



THE ANU OBSERVER

Meeting of The ANU Observer Board

Date: 25/07/21

Opening of Meeting: 9:21

Item 1 - Attendance and Apologies

Present: Konstantinos Katsanis (Chair)

Angus Brooks (director)

Sung-Jae Lee (director)

Declan Milton (director)

Alex Ellwood (director)

Joseph Oh (director)

Absent: Ali El-Zein (director) (with apologies)

Keeley Dickinson (director) (no apologies)

Item 2 - Acknowledgement of Country

Delivered by Konstantine.

Item 3 - Previous Action Items

Brandon and Helena to have a handover ready by 30 June.

Angus to look into internal and external surveys. To have the internal survey before the beginning of the semester.

Angus to look into how to gain access to the student list coordinator email to give notices for our OGMs.

Angus: We cannot access it but we can get someone else to send it to Student Business Systems.

They could refuse, as well.

Item 4 - Reports

Chair Report: Konstantinos Katsanis

Nothing much to report on. We held a budget meeting, which was a useful discussion in how we are using our funding. I was a bit disappointed that we did not have full attendance, as it was a really important meeting and we had already placed the date in advance. I am hoping to discuss the outcomes in this meeting.

I would also like to state that I am working full-time now, so I will have very little time for Observer affairs 9-5 on weekdays. However, I am not resigning as I am committed to my role at Observer. Having said that, if I find that I do not have time for the public side of things, I might need to resign the chair.

Konstantine: To ask Access Canberra regarding completing our annual return.

Moved by SungJae.

Passes unanimously.

Secretary Report: Konstantinos Katsanis

Unfortunately, I haven't had the chance to work on any policies yet. However, this will become a priority if our amendments get approved by the ANU Council on July 30. A strategic meeting is set for Sunday, after this meeting. We will discuss our strategy for Semester 2 and our plan for the Summer and early next year.

Moved by Declan.

Passes unanimously.

Editor in Chief Report: Declan Milton

The past month or so has been an interesting and challenging period for the editorial team. We saw the departure of Helena and Brandon, probably the two hardest working people in the organisation. I know myself and Keeley have learnt lots off these two, and hope to use their attributes when taking on the editor-in-chief role.

Ali and Alex are the newest members of the editorial team, and have taken up the role with enthusiasm and dedication. They have brought fresh ideas and perspectives which are extremely valued, and I am confident that the quality of news at Observer will reach new heights with them onboard.

With new editors, comes gaps in resources with our reporters. To compensate, we have begun the hiring process for new reporters in semester two. I hope to have them trained and ready to go when the ANUSA election season begins.

June was a slightly slow month in terms of output, however this coincides with semester break – where we generally see less stories produced as campus life slows down. Output has significantly picked up in July, with (at the time of writing) 7 stories published. According to the planned content sheet, we are on track to publishing 16 stories by the end of the month.

In editor meetings, we have discussed strategy to produce different and interesting articles for our readers. We are looking to submit more FOI's this semester to diversify the content we produce.

I am confident this semester will see Observer produce some of its best work, with a passionate, unified editorial team and enthusiastic reporters who have improved their work immensely since they were hired at the start of the year.

Declan: With applications I was a bit late getting them up, but hopefully we get some applications.

Konstantine: How many applicants are you expecting?

Declan: Depends, but ideally 3.

Konstantine: Has anyone dropped out?

Declan: Everyone is still there.

Moved by SungJae.

Passes unanimously.

Visual Content Executive: Joseph Oh

Visual Content Team

Not much different from last board meeting.

Three applicants for visual team:

- Rowan Davie (photographer)
- Mady Hall (photographer)
- Mim Ellen Barwell (graphics)

Joseph: Might try get the photographers more all-round. Video and photos.

Moved by Declan.

Passes unanimously.

Finance Executive Report: Sung Jae Lee (delivered orally)

Refer to Slack message for information on merchandise

Moved by Angus.

Passes unanimously.

Community Executive Report: Angus Brooks

Bush Week Market Day is currently my main focus as Community Executive. It would be great if we could have lots of Observer team members helping out on the day!

Next week I'm planning on circulating a survey to Observer team members to gather feedback on the organisation, similar to what was done last year. Please let me know if there are any specific questions or information you are interested in collecting.

Declan: So, is it going ahead?

Angus: They don't have ACT Health approval, yet. We are only getting charged \$55.

Moved by SungJae.

Passes unanimously.

Web Executive Report: Angus Brooks

I'm currently working on a few backend upgrades to the WordPress site. The most pressing is an update to the PHP, which has been causing some issues recently and is proving difficult to fix. I'm currently working with DigitalOcean Support on a solution. Other upgrades include having multiple authors listed on the byline and other backend performance improvements to the system.

I'm hoping to advertise Web Team positions soon, although it has previously been difficult to get much interest.

I have recently been looking into the possibility of gaining access to the Student Email lists to be able to communicate information about OGMS. To send an email it must be approved by the Division of Student Administration and Student Business Systems.

Please continue to log any faults through the web_support Slack channel.

Moved by Declan.

Passes unanimously.

Item 5 - Items for Decision

Item 6 - Items for Discussion

6.1 Budget Meeting Outcomes

SungJae's Message on Slack.

As discussed in the budget meeting, we currently have \$717 left in our budget for merchandise and marketing. We may potentially have more money to spend if we adjust the budget however that is subject to future budget & board meetings. Regarding merchandise for the Observer team; we have found a few online options however none seem to be cost appropriate with an estimated cost of \$20+ for a hoodie or t-shirt.

For now we would like to wait until Jo and I are both back in Canberra so we can explore local manufacturing and printing options as they are generally more cost-friendly. Joseph has drafted designs for these shirts/hoodies and we will begin collecting opinions of the Observer team shortly to determine which design we will use.

Regarding marketing merchandise (items we give away at O/bush week stalls); there were four types of products we explored. These were:

- Tote bags
- Pens that are also styluses
- Water Bottles
- Stickers

From purely a cost point of view, we are leaning towards Tote bags, pens and stickers. From exploratory searches we estimate that 100 tote bags will cost \$273.90, 75 pens will have a maximum cost of \$341 (subject to type of pen we choose etc), and 200 stickers will cost \$184. Water bottles cost \$4.80 per unit with a minimum quantity purchase of 100 units. These water bottles appear low quality and is the cheapest option we could find thus ruling out its feasibility.

We believe it best that we determine what combination of merchandise to purchase and their quantities through a board/budget meeting. For instance, purchasing all of stickers, tote bags and pens will have an estimated cost of \$883.9 which will need budget adjustments especially considering we still must dedicate expenditure towards other marketing material and Observer staff merchandise.

6.1.1 Marketing: Observer posters

Ali's report:

Summary: to distribute posters around campus, particularly Canberra to raise awareness about Observer and the tip line

Locations: Two poster boards in Kambri + Inside Kebaba window front

What has been done: I have sent an email to Kambri precinct asking about where we can put up these posters, the locations listed above I've found just by walking around. In addition, the posters have to be designed, In my opinion they should be simple, mainly featuring the Observer logo, 'ANU Observer', something about the tip line and possibly a QR code

Costs: The options listed above are free and therefore if we use them all the only costs will be printing. However, Kambri Precinct also hasn't responded to me yet and therefore they may suggest new possibilities for

locations (with or without a cost)

SungJae to come up with a date for a second budget meeting by the end of Week 1.

Declan: We wanted to encourage people who are not typically included in stories to be included, and involved within the community we are writing for.

Item 7 - Other Business

Item 8 - Recall Actionables

Konstantine to follow up with Access Canberra regarding Annual Return questions.

SungJae to come up with a date for a second budget meeting by the end of Week 1.

Closing of Meeting: 9:45