

WORONI

The Australian National University Student Newspaper since 1950

MINUTES

Board Meeting
25th July 2014, 11:27pm
Woroni Editorial Retreat, Narooma

Present: Tara Shenoy (Chair), Ross Caldwell (Secretary), Alex Catálan-Flores, Polly Mitton, Beatrice Smith, Janis Lejins, Abigail Widijanto, Elena Tjandra

Meeting Opened 11:27pm

ITEM 1: Advertising Policy

Tara opens the discussion by highlighting that Woroni has no distinct advertising policy and that judgment of what is or is not an advertisement is generally left to the Managing Editors discretion. She believes that a policy should be developed by the board.

Tara argues that since we are non-profit we cannot rely on the press council guidelines for a definition of advertisement. Advertisements are an additional source of revenue but as we do not need them we should make our own definition.

The topic of advertisements from student organisations, clubs & societies is discussed. Tara highlights that those organisations generally provide a wider benefit to the student community and that that should be considered.

Janis says that it's not just about wider benefit to the student, it's also about benefit to the advertiser. He argues that we should consider distinct financial gain to a party when evaluating if an article should be considered an advertisement.

Alex clarifies that this discussion should focus on content like articles, photos, videos, etc rather than concrete advertisements.

Tara argues that articles promoting clubs & societies events in the future should not be allowed.

Ross argues that limiting promotion of clubs & societies events to only events that have already occurred would be damaging to the wider student benefit.

Polly & Janis both argued that it's not possible to quantify wider benefit to students or to a third party.

Tara agrees and highlights that the point of the discussion is for the board to clarify if we believe that the sole defining feature of our advertising policy should be that articles are not advertisements if they serve a wider student benefit.

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MOTION

That the test to determine between an advertisement and an article in our publishing policy is whether it serves a wider benefit to students which is a subjective test.

Proposed by Tara Shenoy
Seconded by Janis Lejins
Approved Unanimously

Meeting Closed 12:15am, 26th July 2014

MINUTES ACCEPTED BY:

Chair of Following Meeting

Name: Tara Shenoy

Signature: [Signature]

Date: 10 / 08 / 2014

Secretary of Following Meeting

Name: Ross Caldwell

Signature: [Signature]

Date: 13 / 8 / 2014