

Agenda #1

The Modern Post Steering Committee

March 17, 2020 @12:00pm – Join.me (online)



1.0 Call to Order 12:05pm

1.1 Land Acknowledgement

1.2 Adoption of the Agenda

1.2.1 Motion to Approve the Agenda;

Moved: Jack Fisher Seconded: Devyn MacKenzie

1.3 Comments from the Chair

1.3.1 Attendance

Jack Fisher (chair), Tina McEwan, Danielle Orr, Devyn MacKenzie, Keitha Korba, Paola Floro

1.4 Business

1.4.1 (Action) *The Modern Post* Steering Committee

1.4.2 (Action) Direction

1.4.3 (Decision) Branding and Social Media

1.4.4 (Action) Donation structure

1.4.5 (Action) Ethics Policy

1.4.6 (Action) Adopt “*The Modern Post* Guidelines and Information” as style guide

1.4.7 (Action) Opinion Policy

1.4.8 (Information) *The Modern Post* Guidelines and Information

1.5 New Business

1.5.1 (Discussion) Questions

1.6 Next Meeting

Thursday March 26th 2020

1.7 Adjournment 1:00pm

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1.4.1 (Action: *The Modern Post* Steering Committee)

WHEREAS: As an outlet for news reporting, *The Modern Post* needs an accountable body.

WHEREAS: *The Modern Post* Steering Committee (TMPSC) is voluntarily accountable for oversight of the site's operations.

WHEREAS: The site needs an editor to improve the quality of the content.

BIRT: All members present at the March 17 meeting are appointed as members of TMPSC.

BIFRT: TMPSC's quorum is four members.

BIFRT: The TMPSC has a maximum of ten ratified members at any meeting.

BIRFT: Members of TMPSC will only be drawn from individuals who have contributed to *The Modern Post* at least three times.

BIFRT: Jack Fisher, Danielle Orr, Tina McEwan, and Paola Floro become site editors.

BIFRT: Editors have the authority to update featured images, change wording with impunity, and be consulted before any article is published on *The Modern Post*.

BIFRT: If the editor is making structural changes, they will contact the writer.

Moved: Jack Fisher **Seconded:** Danielle Orr

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1.4.2 (Action: Direction)

WHEREAS: The 2019-20 Sheridan College Journalism - New Media (JNM) program will likely be suspended or finished before the projected/typical end.

WHEREAS: “Journalism New-Media: Blog” was renamed to “The Modern Post” in December of 2019.

WHEREAS: The students in the JNM program have access to this platform and are interested in continuing to use it to build up a body of work that will allow them to apply for jobs in “the industry.”

WHEREAS: A news publication needs a direction, no matter if it is volunteer driven, or a legitimate business.

WHEREAS: *The Modern Post* Steering Committee (TMPSC) hopes to let the platform provide an opportunity to any topic to be discussed.

WHEREAS: *The Modern Post* will follow the basic guidelines as set forth by the Canadian Press style guide.

WHEREAS: The following resolutions will form the initial structure of the site’s guiding principles.

WHEREAS: All prospective, and past, writers will be provided with “The Modern Post Guidelines and Information” document.

BIRT: All stories be approved by a managing editor of *The Modern Post*.

BIFRT: Any story approved by an editor adhere to the following:
CP style.

The writer remains unbiased in their reporting.

The writer will adhere to *The Modern Post*’s Journalistic Standards Policy.

Each article will be uploaded with a relevant, non-copyrighted featured image.

BIFRT: Any opinion article must adhere to *The Modern Post*’s Opinion policy.

BIFRT: Any editorial opinion be agreed upon by a three-quarter consensus of the TMPSC.

BIFRT: The topics presented on *The Modern Post* are intended to reflect the journalistic interest of the JNM-class of 2020.

BIFRT: All of the following people, will be allowed to contribute to *The Modern Post* without applying to the TMPSC:
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Malavika Anupraj
Ankush Bapna
Brian Capitaio
Mariah Caruso
Xin Chen
Ritika Dubey
Jack Fisher
Taylor Fitzpatrick
Paola Floro
Hesham Haj Ali
Mohammad Haj Ali
Snehal Kataruka
Devyn Mackenzie
Tina Mcewan
Danielle Orr
Paolo Pagcanlungan
Menna Shawky
Keitha Sims-Korba
Shivyoshita Sood
Thomas Tittley

BIFRT: Any writer who wishes to write for The Modern Post who is not on this list, must be approved by a 2/3rds vote at the TMPSC.

Moved: Jack Fisher

Seconded: Danielle Orr

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1.4.3 (Decision: Branding and Social Media)

WHEREAS: *The Modern Post* has a logo already developed.

WHEREAS: There is an opportunity to update the branding in the future.

WHEREAS: The COVID-19 infection is limiting communication, the existing brand could be amplified, rather than reworked.

BIRT: The current logo in all forms be approved as the temporary official brand.

BIFRT: The branding as it applies to the logo and relevant colours be reviewed in August 2020.

BIFRT: If not all members agree to this date, a meeting be called for May 1 2020 to discuss the logo and brand.

BIFRT: With a brand logo in place, relevant social media accounts be set up to promote content from the site, including, but not limited to: Twitter, Facebook, and Instagram.

BIFRT: The handle, if possible, will be as close to “modernpost” as possible. IF the handle is taken, add “ca” (“modernpostca”)

BIFRT: Devyn set up Instagram, Tina set up Facebook, and Keitha set up Twitter.

Moved: Jack Fisher

Seconded: Tina McEwan

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1.4.4 (Action: Donation Structure)

WHEREAS: While *The Modern Post* was established primarily as a volunteer-run website, hosting a website will incur costs.

WHEREAS: It would be good to get an external revenue source funding the payments for hosting and domain management.

WHEREAS: A general meeting of members is defined as a meeting where all ratified members of the organization have a vote.

WHEREAS: In this case, general membership is the same as eligibility for the TMPSC.

WHEREAS: We need someone to get researching income for the site.

BIRT: The TMPSC seeks out and establishes a crowd-funding source.

BIFRT: If funds are established, the monies are put back into the site unless the site begins to generate a profit.

BIFRT: At the point where the site generates a revenue greater than its annual cost, the TMPSC calls a general meeting of members to determine the path forward.

BIFRT: Keitha Korba begins research into a feasible crowdfunding account and campaign.

Moved: Jack Fisher

Seconded: Tina McEwan

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1.4.5 (Action: Ethics Policy)

WHEREAS: A news publication, or blog with multiple people writing opinions and news that intersect needs to have a defined set of ethics to prevent libel.

WHEREAS: *The Modern Post* has no defined set of ethics when it comes to anything.

BIRT: *The Modern Post* adopt CBC News' "[Journalistic Standards and Practices](#)" until such time as *The Modern Post* establishes its own rules.

BIFRT: Paola Floro begin revising a set of rules for *The Modern Post*.

BIFRT: This will be reviewed at the next meeting of the TMPSC.

Moved: Jack Fisher

Seconded: Danielle Orr

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1.4.6 (Action: Journalistic Standards)

WHEREAS: The document “The Modern Post Guidelines and Information” has been created to clarify the style of writing on *The Modern Post*.

WHEREAS: news organizations look more coherent if they follow the same loose guidelines.

BIRT: All writers for *The Modern Post* be provided with a digital copy of the Guidelines and Information document.

BIFRT: Editor’s will use the document as a tool for editing CP style and WordPress requirements if justification is needed for un-publishing an article.

Moved: Jack Fisher

Seconded: Devyn MacKenzie

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1.4.7 (Action: Opinion Policy)

WHEREAS: A news publication, or blog with multiple people writing opinions needs to be clear on how it separates personal opinion from editorial opinion when publishing.

WHEREAS: *The Modern Post* has no defined rules for what can be published.

WHEREAS: This is not urgent, but necessary for growth of the site.

BIRT: Paola Floro draft an opinion policy for The Modern Post

BIFRT: The document is provided to the TMPSC before the next meeting.

Moved: Jack Fisher

Seconded: Keitha Korba

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1.4.8 (Information) The Modern Post – Guidelines and Information

Always adhere to proper Canadian Press style when writing articles for your friendly, neighbourhood online news magazine!

How to write an article¹:

- Step 1: Gather information
- Step 2: Check your sources
 - Make sure you can verify your sources
- Step 3: Properly cite your sources
 - If you interview a source, specify that they were interviewed by *The Modern Post*.
 - “I saw the light,” said Eugene Fitzherbert, in an interview with *The Sheridan Sun*.
 - If someone else interviews a source, specify that they were interviewed by a separate entity
 - “Eugene saw the light,” said Anna Bell, in an interview with the CBC.
- Step 4: Watch your words
 - We’re in the news business, not the entertainment business, so remember to stick to the truth – not your vision of the truth
- Step 5: Structure your articles with the inverted pyramid in mind
 - First two paragraphs: Who, what, where, when, why, and how
 - Middle paragraphs: More information on the topic
 - Final two paragraphs: Extraneous information
 - Writing for a newspaper is different than writing an essay, you don’t need a lengthy introductory section – just get to the point
- Step 6: Copy editing
 - Is everything spelled correctly?
 - Is everything written in Canadian English? (“ou” not “o” ... it’s the difference between “Colour” and “Color”)
 - Have you remembered to include a headline?
 - Have you uploaded a feature image? Is there a source for your feature image (do you have permission to use it)?
 - Are all of your numbers properly formatted?
 - Zero to nine are written out, 10 and greater are written as numbers

¹ “How to write an article” is sourced from *The Ontario, the University of Guelph’s independent student newspaper*.

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- Are all of your dates properly formatted?
 - Sept. 3, not September 3rd
 - Months with five or fewer letters are written out, months with more than five letters are abbreviated:
 - Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.
 - Is time properly formatted?
 - 7 p.m., not seven pm
 - 7:15 a.m., not quarter-past-seven
 - Are publications and works of art properly formatted?
 - *Books, movies, TV shows, music albums*: All italicized
 - “Chapters,” “TV episodes,” “music tracks,” “poems”: All put in “Quotes”

Headlines²:

1. Titles should be short and concise—use short appropriate short forms and last names.
2. Titles are written in sentence style. Thus, anything that wouldn’t be capitalized in a sentence will not in the title.
3. Titles as a general rule should not be longer than five to seven words.
4. Examples: Sheridan announces new program; U.S. stands firm on Paris agreement; SSU president speaks out on budget; World agrees on climate change

Checklist³:

1. Does your story have a title?
2. Does your story have a lede sentence?
3. Do you have at least one category selected?
4. Do you have quotes?
5. Do you have a featured image with a caption?
6. Do you have non-copyrighted photos?

² “Headlines” is sourced from *The Avro Post*, *The Univeristy of Guelph-Humber’s independent student publication*.

³ “Checklist” is sourced from *The Avro Post*, *The Univeristy of Guelph-Humber’s independent student publication*.

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Things to keep in mind:

1. Before writing any story, write a focus statement. This will help when writing – not only with what to write, but also what your writing is about.
2. You have an audience. The Modern Post aims to tell stories about _____
3. Original reporting. It's important to keep in mind the question: "how can I put a unique spin on this story?" Do some digging and see what you can find.
4. If you need help, ask your editor. They will have an idea of what's going on now and can help you pinpoint exactly what you should be researching for your story.
5. **DON'T FORGET PICTURES.** Pictures are key to online storytelling. People will often look at those and nothing else. Is there an opportunity for you to get your own photographs for a story? Is there something you could cover before the news day that might make it to air? This course gives you the opportunity to create, take it! The sky's the limit here, let's see what you've got!
6. **DO NOT COPY/PASTE INFORMATION.** While this may sometimes seem like the easy way out, you risk a lot by copying from another news source. While there are instances where using quotes or information from another source can be useful, lifting content is not okay. Do as much reading as you feel comfortable doing before beginning to write your piece. Don't worry about spelling or grammar right now, that's what the editor is for. Plagiarism is not okay in academia or journalism, and any article with plagiarism will not be tolerated at The Modern Post.
7. **Do your best.** It's okay if it doesn't turn out the way you imagined but put the effort in and try anyway. Take pictures, get audio, use the KnightLab tools. Whatever you must do to make the articles you create interesting, engaging, and informative.

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1.5.1 (Discussion: Questions)

DISCLAIMER: These minutes are a summary of comments made and are not verbatim.

DO *If there are any articles that are from the practice from first semester, they should be taken offline or revised*

TM *Or taken offline right away.*

DO *If it doesn't fit our direction, they should come down, yes.*

JF *Most of it is down, but I would like some help checking. I have been trying to update and clean up the site with feature images and grammar, but it hasn't been my priority and any help is welcome.*

TM *For editing, how do we know who to check*

JF *We can split up responsibility between editors, so that each person is checking the image and grammar on a specific portion of the class.*

DO *Editors should have a different editor, so we're not checking our own articles.*

DO *Do we have different sections?*

JF *Yes. I can do that. I'll send that out later.*

TM *We could even have an international section when people go home*

PF *Love that. Would love also to start a youtube channel.*

DM *You could probably do a YouTube channel with a cellphone or something from Best Buy. Start out low budget.*

1.6 Next Meeting

Thursday March 26th 2020

PF *When should this committee meet next?*

JF *Next Thursday works.*

DO *When should we tell the rest of the class about this meeting?*

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JF Definitely today. This is just a pre-meeting before things really take off. I hope everyone is as excited to get this off the ground as we are.

TM I would love to have everyone involved, but this has been difficult. We don't want too many people meeting online, because of technology..

JF Agreed. This meeting went about 30 minutes longer than I thought it would. Anything else? [no] I guess we're done. Thanks y'all.

Adjournment 1:00pm