

# **THE TOVARISHCH BULLETIN**

## **MINUTES OF THE GENERAL MEETING – NOVEMBER 2014**

### **Attendees**

#### *Present:*

- Alex Elzenaar (Deputy Editor)
- Jed Waterworth (Director of Covert Activity)
- Jason Milne (Writer)

#### *Apologies:*

- Angus West (Director of Archives)
- Callum Beardslee (Director of Marketing)

### **Discussion of Season Three**

Season Three will have at least one more issue on the 5<sup>th</sup> of November. There might be a Christmas special – however this would be dependent on content available at the time.

Season Three has been delayed for the following reasons:

- Lack of news,
- Lack of direction,
- Complaints from various people needed to be sorted out (especially from Issue #032),
- Liaising with people from Wellington.

### **Discussion of Season Four**

The commitment to Season Four beginning at the start of Term 1, 2015 was reaffirmed.

### **Introducing “Doctrine2014”**

This meeting is mainly to discuss the Official Doctrine document. This document sets out definitions, management procedures, and future directions for the Bulletin. We will begin by going through the new management roles.

### **Restructuring**

The following positions must be filled:

- Director of Finance
- Director of Archives (currently Angus West)
- Director of Technology
- Director of Journalism
- Director of Personnel
- Director of Technology
- Director of Marketing (currently Callum Beardslee)
  - Quizmaster-General (currently Callum Beardslee)
  - Art Competition Curator
- Director of Covert Activity (currently Jed Waterworth)
- Area Director – Upper Hutt Area (currently Josh Bracefield)
  - Distribution Manager
  - Printing Manager
  - Marketing Manager

It was raised by Jason Milne that the Director of Marketing position and the corresponding office be split into two – Competitions and Marketing. This was carried unanimously.

Therefore, the following change to the Doctrine must be made – the text  
“6. The Marketing Office headed by the Director of Marketing has responsibility for global marketing and competitions. This includes the management of social media accounts, the creation and distribution of competitions, and liaison with Area Office Marketing Managers.”

is changed to

“The Marketing Office headed by the Director of Marketing has responsibility for global marketing. This includes the management of social media accounts and liaison with Area Office Marketing Managers.

“The Competitions Office headed by the Director of Competitions has responsibility for all competitions created by and/or distributed under the name of the Bulletin.”

## **Appointment of Directors**

- Director of Finance:
  - Nominees:
    - Jed Waterworth
    - Jason Milne
  - Appointed:
    - Jason Milne
- Director of Journalism:
  - Nominees:
    - Alex Elzenaar (incumbent)
    - Jason Milne
  - Appointed:
    - Alex Elzenaar
- Director of Covert Activity
  - Nominees:
    - Jed Waterworth (incumbent)
  - Appointed:
    - Jed Waterworth
- Director of Archives:
  - Nominees:
    - Angus West (incumbent, not present)
  - Appointed:
    - Angus West
- Director of Competitions:
  - Nominees:
    - Callum Beardslee (incumbent as Director of Marketing, not present)
  - Appointed:
    - Callum Beardslee
- Director of Marketing:
  - No nominees
- Director of Personnel:
  - No nominees
- Director of Technology:
  - Nominees:
    - Jed Waterworth
  - It was decided to wait for any applications for this position as the meeting believed that Jed Waterworth did not have the experience required.
- Upper Hutt Area Director:
  - Nominees:
    - Josh Bracefield (incumbent as Director of Distribution, not present)
  - It was decided to wait for any applications for this position as Josh Bracefield did not support his nomination explicitly (he was not present and could not be asked beforehand).

- Wellington Area Director:
  - No nominees
  - Alex Elzenaar will search for a suitable candidate.

## **Correspondents**

The idea of correspondents raised in the Doctrine was discussed and it was unanimously agreed to pursue the idea. This was decided because we want to increase the quality of our content, and increase the quantity of our content.

Jason Milne stated that he thought that it was unwise to target a more intelligent audience than we do currently, but Alex Elzenaar stated that

1. Our current subscriber base is, on average, intelligent.
2. The changes would increase our marketability.
3. The current content (i.e. from roughly issue #020 onwards) is garbage.
4. In any event, some less sophisticated content would remain.
5. There is no intention at all to drop subscribers other than Jack Bailey.

The following correspondent positions are listed in the Doctrine:

- Middle East
- Health
- Russia
- China
- Koreas
- Science/Technology
- History
- Art/Music

It was decided to split Science/Technology into two separate positions – Science and Technology.

Jason Milne expressed his intention to become a Science Correspondent and there were no complaints.

## **Recruitment Required**

The following directorate positions are open:

- Director of Marketing
- Director of Personnel
- Director of Technology
- Upper Hutt Area Director
- Wellington Area Director

Jason Milne submitted the following names for directorate positions or correspondent positions:

- Tyler Holcroft (Director of Marketing or Director of Personnel or Correspondent)
- James Strawbridge (Correspondent)
- Chanelle du Preeze (Art/Music Correspondent)
- Genevieve Rickard (Art/Music Correspondent)
- Kate McCrum (Art/Music Correspondent)

He stated his intention to talk to them about it.

## **Expansion into Wellington**

It was agreed that expansion into Wellington would be a good idea.

Jed Waterworth believed that we should be trying to attract greater female readership.

Jason Milne stated that he would not be very good at talking to girls, but agreed with the idea put forward by Jed Waterworth.

Alex Elzenaar repeated that he would actively search for a Wellington Area Director, and invited any

applications.

### **The Tovarishch Bulletin Expo**

It was decided to hold an Expo in Wellington to promote the Bulletin at some point before the end of Term 1, 2015 and preferably before the 2014 Summer Holidays.

### **Subscription Fees**

Should we be charging fees in Upper Hutt?

- Should we charge fees for standard issues in Upper Hutt?
  - It was unanimously decided that standard (A5 greyscale) issues in Upper Hutt would remain free indefinitely.
- Should we charge for special issues?
  - This was discussed at length, and Jason Milne put forward the idea that special issues should be free no matter what (i.e. Area Offices could not charge for them).
  - This was unanimously decided.
- What about colour issues?
  - It was decided to pursue this proposition unanimously.

### **Fundraising**

It was decided to design Tovarishch Bulletin T-shirts. Jason Milne will look into the matter as Director of Finance.

Jason Milne stated that he would apply for funding with a wealthy sponsor. The nature of this sponsor was not discussed.

### **Publishing Times**

It was unanimously decided to continue publishing issues on a Friday with a Wednesday content deadline.

The meeting was ended.