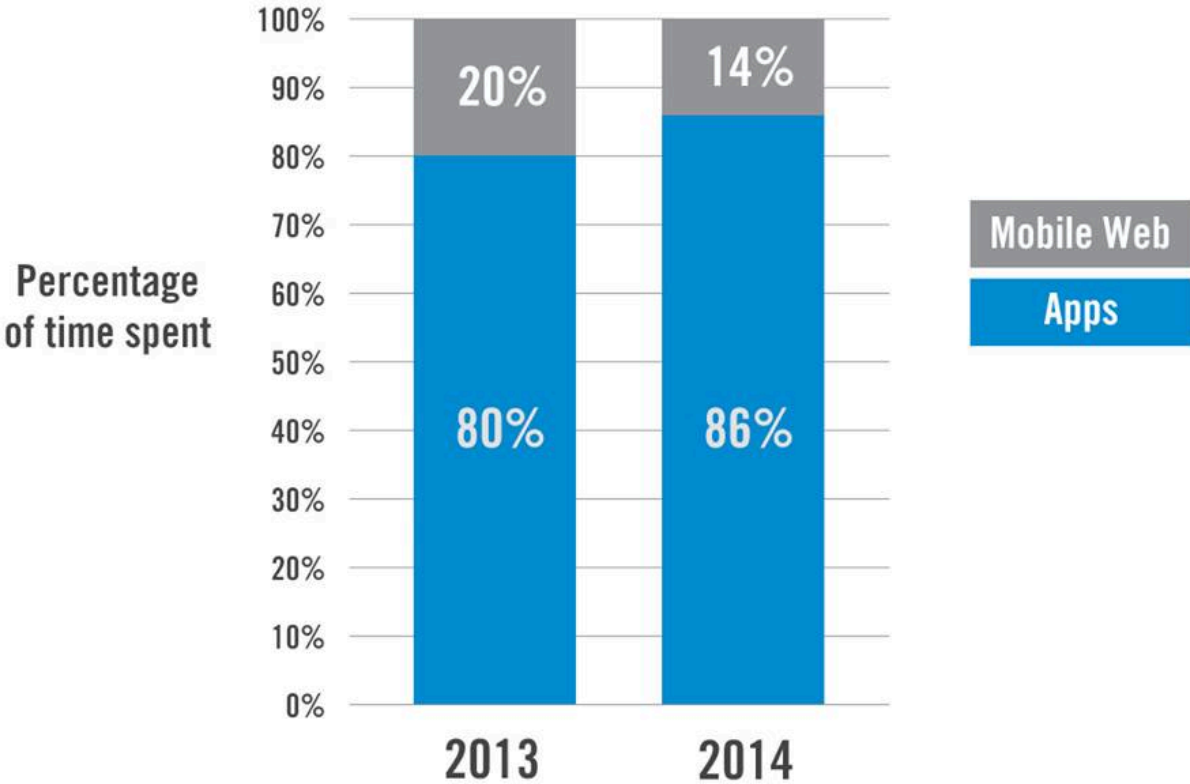
(330) 714-1506



Notable Statistic:

According to an industry leading mobile analytics company, Flurry, December 2014 report.

Apps Continue to Dominate the Mobile Web



October 16, 2015

EIC BUDGET REPORT

For this report, I will give some context for our budget moving from last year to this year, highlight some changes that have occurred and considerations for future budget discussions.

Last year

We asked for and received an increase to our student fee for the 2015-16 year. Most of the increase (\$3.02) went to staff costs, including hiring front office for an extra two months, increased honoraria and an additional full-time staff member. We also were planning on having a short term contract position for three years to help facilitate transitioning to digital. Our multimedia capital fee also increased (by \$1) to allow us to buy more equipment and be able to replace that equipment long term.

As it stands, our current student fee is \$19.27 per student and our operating budget is \$550,912 for editorial. According to the USC budget for this year, advertising and composing is budgeted to lose \$27,885 but we do not yet know if they will meet that as their budget information is not yet available.

This year

Advertising sales have increased slightly for the first month of production. This is an encouraging sign for the rest of the year that, despite having half the issues, we've managed to hold our sales revenues.

Some of our assumptions have changed for this year.

Printing

Budgeted: \$90,000

Projected: \$100,658

We predicted printing costs would decrease this year. However, we made three decisions that have impacted how much it will cost us this year, leading to an increase in cost over last year. We decided to print on slightly higher quality paper, introduced a magazine and decided to budget for full colour regardless of advertising sales as we have done in the past. This means we can now have enough money to run every issue how we want to run it without having to decide when to pay for colour.

Delivery

Budgeted: \$30,000

Projected: \$22,120

The cost per issue for delivery is \$395 this year.

Telephone

Budgeted: \$6,000

Projected: \$9,000

We ordered more phones this year, increasing the cost of telephones by approximately \$3,000.

Contract position

Budgeted: \$40,000

Projected: \$0

We decided not to go ahead with the contract position for three years. This money, however, is still in our current budget and is being reallocated to different areas.

Moving forward

A second fee increase was also planned for this year, to both operational (\$2.10) and the multimedia fee(\$1.90). We also have budgeted for an additional staff member for three years and will no longer need to in 2018/19.

Year	Student Fee	Fee Revenues**	Editorial Budget	Composing/Advertising Budget
2014/15	16.25	471,250	(320,152)	(167,348)
2015/16	19.27	558,830	(550,912)	(27,885)
2016/17	21.37*	619,730	(640,912)	(27,885)
2017/18	22.22*	644,380	(681,294)	(15,513)
2018/19	23.11*	670,190	(670,912)	(15,513)

*Based on narrative and Note 2 in USC budget (4% increases).

** Based on 29,000 students

Capital plan

We need to plan long-term for the replacement of equipment. Developing this this year will be a major task for the committee. We should plan to have enough money in this fund to be sustainable long term without fee increases or taking money from the general USC resources. Depending on what we find out, I think the current fee collection is sufficient if we are able to save it year over year.

Honoraria

Summer honoraria will be key. It rewards editors for their work throughout the year and makes us more prepared for the upcoming one. They can write features and plan special issues in the summer when we're not in a rush to meet any print or online deadlines. They can also keep our website active in the summer, something readers might look for now that we are focused online. Suggested amount for this, per staff member: \$9,600 (\$15/hr, 40hrs/wk, 16wks).

Travel

We've paid for more travel already this year, I think this can still be increased. We were able to get on the scene coverage of a fire on a Saturday because we paid for a taxi, busing would have limited us. Also traveling with some sports teams would be good, especially if they make nationals. Suggested amount for this, based on current numbers: \$6-10,000.

Editorial adviser

It would be a really good investment to get have an active or retired professional review our work on a regular basis and to compensate them for it. My idea would be to have someone go through our print editions and our online presence and give us feedback. Suggested amount to pay them: \$2,000 per semester.

Committee costs

If it falls to us and not the USC's board of directors, we should budget for the cost of the committee (travel, AGM dinner). Also a possibility is compensating the chair of the committee, who would be an external member. Suggested amount for the chair: \$1,200 a year.

Advertising

We should invest in a broader advertising strategy. We should promote ourselves through posters, events, etc throughout the year. Suggested amount for this, based on current numbers: \$3-5,000.

Web/digital costs

Subscriptions and upgrades from free accounts for web services should be invested in. Soundcloud, ScribbleLive, CoveritLive, etc. We can investigate the cost of this.

Questions

- What does our student fee go toward? Just editorial or both editorial and advertising/composing?
- Who is responsible for financial performance of The Gazette? The EIC, Manager or Committee?
- How does advertising sales fit in? How does it affect editorial, if at all?
- Should our student fee increase? Should the multimedia fee increase?
- How do we account for services provided to us by the USC?

	Fiscal 15 as of May 31	Budget Fiscal 16
Ed Salaries	\$ 104,581.96	\$ 120,000.00
Ed Honoraria	\$ 54,105.00	\$ 77,000.00
Ed Travel	\$ 106.50	\$ 1,000.00
Ed Staff Benefits	\$ 13,374.34	\$ 24,000.00
Ed Meetings	\$ -	\$ 500.00
Ed Occupancy	\$ 22,172.15	\$ 25,403.19
Ed Advertising	\$ 67.30	\$ 100.00
Ed Depreciation	\$ 6,519.28	\$ -
Ed Telephone	\$ 5,125.68	\$ 6,000.00
Ed Postage	\$ 214.58	\$ 500.00
Ed Copy Print	\$ 478.97	\$ 1,000.00
Ed Office Supplies	\$ 239.95	\$ 1,000.00
Ed Entertainment	\$ 1,506.33	\$ 5,350.00
Ed Misc	\$ 2,491.00	\$ 3,000.00
Delivery	\$ 29,205.01	\$ 30,000.00
Photo Equip	\$ 340.00	\$ 500.00
Colour Charges	\$ 387.99	\$ 1,000.00
Printing	\$ 90,994.69	\$ 90,000.00
Website	\$ 4,694.57	\$ 9,559.00
Training	\$ -	\$ 10,000.00
Salary (Robert + DTM)	\$ -	\$ 40,000.00
Volunteer Appreciation		\$ 10,000.00
Corporate services clawback		\$ 95,000.00
TOTAL	\$ 336,605.30	\$ 550,912.19

NOTES

Volunteer appreciation dollars added

Corporate services clawback include: \$10K paid to Diana for selling in Gazette (commissions included 80% of salary and benefits for AR clerk as 80% of work is generated from gazette ads, 2/5ths of Scot

Printing/colour charges will be a question mark this year. We will have to see what they are in practice and overall, should be lower cost, but the lines might have to be adjusted

Delivery will also probably be lower than the \$30,000 projected, depends on what he charges us now

Website cost is based on the service charges for both the most expensive website option and the ap

New salary cost just includes the \$40K for the DTM as compositor piece is in the Ad Office budget

d in ad office budget),
it Courtice salary and benefits

ice

n

p

UNIVERSITY STUDENTS' COUNCIL
Financial Statements from Statement of Earnings
 As At September 30, 2015

Summary - Gazette Consolidated

Current Month							Year to Date							
% of Profit	Prior Year Activity	Budget to Actual	% of Profit	Current Mo.Budget	% of Profit	Current Mo.Activity	Current YTD Activity	% of Profit	Budget YTD	% of Profit	Budget-Actual	Prior YTD Activity	% of Profit	Annual Budget
Advertising Revenue (see MED.I.1)														
100.00	166,516.62	132,315.52	#DIV/0!	0.00	100.00	132,315.52	Total Sales	144,890.72	100.00	#DIV/0!	144,890.72	171,616.62	100.00	0.00
17.55	29,222.44	24,945.65	#DIV/0!	0.00	18.85	24,945.65	Total Commissions	26,663.24	18.40	#DIV/0!	26,663.24	30,191.44	17.59	0.00
82.45	137,294.18	107,369.87	#DIV/0!	0.00	81.15	107,369.87	Total Gross Profit	118,227.48	81.60	0.00	#DIV/0!	118,227.48	141,425.18	82.41
General Expenses														
12.53	20,858.06	(25,524.67)	#DIV/0!	0.00	19.29	25,524.67	Salaries	101,258.85	69.89	0.00	#DIV/0!	(101,258.85)	84,636.68	49.32
5.26	8,755.00	(13,122.00)	#DIV/0!	0.00	9.92	13,122.00		19,634.00	13.55	0.00	#DIV/0!	(19,634.00)	8,455.00	4.93
0.03	53.61	(169.58)	#DIV/0!	0.00	0.13	169.58	Advert On Line Ad Commissions	169.58	0.12	0.00	#DIV/0!	(169.58)	53.61	0.03
0.00	0.00	(52.50)	#DIV/0!	0.00	0.04	52.50	Travel	52.50	0.04	0.00	#DIV/0!	(52.50)	0.00	0.00
2.20	3,664.94	(5,223.28)	#DIV/0!	0.00	3.95	5,223.28	Staff Benefits	21,551.80	14.87	0.00	#DIV/0!	(21,551.80)	16,247.66	9.47
0.00	0.00	(31.15)	#DIV/0!	0.00	0.02	31.15	Ed Conference/Meetings	213.32	0.15	0.00	#DIV/0!	(213.32)	0.00	0.00
0.10	167.51	(679.55)	#DIV/0!	0.00	0.51	679.55	Operating Supplies	939.42	0.65	0.00	#DIV/0!	(939.42)	644.18	0.38
1.44	2,398.45	(2,489.93)	#DIV/0!	0.00	1.88	2,489.93	Occupancy	9,959.72	6.87	0.00	#DIV/0!	(9,959.72)	9,593.80	5.59
0.06	107.85	(105.00)	#DIV/0!	0.00	0.08	105.00	Advertising	2,015.67	1.39	0.00	#DIV/0!	(2,015.67)	175.15	0.10
0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	Contracted	907.27	0.63	0.00	#DIV/0!	(907.27)	821.87	0.48
0.04	74.61	(74.61)	#DIV/0!	0.00	0.06	74.61	Service/Maintenance	392.94	0.27	0.00	#DIV/0!	(392.94)	298.44	0.17
0.00	0.00	(460.00)	#DIV/0!	0.00	0.35	460.00	Equipment	460.00	0.32	0.00	#DIV/0!	(460.00)	0.00	0.00
0.37	621.77	(641.09)	#DIV/0!	0.00	0.48	641.09	Depreciation	2,365.47	1.63	0.00	#DIV/0!	(2,365.47)	2,166.35	1.26
0.49	821.05	(1,102.36)	#DIV/0!	0.00	0.83	1,102.36	Telephone	3,951.66	2.73	0.00	#DIV/0!	(3,951.66)	3,209.49	1.87
0.08	134.47	(77.85)	#DIV/0!	0.00	0.06	77.85	Postage/Courier	86.20	0.06	0.00	#DIV/0!	(86.20)	206.92	0.12
0.01	11.78	(0.10)	#DIV/0!	0.00	0.00	0.10	Copying/Printing	30.65	0.02	0.00	#DIV/0!	(30.65)	403.01	0.23
0.07	121.41	(105.86)	#DIV/0!	0.00	0.08	105.86	Office Supplies	380.64	0.26	0.00	#DIV/0!	(380.64)	151.85	0.09
0.00	0.00	(1,633.35)	#DIV/0!	0.00	1.23	1,633.35	Entertainment	2,330.13	1.61	0.00	#DIV/0!	(2,330.13)	0.00	0.00
0.15	245.94	(1,133.29)	#DIV/0!	0.00	0.86	1,133.29	Misc.	1,302.76	0.90	0.00	#DIV/0!	(1,302.76)	517.07	0.30
3.01	5,015.00	(2,765.00)	#DIV/0!	0.00	2.09	2,765.00	Deliveries	3,160.00	2.18	0.00	#DIV/0!	(3,160.00)	5,310.00	3.09
0.00	0.00	(1,420.15)	#DIV/0!	0.00	1.07	1,420.15	GAZETTE EDITORIAL TRAINING/EDUCA	1,735.75	1.20	0.00	#DIV/0!	(1,735.75)	0.00	0.00
0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	Advert Outside Printing	450.00	0.31	0.00	#DIV/0!	(450.00)	841.25	0.49
0.11	176.70	(176.70)	#DIV/0!	0.00	0.13	176.70	Advert Artwork Services	746.54	0.52	0.00	#DIV/0!	(746.54)	906.47	0.53
39.40	65,612.41	(62,663.09)	#DIV/0!	0.00	47.36	62,663.09	Westernizer Expenses	62,773.17	43.32	0.00	#DIV/0!	(62,773.17)	68,168.36	39.72
2.27	3,786.00	0.00	#DIV/0!	0.00	0.00	0.00	Ad Office Map Expenses	0.00	0.00	0.00	#DIV/0!	0.00	3,655.50	2.13
0.00	0.00	(174.99)	#DIV/0!	0.00	0.13	174.99	Ed Photo Equipment	174.99	0.12	0.00	#DIV/0!	(174.99)	0.00	0.00
1.59	2,641.25	0.00	#DIV/0!	0.00	0.00	0.00	Charges	0.00	0.00	0.00	#DIV/0!	0.00	3,286.74	1.92
8.53	14,206.67	(8,616.06)	#DIV/0!	0.00	6.51	8,616.06	Ed Printing	10,886.70	7.51	0.00	#DIV/0!	(10,886.70)	16,561.56	9.65
1.02	1,706.02	(205.48)	#DIV/0!	0.00	0.16	205.48	Ed Website Expense	654.05	0.45	0.00	#DIV/0!	(654.05)	2,776.28	1.62
16.95	28,221.48	(42,823.00)	#DIV/0!	0.00	32.36	42,823.00	Advert Transfers Out	42,823.00	29.56	0.00	#DIV/0!	(42,823.00)	32,352.48	18.85
0.02	28.35	0.00	#DIV/0!	0.00	0.00	0.00	Ad Office Bank Service Charges	197.73	0.14	0.00	#DIV/0!	(197.73)	28.35	0.02
95.74	159,430.33	(171,470.64)	#DIV/0!	0.00	129.59	171,470.64	Total General Expenses	291,604.51	201.26	0.00	#DIV/0!	(291,604.51)	261,468.07	103.04

(13.29)	(22,136.15)	(64,100.77)	#DIV/0!	0.00	(48.45)	(64,100.77)	Net Gazette Consolidated	(173,377.03)	(119.66)	0.00	#DIV/0!	(173,377.03)	(120,042.89)	(20.63)	0.00
---------	-------------	-------------	---------	------	---------	-------------	--------------------------	--------------	----------	------	---------	--------------	--------------	---------	------

Period to Period Comparison (Classified & Display)

Date : 10/23/15 11:24

Sorted by : Ad Type

Page : 1 of 1

Restricted by Edition: The Gazette

	Period 1 08/01/14 - 09/30/14				Period 2 08/01/15 - 09/30/15			
	Ads	Inches	\$ Base	\$ with Adj.	Ads	Inches	\$ Base	\$ with Adj.
Classified Line Ad	55	26.94	211.88	211.88	39	19.87	270.25	270.25
Local Commission Ad	66	332.54	12742.58	16920.55	73	312.14	15466.90	18785.12
National Display Ad	0	0.00	0.00	0.00	2	16.00	806.40	806.40
Other Local Display Ad	52	204.26	3418.00	4060.10	12	63.27	2355.44	2746.90
Space Fillers	61	401.41	0.00	0.00	35	209.10	0.00	0.00
Grand Total	234	965.15	16372.46	21192.53	161	620.38	18898.99	22608.67