



## 2017/2018 Gazette Publishing Committee

Wednesday, Feb. 7, 2018

4:30 p.m.

USC Boardroom. Call-in details to come

### AGENDA

1. Call to Order
2. Adoption of Agenda
3. EIC report
4. Manager Report
5. Eligibility for Front Office Elections Discussion (New)
6. Ratification of changes to Front Office Elections Policy (New)
7. Inquiries and Other Business
8. Adjournment of Meeting

#### Voting Members:

- Jay Menard (chair)
- Ravi Arnath
- Paul Benedetti
- Sydney Scott (USC Board representative)
- Nicole MacAdam
- Sabrina Hundal
- Aron Yeomanson

## **Editor-in-Chief Report**

### **February 2018**

#### **General update**

It's been a while since we last met in October, and Volume 111 is well underway. While we definitely had a green editorial board going into the year, we're seeing the effects of the daily schedule pay off. The photo editors' cutlines from September versus now speak for themselves...

Over the last few months, we've prioritized a number of goals, such as laying the foundation for better alumni outreach, producing our second magazine and publishing a few, big multimedia projects. This report will elaborate on some of these points.

#### **Internship program**

With only two months to go until the end of volume 111, we're focused on cultivating strong candidates for next year's team. Our January internship program has exceeded my expectations: we had over 74 applicants and accepted 40 interns. Each section is running their own program with section-specific training, and FO is hosting a few workshops open to all interns on universal topics, like journalism ethics.

Two weeks in, there are a ton of new faces in the office and while we spent the first week ironing out the kinks, I'm optimistic the program will run smoothly.

#### **CUP membership and NASH80 awards**

In November, the Gazette joined the Canadian University Press, a student newspaper cooperative. Although I know we left the organization for good reasons years ago, it made sense to rejoin this year.

The first reason was the membership fee and its value. While I understand we originally left because big CUP papers, like the Gazette, were paying huge fees to subsidize services for smaller papers, the fee was knocked down to \$190 across the board this year.

We also made our money back. At the time, we planned to apply for CUP's national JHM awards and attend its student journalism conference in Toronto in January. Each award submission was \$10 for non-member papers, and we submitted 24 nominations. CUP members also received \$100 off each conference ticket. Between these two incentives, the membership more than paid for itself.

Many other NUWIRE papers also rejoined CUP this year, such as the Ubyyssey and the Gauntlet. While I will always support NUWIRE (our Facebook groups have actually been a great

resource), joining CUP gives editors opportunities to attend annual conferences, benefit from training opportunities and network with other student journalists.

### *JHM Awards*

At NASH80, CUP's student journalism conference in Toronto last month, the Gazette took home three national John H. McDonald Awards for Excellence in Student Journalism. Current editor Grace To received the award for Best News Writing for her [investigation into gym thefts](#) and former editors Jenny Jay and Samah Ali received the award for Video of the Year for [hyphen-nation](#). Very proud of the team.

### **Long-form, multimedia stories**

This has admittedly been a challenge this year. While feature writing was one of the cornerstones of volume 110 — I'll admit I'm a little biased as the former features editor — we've struggled to hit similar targets this year. For context, volume 110 had written 14 features by early December, and we're sitting around 10 at the beginning of February. I think this is for a couple of reasons.

First, the Gazette definitely benefited from the features editor position. Last year, I signed editors up to write features on a weekly schedule, and I worked with the writers one-on-one before submitting work to FO. We tried the features editor position again this year, but the editor a) wasn't a great fit and b) ending up resigning (on good terms) in early January.

Second, as I've mentioned several times before, this year's editorial board was quite inexperienced in September. With first semester as a foundation, and especially with the influx of interns, I predict editors will be able to produce some bigger long-form, multimedia stories and investigations over the next few months.

Editors were also inspired in January by the success of our Sugar Baby feature. One of our reporters conducted an investigation into "sugaring" at Western, looking at the number of students signed up for SeekingArrangements compared to other universities. She paired that data with first-hand experiences from three Western students who've had sugar daddies. The story went viral online, increased our print pick up and drove conversations on campus and in the community — the story reached over 40,000 people on Facebook, with 13,000 post clicks and 800 reactions.

Going forward, we have a couple pieces in the works — such as a feature on sexual assault reporting on campus — and I'm optimistic we can get our numbers up by the end of the year while producing some quality original, student-driven reporting.

### **Sex Issue Magazine**

This week, we're wrapping up production on our second magazine of the year, the 2018 Sex Issue. This has been insanity to pull off amidst three back-to-back special issues and the USC elections.

Overall, I'm really proud of the team. The editorial board has produced a tremendous amount of content for the 40-page issue, including online-only content like video. This year's theme was art and sexuality, so our photoshoot featured body painting, canvases, easels and the works. We had 708 student responses to our sex survey, and we're working furiously to finish it up — it hits stands next week, and I'm excited to see students' reactions to it. The Sex Issue is often our most popular issue of the year.

### **Alumni outreach**

One of my other goals for volume 111 is enhancing the Gazette's relationship with alumni. As it stands, we really only get in touch with alumni for two reasons 1) anniversary celebrations (the last one being the 100th in 2006), and 2) for editorial crises or feedback.

Given this, there isn't much incentive for alumni to keep strong ties with the Gazette. We're lucky because many choose to do so on their own initiative — Scotty Colby has been wonderful this year — but there's definitely potential for us to re-examine our efforts.


































This year, I've set two objectives. The first was starting to gather alumni emails into one database. We've been successful on this regard, the Western alumni department has given us an excel doc of emails collected during the Gazette's 100th anniversary celebration. Of course, it is missing many alumni emails and there's work to be done on this front.

I also want to set the Gazette up to send out bi-annual alumni newsletters. These will give alumni a look at major changes to the Gazette, our biggest stories and other relevant information. We've set up a framework, and I'll be sending out an email later this month.

Lastly, I wanted to get the alumni together this year. We missed an opportunity last year with our 110th anniversary. We're tentatively planning a bar night in Toronto in March — this will be a relatively low-key affair (details to come). We have plans to get the word out through email and social media, and while we likely won't reach everyone, hopefully this initiative will lay the foundation for future, similar events. This year, we'll use the opportunity to introduce the next volume's incoming front office to alumni. Would love to hear your thoughts on this.

### **Social media presence**

Facebook continues to drive most of our site traffic, and we're one of the best performing student newspapers in Canada in terms of output and post engagement, as you can see from our page's Facebook Insights report below:

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 The Ubyyssey	12K 	0%	33	387 
2	 CBC London	8K 	▲ 9.8%	73	2.3K 
3	 The Varsity	7.9K 	▲ 0.4%	51	1.1K 
YOU 4	 The Western Gazette	6.7K 	▲ 0.7%	48	1.5K 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>					
5	 Impact Campus	6.5K 	0%	29	86 
6	 The McGill Daily	6.3K 	▲ 0.2%	16	147 
7	 The Manitoban	5.2K 	▲ 0.9%	19	255 
8	 The McGill Tribune	4.2K 	▲ 0.4%	48	458 
9	 The Queen's Journal	3.7K 	▲ 0.3%	54	523 
10	 The Gateway	3.1K 	▲ 0.3%	23	222 
11	 The Silhouette	3.1K 	▲ 1.8%	18	1.1K 

## Gazette

### Facebook Likes

Oct. 18, 2017 — 6,252

Feb. 7, 2018 — 6,736 (+484)

**Twitter Followers**

Oct. 18, 2017 – 9,926

Feb. 7, 2018 — 10,061 (+135)

**Instagram Followers**

Oct. 18, 2017 – 1,233

Feb. 7, 2018 — 1,361 (+128)

**Western TV (October 2017 - January 2018)****YouTube subscribers:**

October: 1,500

January: 1,800 (+300)

**YouTube views/ratings:**

October: 443,00

January: 534,979 (+91,000)

**Facebook Engagement:**

October: 2,200 likes

January: 2,600 likes (+400)

**Western TV LIVE Talk Show Ratings:**

October show: Avg. live viewers 800 hundred

January show: Avg. live viewers - 2.1K

**Instagram Engagement:**

October: 750 followers

January: 950 followers (+200)

# Front Office Elections Policy

## Preamble

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

## 1.0 Elections

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

## 2.0 Candidate Eligibility

2.1 All applicants must be part or full time undergraduate students at the University of Western Ontario.

## 3.0 Application Process

3.1 Candidates must submit via email the following to the chair of the Publications Committee at a date set by the chair no later than the Sunday before Reading Week:

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

3.2 Each candidate will be allowed a minimum of one hour interview time with any full time *Gazette* staff, and can request more time, schedules permitting. They may also consult with any member of the Publications Committee.

3.3 Candidates are allowed to consult editors provided it does not interfere with their jobs. Candidates are free to consult whomever they wish outside of the *Gazette*.

3.4 The chair of the Publications Committee will disseminate all completed applications that were submitted on time to front office, the editorial board and eligible staff voters 48 hours after the application period closes. This will be done via email to all *Gazette* email accounts and via an elections page on the *Gazette* website where all candidate information will be accessible to staff.

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

3.6 If by the end of the application period, there are no applicants, the current front office, in consultation with the Publications Committee, must come to a consensus on a course of action.

#### **4.0 Front Office Reports**

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

4.2 Digital copies of year end reports may be given to candidates, where they are available.

#### **5.0 Campaigning**

5.1 The campaign period runs from the day applications close to election day.

5.2 No visual campaigning material (e.g. posters), or grandstanding is permitted in or outside The *Gazette* office. This also includes online campaigning, such as candidate websites, videos, Facebook pages/groups/events, Twitter profiles, etc.

#### **6.0 Conduct**

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

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

6.3 The Publications Committee reserves the right to disqualify candidates by a supermajority two-thirds vote of the entire committee.

#### **7.0 Voting Regulations**

7.1 Only voting members and any members of the Publications Committee not affiliated with the publisher are permitted to attend and observe election day.

7.2 Front office, editorial board members, contributors and interns and staff members are eligible to one vote each.



7.3 In order to be eligible to vote, a volunteer must be a staff member on the date applications open.

~~7.3.1 Staff members must have contributed five published pieces to the Gazette.~~

7.3.1 In order to be eligible to vote, contributors and interns must have contributed a minimum of five published *Gazette* pieces.

7.4 A list of eligible voters will be posted the day applications close.

7.5 All voting is by secret ballot.

7.6 In order to vote for a position, eligible voters must either observe the full extent of each candidate's presentation or vote in advance (see 7.0).

7.7 Voters will indicate their preferred candidate on a supplied ballot.

## **8.0 Advanced Voting**

8.1 Votes may be cast before election day if a voting member of the *Gazette* cannot attend election day proceedings.

8.2 If voting in advance, voters may cast one vote for each position as they stand on the application list: one for editor-in-chief, one for managing editor of content and one for managing editor of design.

8.3 Advance voters will write the name of their preferred candidates on separate ballots or email the chair. Ballots will be divided by the chair into three separate containers: one for editor-in-chief, one for managing editor of content and one for managing editor of design.

8.4 A distinctly coloured ballot will also be reserved for advance voters.

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

8.6 Candidates may advance vote for each other and themselves since they are not permitted to observe any aspect of their opponent's speeches.

8.7 Advance voters must meet with all candidates before casting their ballots.

8.8 Advance votes must be submitted to the chair of the Publications Committee by noon the day before elections.

## 9.0 Election Day Procedure

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

9.2 Election day will be held on a weekend day whenever possible to allow as many eligible voters to attend without class interference.

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

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

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

9.6 Each candidate is allotted a maximum ~~42~~ **10** minute speech, followed by a maximum 45 minute question and answer period. They may also choose to have a three minute introductory speech from an eligible voting member.

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

9.8 Speeches and question and answer periods will be timed and mediated by the moderator.

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

9.10 Unsuccessful candidates for editor-in-chief are permitted to run again for either **managing editor of content or managing editor of design**, but not both. All other candidates can only run for the position for which they applied.

9.11 Candidates running unopposed face a vote of confidence and must go through the same election day procedure as all other candidates. Voters will then vote “confidence” or “no confidence,” with a minimum 50.1 per cent support (“confidence”) needed for the candidate to be successful.

## 10.0 Ballot Counting

10.1 Votes will be counted by one member of front office, the manager of advertising and composing (or designate) and the moderator.

10.2 Ballots will be counted in the front office with the door shut.

10.3 Ballots will be counted three times.

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

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

10.6 Ballots will be sealed and kept in a secure location until the elected front office take office after which the ballots will be destroyed.

## **11.0 Tiebreaking**

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

11.2 Each tied candidate will be called into the *Gazette* office separately, where he or she will have a 10 minute question and answer period with all voting members and a three minute closing speech.

11.3 All attendees will be eligible to vote once again. Advance votes will carry over.

11.4 If candidates are still tied after the second vote the tie will be broken by taking out front office's votes.

## **12.0 Ratification by Publications Committee**

12.1 The editor-in-chief elect, managing editor of content elect and managing editor of design elect will be ratified by the Publications Committee at their next meeting following the editorial board's election.

This policy was updated and ratified by the *Gazette* Publications Committee on January ??, 2018.