

Martlet Business Manager Board Report
Nov. 6, 2013
Erin Ball

Hello new board members!

To give you some more information about the full-time staff jobs, we've agreed to submit board reports that outline our day-to-day tasks. But first a few updates since the AGM:

The good news

We've received our fall student fees disbursement! It's earlier this year (which is good) and we got more money than expected (which is fantastic!) We have \$22, 347 more than last year (I told you it was fantastic!). So we need to decide where this money will be allocated. I am told that the amount is accurate and the reason for the bump is the increase in international students. It's hard to believe that just that would give us that much more money, so I am going to look into how the fees are allocated and whether we've been shorted on previous years.

The bad news

Our printers missed a shipment last week and that meant our papers were a day late! This is bad. But the printers are covering any costs incurred, and crediting us a few hundred dollars for the mistake. They have assured me that it won't happen again.

The good news

Campus Plus is the national ad booking company that was owned by CUP and went bankrupt. I've been informed by the CUP president that we will likely be seeing a payment for the amount they owe us (approx. \$9000). The bankruptcy lawyers can't confirm that, but they say everything should be wrapped up in the next few months.

My job responsibilities:

Production:

- On Thursday I create an ad runsheet (a list of all the ads in the paper) and, from that, a "dummy" of the paper. This involves drawing the paper on a white board in the storage office, and placing all the ads. This is how we decide how many pages the paper will be and how many of those pages will be colour.
- I liaise with our printers to communicate number of pages, number of colour pages, and number of issues.

Ads:

- I sell ads in the newspaper. This includes contacting new and returning advertisers and working with them to decide their advertising needs. I create a contract first, which they sign, then I create an invoice for them. I give them an artwork deadline, or work with them to create an ad (either I will build the ad, or

Will does it). I deal with local ads, UVSS ads, and UVic ads. We work with a national advertising company (FREE media) to book national ads.

- I also will do “mail-outs” on Thursday where I will mail a copy of the Martlet to any advertisers that request it, to places that archive them, like the McPherson library and other libraries, and to local highschools or anyone that wants a copy (within reason!).

HR

- Hire part-time staff, along with the other full-time staff members while adhering to employment standards
- Apply for workstudy funding, hire students into the workstudy positions, submit workstudy timesheets twice a month and keep track of who is in what position and how many hours they have.
- Payroll for all employees adhering to employment standards
- Offer training resources to employees including sensitivity training, attending conferences, providing resources, providing info about journalism related opportunities, internships ect.
- Fundraise to send staff to conferences.
- Set up an ad trade deal for production night food.
- Meet with staff halfway through the year to evaluate their performance

Distribution

- Oversee distribution and provide oversight to the distro manager
- Do distribution routes during the summer months
- Help the distro manager hire staff
- Find ways to increase pick-up
- Hire temp employees to hand out papers on campus
- Arrange rental vehicle for publication days

Finance

- Set a budget for each year and manage income and expenses
- Track the budget each month to make sure we are sticking to it
- Receive all invoices and ensure they are paid in a timely manner
- Create and send invoices for ads, ensure the invoices are getting paid and follow up when they aren't
- Work with our bookkeeper and accountant
- Monitor our bank account and cash flow so we can make payroll and pay our bills.
- Bank deposits once a week.

Office

- Order office supplies
- Proof any printed materials (posters ect) and work with Zap

- Recycle old papers
- Archive old papers
- Keep files organized

There is always more 😊