

To the Martlet Publishing Society Board,

September is coming to a close, turning the page on a trying but ultimately educational month.

#### HIRING

The officers have now staffed the part-time positions for Volume 67, which will no doubt improve the quality of the product. The applicant pool, however, did not feature as many work-study-eligible candidates as the previous volume, placing additional strain on our budget. Job descriptions had to be modified slightly to accommodate those budget constraints. Appropriate work-study paperwork should come in by next week, allowing us to tie up loose ends regarding staffing. Staff training is scheduled for Saturday morning, and EQHR training will follow later this month.

Two positions, production assistant and web developer, remain vacant. Senior staff will continue an informal search for appropriate candidates, and will brief the board when suitable hires are secured.

#### THE PAPER

The senior staff have been working hard to get the last eight issues out the door, and I am proud of what we have accomplished so far. We've started a new column, Academic Confessions, which will allow students from different faculties and years to provide their insights to the entire student body. We are planning a series of articles relating to the upcoming mayoral election currently, which will hopefully affect voter turnout among students.

While the current production workflow, highly dependent on Google Docs, has worked for the skeleton crew, it will be tested as the team grows. We will adapt as necessary, and potentially incorporate portions of a sophisticated WordPress content management system for more time-sensitive material.

From a personal standpoint, I remain convinced that if current funding structures remain, the Martlet will seriously need to consider redeploying its limited resources in a sustainable way that better serves students, which involves reducing (but not eliminating) our print commitment to allow for a stronger focus on more timely web content.

#### GOALS

- **ONLINE:** I intend to make the paper more timely and relevant to students by giving part-time staff some control of our social media and online presence, a known practice in larger papers; taking advantage of storytelling tools unique to digital presentation (timelines, live-tweets, slideshows, maps, etc.) for our content, and particularly for features.
- **AREAS OF COVERAGE:** Broadly, I've pushed to make the paper more representative of the university's many departments instead of its focus in the arts (a given for a staff largely from that department), trying to draw more attention to science, technology, engineering, and mathematics stories. The Academic Confessions column in Opinions is a good start, and I continue to look for new ways to diversify the paper's contributor base.

- Our news section will focus more on campus, and will include a regular column summarizing UVic BoG, Senate, and UVSS meetings to keep better watch over our governing bodies
- In our opinions section, the paper will move to endorse candidates for higher office, particularly on campus, but possibly in the city as well.
- I will ask our incoming Culture editor to monitor performing arts on campus when appropriate. We have historically had excellent coverage of local concerts and community theatre, but concerts from the School of Music and Phoenix/SATCo shows have taken a bit of a back seat.
- After discussion with our new sports editor, we will aim to de-emphasize game recaps for the printed sports section, saving that content for the web. Instead, our printed sports section will contain more evergreen content and analysis of local sports (with a heavy focus on campus sports). It will also include a sports opinions column, clearly marked and separated from the rest of the neutral sports content that will discuss professional sports, providing an accessible space to new contributors who address a subject with broad appeal.
- As we increase our web presence, I want to make our print product a better keepsake to those that pick it up. We've had many comments on our strong print design, and I want to give students a reason to read us online AND in print. To that end, we aim to have monthly themed issues, which will naturally lend themselves to the printed medium. I would also like to explore cutouts for recipes, or other ways of interacting with the inherently tangible medium (we've tried with some success with the UVic for Dummies feature, and particularly Adam Hayman's piece on the mysterious commercial microwaves in the SUB)

If you have any questions, please contact me.

Regards,  
Hugo