

WLUSP Board Meeting

Virtual Conference: Monday, July 18th, 2025 | 3:40 P.M. EST

Attendance:

Thando Bhebhe: President, Publisher and Chair

Ayden Elworthy: Secretary and WLUSP Ads Manager

Shelby Blackley: Community Director

Safina Jennah: Community Director

Oluoma Nasa-Okolie: Vice Chair and Student Director

Tusharika: Treasurer

Absent Membership

Grace Moat: Student Director

Gallery:

Kurtis Rideout: Executive Director

Piper Force: EIC of The Sputnik

Zaynub Fasih: HR Manager of WLUSP

Nate Dawes: Radio Laurier Station Manager

1.0 Meeting called to order at 3:33

2.0 Motion to approve Agenda

First: Safina

Second: Shelby

Objections/Abstentions: N/A

3.0 Motion to approve meeting minutes from May 20th

First: Shelby

Second: Safina

4.0 Chair Report:

WLUSPS Move from 205 Regina to 32 University

- Cheaper rent, A/C in the new building
- New chapter for the organization
- The Cord is hoping to publish stories online before the September issue
- Sputnik has filled a couple of new positions that were not filled last year
- Radio Laurier hiring has continued, transitioned to the new office
- Newest blueprint issue will be focused on recession
- Keystone has kept working during the summer, taking advantage of the quiet campus
- Composite and Yearbook campaigns went well, special thanks to ED Rideout

No questions or comments for the chair report

5.0 Executive Director Report

- Moving has gone well, moving by department
- We will leave some things for the school to move out of the old office
- Canada Summer Jobs has been going very well
- Ads assistant connected with local businesses, got an ad from the Comms department
- Production assistant has also been exceeding expectations in designing for the project
- We could not hit our sales target for this summer in the ad sales for the WLUER – but overall it has been a good year for the planner
- Increased readership in TCE, allowing for an increase in Ad sales.
- Fundraising for TCE is likely going to uptick.
- Food for the summer conference will be free thanks to advertising
- Budget will not pass balanced in the August budget – it will run at a deficit

5.1 Discussion:

- Shelby notes that the whole team has had a lot to deal with these past couple of weeks, and they have been doing a good job.
- Ed Rideout appreciates the boards support during this challenging time.

6.0 Summer Conference Update

- President, ED, and HR Coordinator have been working together to plan the summer conference
- Emphasis will be placed on student experience, and placing onus on students to train and learn new skills
- Programming will run from 10am to 5pm
- The Sputnik had a great pre conference meeting allowing them to understand that goal of the conference
- Conference will also have time to practice their skills in person

7.0 Sputnik Magazine Discussion – EIC Of The Sputnik: Piper Force

- The Sputnik plans to change distribution from newspaper to magazine, as a magazine is more visually appealing.
- Sputnik will also alternate to a bi-monthly production and print the magazine once every two months but will publish once every month regardless of format
- On the off months when the newspaper does not publish as a magazine, they will publish online
- The visual design will use the same page count and page quality as blueprint
- The Sputnik believes that switching to the magazine solution will result in a positive outlook for the Sputnik,
- Sees the vision from speaking with the members of the silhouette; McMasters student publication

7.1 Discussion

- Shellys suggests taking this rebrand into consideration with the budget as a way to offset costs, and asks if there are ways towards offsetting the printing costs
- Piper notes that the objective will be to keep costs as low as possible; this will be made possible by the less frequent print schedules, fundraising etc.
- RL Station Manager asks if there is funding available (arts funding, grants etc.) since this is something of a rebrand

- Shelby asks what the difference between what the difference between blueprint and the sputnik will be: piper answers saying the Sputnik will still maintain news content, it will not step on blueprints toes
- ED Rideout notes that the infinitium and the sputnik has filled a void that the Blueprint has not filled anymore
- Piper notes that changing the magazine to a more creative outlet will encourage volunteerism within the student body.
- President Bhebe advocates for this magazine change, adds that he will help look for fundraising opportunities and ways to boost the Sputnik as a Sputnik Alum
- Ed Rideout says that there will be kinks in this process, but wants to commend the team and Pipers initiative in trying to make these changes. Speaks more to the quality of the EIC in their passion.
- Shelby encourages this transition, but suggests to be open to feedback, as well as being aware of fundraising opportunities.

8.0 Motion to transition the Sputnik from a newspaper to a magazine

First: Ayden

Second Shelby

Abstentions: n/a

Oppositions: n/a

9.0 Update on Bill C-51

- Not the same amount of urgency as the student choice initiative
- Radio NCRC conference lots of concerns in their orbit
- Nates Dawes notes that many of the NCRC members are airing on the side of caution – there's not a lot that we can do regarding the bill
- Ed Rideout doesn't believe that the Bill will go through, is not very worried about it
- Since the student choice initiative was struck down by federal courts, the same thing might happen with this new bill
- Nate notes that the bill would give the Ontario government oversight and control when allocating ancillary fees
- RL Station Manager Nate Dawes promises to follow up with NCRC president to gauge opinion on the bill: better to have a backup plan vs scrambling if this bill goes through

10.0 Motion to adjourn the meeting

First: Ayden

- Second Shelby

Meeting Adjournment at 4:50