

WORONI

The Australian National University Student Newspaper since 1950

Meeting Minutes

Board Meeting
21st September 2014, 12:15pm
Woroni Boardroom

Present: Tara Shenoy (Chair), Abigail Widijanto (Secretary), Polly Mitton, Jacob Ingram, Alex Catalán-Flores, Janis Lejins

Apologies: Ross Caldwell, Beatrice Smith

ITEM 1: Acknowledgement of Country
Janis recited the Acknowledgement of Country.

ITEM 2: Previous Action Items

Name	Item	Due Date
Alex	Alex to provide stats and figures through email to report on what is financially valuable	Next Meeting
Janis	Email board pricing for non-student loans from photo media arts officer	24 th September
Tara	Call ANU Security to ascertain who still has access to the office	Next Meeting
Alex	Email the inventory register to Tara	21 st September
Polly	Email Ross with policy for Radio retractions, corrections and apologies	This Meeting
Alex	Work out honoraria amounts with Dallas	14 September
Ross	Create policy document outlining what published contributions mean	Next Meeting
Abigail	Develop submissions guide	9 th September
Abigail & Alex	Develop a column policy for clubs/societies/student organisations	Next Meeting
Ross	Clarify abstentions and absences in the voting process	Next Meeting
Janis	Publish the Woroni App	Next Meeting

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PRINT

No Items

RADIO

ITEM 3: **Oktoberfest**

Isaac Dugdale has reported on organising Woroni Radio promotional material for show bags to be ready by the 10th of October.

ACTION ITEM: Polly to look at getting Woroni Radio stickers.

ACTION ITEM: Print team get more contributor guides, gig guides and Woroni coasters for show bags

ITEM 4: **Sweatshirts & Snapbacks**

Snapbacks have been paid for and are being made. Hoping for sweatshirts to be made and arrive in time for the Woroni Radio Launch party. Snapbacks in time for end-of-year function.

FINANCE

ITEM 5: **General Report**

Transactions \$8514.86
Savings \$47,883.25
Term: \$60,000 + interest

NB: neither of the next two SSAF installments have arrived yet (expecting in late November)

SSAF Installment 1: \$63,455.04
SSAF Installment 2: \$23,000.00

ITEM 6: **Changing Printers from CFP to MPD**

ALEX: MPD is a printing company in Sydney that used to print Woroni. They have recently approached Woroni with a quote for their new printing costs. The MPD quote is \$400 cheaper than the quote CFP gave to Alex when asked for a competitive offer.

The MPD printing quote included two sample paper options.

Option A: Same paper as what the Saturday Paper is printed on

NB: 3000 copies printed on Option A is still cheaper current printing

Option B: Same paper as what Woroni is currently printed on

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Delivery cost from Sydney is \$180

There is, however, an issue over delivery. If a final pdf is sent to MPD on a Monday, the papers will not arrive until Thursday.

Proposal to change printers from CFP to MPD has been deferred until next meeting.

ITEM 7: Native Advertising

Alex has been looking into sources of new revenue streams as financially independent organisation. Native advertising is a strategy used by many other organisations for gaining more revenue. Native advertising can be defined as advertising that seamlessly blend with media that is being produced. With regard to papers, native advertising comes in the form of an article that reviews the product.

Alex, along with Managing Assistant, Mitchell Scott - created a new prospectus to canvass the idea of native advertising/sponsored articles to prospective advertisers and businesses. The prices were set per word and are as follows:

- First 200 words = \$0.60 / word

- Next 400 = \$0.40 / word

- Next 400 = \$0.30 / word

Responses to the idea of native advertising were mixed. Commercial entities outside of the university were most interested. Entities within the university were not interested as they found the rates too expensive, with exception to SCAPA.

Alex contacted Anna Dai & Hugo Branley as Arts & Reviews Subeditors would be most affected by native advertising, including the need to recruit writers and explain to the writers that native advertising means a guaranteed positive review. Alex reports that Hugo raised issue with the idea in terms of Woroni's integrity and the image it portrays to students.

The future of SSAF is uncertain as there is now precedent for it being abolished (ie. Queensland legislation). Without SSAF, Woroni will be in unchartered territory as an organisation. The shortsightedness of previous boards with regard funding is a concern as Woroni cannot expect SSAF funding to continue forever. Richard Baker, Andrew Smith and Cam Wilson have expressed the uncertainty of SSAF in the long run.

If SSAF were to be abolished, Woroni could survive in short-term thanks to the term deposit and the \$15,000 Woroni currently generates from advertising revenue. This cannot be sustained beyond one semester if Woroni continues to operate as it does currently without SSAF.

Promotion of native advertising should start happening now in order to instill into the culture of advertisers and their business partners the knowledge that Woroni provides this service and access to a niche market of students which the Canberra Times does not

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necessarily reach. This will in turn ensure the extra stream of \$7,000-\$10,000 in revenue to counter the abolishment of SSAF.

In terms of details and specifics, native advertising must seamlessly meld into the paper with no bylines stating that an article is sponsored. There should only be 2-3 native advertisements / sponsored articles per Edition.

ACTION ITEM: Janis to look up laws pertaining to alcohol advertising at ANU and whether or not it affects Woroni.

Motion by Alex Catalan-Flores: I would like to propose a motion that an addition be made to the advertising props for option of native advertising. Native advertising is seamless advertising in the form of articles within paper that are paid for and are therefore of a guaranteed positive nature.

Motion fails as the motion was not seconded.

ITEM 8: ISIS Forum

Alex has organised five panelists for the forum.

The event will be held on the 20th of October

ACTION ITEM: Tara and Alex to decide on the format of the forum

EVENTS

ITEM 9: Woroni Radio Launch Party

The date has been changed, it will be held on the 9th of October.

Currently focusing on venue as we are having trouble fixing one.

ACTION ITEM: Advertising for the Woroni Launch Party

ITEM 10: National Press Club Membership

JACOB: I have spoken to the Director of Membership at the National Press Club. Membership is not for organisations so we cannot apply for one as Woroni. The only corporate involvement allowed is sponsorship (ie. having branding visible at events).

We can get membership as students individually. Student membership gives us all the privileges - including attending events and asking question - except for running and voting in elections for the National Press Club executive.

The cost of a National Press Club membership is only \$40 per person per year, which is a significant discount as standard membership \$140 per person per year. Considering that it is so cheap we should get them or any Editor that wants one should get one.

JANIS: Can we get student membership if we are not a full time student?

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JACOB: We only need a student card to get student membership.

JANIS: Will we get huge utility from getting membership this semester? Would it not be better to get them next year for new editors

TARA: NPC membership will help me organise certain events / forums. Only four of us need to get membership.

ALEX: Wouldn't we need to cancel memberships every 6 months?

ACTION ITEM: Jacob find out if memberships are transferable.

Motion by Jacob Ingram: Organise and apply for National Press Club membership for five editors, possibly the whole executive plus print, with a budget of \$200

Seconded by Tara Shenoy.

Motion Approved.

ITEM 10: Woroni Weekend

TARA: Woroni Weekend is a series of news workshops for building the skills needed for sourcing news articles, investigating news stories etc. It will be held on the 11th of October.

ACTION ITEM: Janis and Alex to make advertising for Woroni Weekend

ITEM 11: Woroni Internship

TARA: The Woroni Internship will be a two-month summer internship with a major news organisation in Australia, either The Guardian Australia or Fairfax Media. Organising an internship like this will raise prestige of Woroni and provide students with the access to journalism that this university does not.

The internship will include \$5,000 to cover for travel and accommodation expenses. Editors will not be allowed to apply for the internship but Subeditors will be allowed. I will talk to Richard Baker and ask if we could get additional SSAF funding to add to the \$5,000 base.

The internship will be awarded to a student by an independent panel of five people, including: The Editor-in-Chief of ANUSM, Richard Baker, two members of the ANU Chancelry and one member of the media organisation hosting the internship.

Motion by Tara Shenoy: I would like to propose a motion to organise and administrate a Woroni internship with a reputable news agency with a scholarship of \$5,000.

ALEX: I am not ready to approve this.

ACTION ITEM: Janis and Alex to look at costs and living expenses / costings to ascertain what amount of money is needed for the Woroni Internship scholarship.

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Motion withdrawn.

ITEM 12: Clubs & Societies Awards Night

Will be held on the 23rd of October, 6:30pm at the Ainslie Football and Social Club, 52 Wakefield Avenue. Tara will be on the panel to appoint awards.

ITEM 13: Car Parking Space

Tara investigated this for Polly and Ross. The ANU owns the car park and will not give a space for free. They are able to offer car space on an annual basis for \$2750.

factor that into SSAF?

ITEM 14: Woroni Certificates of Recognition

To executive members and people who contribute

chancelry signs it

Editors and subeditors

not much privilege with being in Woroni

Alex: give them to subeditors? take privilege away, too many?

T: give incentive to subeditors to contribute, want more people applying, make it mean more - not enough money to substantiate amount of work

Jacob: It will say subeditor, different tiers of

Motion: Tara org and admin woroni certificates of recognition with budget of \$200.

Jacob seconded

Approved

ITEM 15: Contributor's Party

End of year event to be changed and made similar to the Garden Party from first Semester. Certificates of Recognition to be awarded at the party. Looking to hold the event at University House

ITEM 16: John Passant Email

Tara has emailed and organised a meeting with John Passant to get the situation sorted. Unfortunately, a Grievances and Disputes panel will not be appointed until next year and the issue will be something for the next board to handle.

ITEM 17: Woroni Elections

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To be advertised by next week. Ross knows process.

Need advertising / a video that explains what Woroni is, what it does and what are the responsibilities of Editors.

ACTION ITEM: Jacob to find a person who can make a video about Woroni and the Board by next week.

ITEM 18: Ordinary General Meeting

ANUSM SGM will be held on Wednesday, 24th of September, 5:30-6:30pm at ANU Bar.

Motion to approve budget \$350 for free drinks. APPROVED.

Meeting Closed: 1:35pm

ACTION ITEMS

Name	Item	Due Date
Janis	Investigate prices for importing a Camera	Wednesday 24/09
Alex	Call ANU Security to ascertain who still has access to the office	Next Meeting
Alex	Email the inventory register to Tara	Will be done by tonight (21/09). Sent out by 28/09 will be passed by
Polly	Email Ross with policy for Radio retractions, corrections and apologies	This meeting
Ross	Create policy document outlining what published contributions mean	Next Meeting
Abby & Alex	Develop a column policy for clubs/societies/student organisations	By next Sunday
Ross	Clarify abstentions and absences in the voting process	Next meeting
Janis	Publish the Woroni App	Next Meeting

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Alex	Report of financial viability of advertising via Facebook	By Tuesday 23/09
Janis	Investigate prices for non-student equipment loans from Media/Arts office	Next Meeting
Polly	Get Woroni Radio stickers for Oktoberfest Showbags	Next Meeting
Janis	Get Woroni Print Promotional material and gig guides for Oktoberfest Showbags	Next Meeting
Alex	Calculate amount of expected surplus	Next Meeting
Janis & Abby	Create Advertising: ISIS Forum Woroni Weekend Radio Launch Party	By 30th of September (Edition 13)
Janis	Investigate ANU alcohol advertising laws and ascertain whether or not they apply to Woroni	Next Meeting
Tara & Alex	Discuss format of ISIS Forum	24th of September
Jacob	Organise National Press Club Memberships for 5 Editors, ascertain whether or not they are transferable	Next Meeting
Janis & Alex	Investigate costs of travel, accommodation and other living expenses for Woroni Internship Scholarship	24th of September

MINUTES ACCEPTED BY:

Chair of Accepting Meeting on 26/10/14

Name: Tara Sherry

Signature: [Signature]

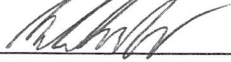
Date: 26/10/14.

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Secretary of Accepting Meeting on 26/10/14

Name: Ross Caldwell

Signature: 

Date: 26/10/14