



Gazette Publishing Committee Report

Meeting Date: October 17, 2017

Item:	Gazette Publishing Committee Report – October 17, 2017
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Purpose of Report:	Information

The Gazette Publishing Committee held a meeting on Thursday, October 19th. Attached are the Agenda and other materials.

Discussion revolved around the following key points, as per order of the attached agenda.

- Editor in Chief Report
 - Please read the EIC report
 - The Gazette has begun a daily newsletter publication. So far, there are approximately 120 people subscribed via email. The goal was to test the newsletter during the month of September, and they will now begin a marketing initiative to increase subscription.
 - The long term goal is to monetize the newsletter using advertisements, which will create another revenue stream for the Gazette.
 - Overall, the EIC is happy with the start of the year, including training, recruitment turnout, new initiatives, and reception of the Gazette.
- Manager Report
 - Please refer to the attached report
 - The Gazette recently cut down to one publication per week, which had had an effect on revenue, although costs are also down.
 - It has been difficult to secure advertisements in the Gazette. Like many others in the same industry, they are losing out to Google and Facebook.
 - Overall, the Gazette is in a better position than it was last year at the same time, considering the cut in publications.
- Letter Re: Orientation coverage
 - Please view the attached letter sent to the Gazette Publishing Committee by various student groups
 - Some students were upset with an infographic published in the Frosh Issue magazine, which they believed promoted binge drinking. The Gazette received two letters to the editor, and a formal complaint.
 - The Editor in Chief believes that it is in the mandate of the Gazette to reflect the reality of Western student life. She says the article is satirical in nature, and is not

encouraging binge drinking. Accompanying the infographic were two other publications which encouraged students to have a safe orientation week. Her full comment is attached in her report.

- The Gazette does respect the voice of the students who composed the letter and will be responding formally.