

WORONI

The Australian National University Student Newspaper since 1950

Meeting Minutes

Board Meeting
11th October, 5:00pm
Woroni Boardroom

Present: Tara Shenoy (Chair), Ross Caldwell (Secretary), Alex Catálan-Flores, Janis Lejins, Abigail Widjanto, Polly Mitton, Hugo Branley, Jacob Ingram

Apologies: Beatrice Smith

ITEM 1: Acknowledgement of Country

Polly Mitton acknowledged the traditional owners of the land upon which the Woroni Editorial Board has met.

ITEM 2: Previous Action Items

Name	Item	Due Date
Janis	Investigate prices for importing a Camera	Sunday Afternoon
Tara	Call ANU Security to ascertain who still has access to the office	Next Meeting

Hugo Branley entered the board meeting at 5:01pm

Abby & Alex	Develop a column policy for clubs/societies/student organisations	By next Sunday
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Jacob Ingram entered the board meeting at 5:02pm

Janis	Investigate prices for non-student equipment loans from Media/Arts office	Next Meeting
Janis & Abby	Create Advertising: ISIS Forum Woroni Weekend Radio Launch Party	Edition 13
Ross	Distribute Board Meeting Minutes	Tuesday

Shop 15, Lena Karmel Building, 26 Barry Drive, Canberra ACT 2601
e: contact@woroni.com.au - p: (02) 6125 9574

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Abigail	Announce theme for Creative Edition	Monday
Print Team	Source people for Creative Edition Working Group	Next Meeting
Alex	Contact MPD and ask for them to hold their prices offered in the last quote	ASAP
Janis	Upload photos from Art School Ball	During the week following this meeting
Janis	Develop files for coaster printing.	Monday
Alex	Send Jacob all details of the Market Research Project.	ASAP
Alex	Write up one page document on Facebook Advertising	Next Board Meeting
Tara	Write draft mission statement for the board	Midnight Saturday night
Ross	Email Olivia with Election Timeline and get her to place it in handover doc	ASAP

ITEM 3: Accepting Previous Meeting Minutes

MOTION: **Accept the minutes taken at the Board Meetings held on the 24th August, 7th September and 28th September.**

Proposed: Ross
Seconded: Polly

Passed unanimously.

ACTION ITEM: Ross to send meeting minutes from 21st September to Tara.

ACTION ITEM: Abigail to work with Tara on amending minutes from 21st September.

PRINT

ITEM 4: General Update

Print is going along well, Creative Edition is coming a little later than usual but is more or less on track.

Hugo asked whether it would be a conflict of interest for him to be on the working group and submit content.

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The board had differing opinion about this, but it was left at the discretion of Hugo as it was generally seen to be an ethical issue and that any conflict of interest could be addressed by the working group.

ITEM 5: App Promo Ideas

Janis raised that he wanted everyone to come up with ideas for how to promote the app. He would like for the app to get users this year, as he would like to use feedback from those users to improve it before it becomes heavily used next year.

Jacob raised the idea of getting the ANU or ANUSA to help promote it.

Alex questioned whether it would be useful or not considering we have our own distribution networks.

Janis said that we should aim for 100% saturation and that ANU & ANUSA could help that.

ACTION ITEM: Janis to send email to the board discussing app promotion.

RADIO

ITEM 6: General Update

Radio event went well, 20-21 shows a week.

Radio to broadcast from the Sleepout on Sunday.

ITEM 7: Woroni Radio Facebook Photos

Janis raised that the photos are done and that him and Polly are having a difference of opinion about posting on the Woroni Radio Facebook page.

Janis recognised that it would be worth posting on the radio page, but was worried that it would segment the audience and further separate Woroni and Woroni Radio.

Janis would prefer for WR to get a lot of listeners who would then like the page, rather than vice versa.

Polly said that she understands Janis' points, but said she felt that the event was a Woroni Radio event and the photos should go on the radio page.

Janis highlighted that he wants to get all photo coverage onto the Woroni page so that there is a central hub for all photo coverage.

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Ross highlighted that while WR would get less reach, it would help to build the profile of WR to post it there.

Alex disagreed that Woroni Radio and Woroni were not separate entities, he believed that they serve different things and building their separate profiles had merit.

Abigail agreed with Ross & Alex.

Ross said that regardless of where the photos are posted, all the editors need to ensure that they tag everyone they know in the photos to maximise reach.

Janis raised that we need to think about the precedent it would set when we turn around to PARSA & ANUSA and refuse to let them publish our photos on their page.

Polly said she disagreed with that because the relationship between Woroni and Woroni Radio were different to Woroni and PARSA/ANUSA.

Hugo said that he tends to veer towards print side, but he saw the value of putting interesting promotion for radio as it works to cross-pollinate the fan bases.

Abigail asked for Janis to clarify his point.

Janis explained the process whereby photography coverage taken by Woroni is exclusively used by Woroni.

Ross highlighted that he believed that the question of precedent was unrelated to the current discussion, as he felt that comparing a Woroni & Woroni Radio relationship to a Woroni and external organisation relationship were not equivalent. Ross also explained that while he was the photography sub-editor there were some situations where coverage was shared with other groups in order to secure access.

Alex explained that we just get to say whatever we want to ANUSA & PARSA, as the alternative is that they don't get to leverage our supporter base.

Tara reminded the board that Photography is her portfolio and while she saw the merits of Janis' argument, she has ultimate discretion over where it is posted. She thinks it's good to publish the photos on the Radio page as it was their launch event, but in general photos should be posted on the main page.

Tara resolved to post the photos on the Radio Facebook page.

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EVENTS

ITEM 8: **General Update**

Tara explained that we have to choose where to hold the awards night. We need to acknowledge the efforts of our contributors better. She asked whether people would design the certificate.

Abigail volunteered.

ACTION ITEM: Abigail to design the Awards Night certificates

Tara asked that the board give suggestions for the awards night venue.

Janis raised the idea of using the Chop Shop.

ADMIN

ITEM 9: **Woroni Scholarship**

Tara said that she has been working on the scholarship and talking with people, but we need to get contacts within the industry that can help us out.

Tara asked that members of the Board let her know if they had any contacts that could be useful.

Ross raised the idea of talking to Fergus Hunter who currently works at APH in the press gallery.

Tara did not believe that he could help us.

ITEM 10: **Constitution Timeline**

Ross distributed the draft constitutional calendar and timeline to the board.

ITEM 11: **Other Business**

Tara raised that we need to decide where to have the final board dinner.

Tara thanked the members of the board who attended the Woroni Weekend.

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Finance

ITEM 12: Financial Update

Transactions: \$2,247.69
Savings: \$102,046.85
Term Deposit: \$60,000.00 plus interest

ITEM 13: EY Review

EY review has been delivered to the Uni, but the Chancellery is withholding it until they release their own review.

Tara outlined that ANUSA & Woroni told EY about institutional issues with SSAF and that this could be edited from the review if the Chancellery chooses.

Richard Baker said that we have not been sent it as this is only the draft review, but when they get a full review.

Alex outlined that EY have said that the review has been finished and they are waiting for Chancellery to send it to us.

Ross raised the idea of FOIing the Chancellery for the review, but noted that we should consider whether it would be necessary and that we should consider the politics of it before acting.

ACTION ITEM: Ross and Tara to investigate requesting the review from the Chancellery using the Freedom of Information Act.

ITEM 14: Market Research

Alex said that the only reason he wanted to get a company to do the market research is because we didn't have time. But he has decided that we could actually get ANU students to design surveys and distribute it directly.

Alex said that we're looking for general ideas of what people think of Woroni and raised the question about whether focus groups are needed as he has been advised that they have flaws.

Polly raised the idea of working with ANU psych school to get it put in a subject.

Alex preferred to pay students to do it as it would be better than working with Deloitte or Newspoll.

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Jacob said he likes the idea of getting someone externally to do it as we would be delivered a really coherent and professional package. Better to do it once and do it properly, rather than doing it poorly.

Alex said that he was unconvinced by descriptions of how focus grouping wouldn't be done, as it seemed to not suit with what we wanted.

Jacob said that it would be better to just get a group of people, students or professionals, to go work on it and to avoid having it micromanaged by the board.

Janis expressed that he felt it was a waste of money considering what else the money could be spent on.

Tara said the amount of money was not concerning, she was more concerned about getting value for money. Was concerned about the methodology and relative expense of in-person surveying.

Alex explained that it was better to do it in person than online, as drop-off for online is an issue.

Janis raised concerns that it could be damaging for our branding, and in-person polling at distribution groups.

Ross said that it does not need to be either online or offline, it would be better to do both. He said that surveys have issues online, and that we should not get bogged down in the nitty gritty details as we don't know how to design market research properly, we should leave it for others.

Tara said that it would be best to have it done once and done properly.

ITEM 15: Other business

Alex raised the idea of passing the model release and getting Michael to look over it after approval.

The Board generally disagreed with this and indicated that they would prefer for Michael to look over it prior to approval.

Board meeting ended at 5:51pm

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ACTION ITEMS

Name	Item	Due Date
Tara	Call ANU Security to ascertain who still has access to the office	Next Meeting
Tara	Write draft mission statement for the board	Midnight Saturday night
Ross	Send Tara the meeting minutes from the 21 st September	ASAP
Abigail	Work with Tara on redrafting the meeting minutes from the 21 st September	Next Board Meeting
Janis	Email board regarding app promotional ideas	ASAP
Abigail	Design certificates for the Woroni Awards Night	ASAP
Ross and Tara	Investigate requesting the EY Review from the Chancellry using the Freedom of Information Act.	ASAP

Chair of Accepting Meeting on 19 / 10 / 2014

Name: Tara Shengy

Signature: Janis

Date: 19 / 10 / 14

Secretary of Accepting Meeting on 19 / 10 / 14

Name: Ross Caldwell

Signature: [Signature]

Date: 19 / 10 / 14