

Production Coordinator Board Report

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To the board, staff and members,

Herein is a summary of the work and initiatives that myself and other staff have been involved in since the last meeting.

Meetings

In the past week we have changed our meeting structure for both cover and editorial meetings in an effort to give us more time and investment in our covers as well as the weekly editorial.

Cover — Cover meetings have been moved from Wednesday to Monday, after the story meetings. This allows us more time to decide, work and refine our cover as we will now have a full week to work on it. The nature of this meeting has also changed in a way that while perhaps viewed as less democratic will give the design team more say in choosing a cover that they will ultimately be responsible for, more invested in and be able to throw ideas into. The new process is as follows.

- Story meeting takes place
- Production team makes note of stories that have cover potential based on, perceived interest, strong graphic or photo potential, quality of writing.
- Production team narrows down their choices to a list of three potential cover ideas and gives their reasons to the voting members.
- Staff discusses and votes on the final cover concept.

Editorial — In an effort to expedite editorial meetings by ensuring involvement from staff and investment by writers the editorial meetings have been changed to assign one staff member the task of presenting editorial topics that they will ultimately be responsible for writing while still completely allowing opportunity for any and all staff to get involved with the editorial. Each meeting one staff member is chosen by lottery to present ideas for editorial topics a week later to be written about the week after that. By giving essentially two weeks notice the staff member will be prepared with a more clear idea of a topic they have interest in and that other members will be able to have input on at the editorial meeting. The new process is as follows

- At the end of the weekly editorial meeting a staff member is chosen by lottery to produce editorial topics for the following week.
- At the following editorial meeting the chosen staff member suggests a series of topics that they have interest or expertise in writing.
- Other staff members give ideas or topics for the editorial.
- The motivation and demotivation process proceeds as normal.
- Voting occurs as normal.
- The chosen staff member is responsible for writing the editorial with the expectation that they have investment in the topic, that someone else who is invested in the topic will assist or write for them.

Design

Since the return of staff from the CUP national conference we have begun to redesign and experiment with the layout of the paper as well as Martlet.ca in accordance with new ideas and criticisms. The layout of the paper is to become cleaner with more space allowed to each story. Margins and separations will be given a more flexible structure rather than a fixed grid structure. Visual hierarchy will also be exaggerated in an effort to provide visual currency for articles and content.

Campaigns

We have ramped up promotions once again at the start of the term with the production of new materials such as bookmarks, buttons stickers and staff t-shirts. We are again printing weekly posters and continuing with Martlet Movie Nights.

Web

Over December we have kept our Web Specialist (Jeremy Vernon) on to continue his work on website's refinements and fixes. Together he and I have drafted a list of things to work on, from mobile optimization, image handling, SEO etcetera that will continue to be work on as long as the position is staffed. It is my hope that the website will continue to improve and that we can look to seeing the project continue as it grows with the organization.