

Incite Magazine

- **How do you plan to print the issues this year?**

The production of our issues will remain almost identical to past years, but the printing of these issues will be heavily dependent on a potential return to physical classes in the winter. We do plan to print all issues we produce, however, if classes remain online year-round, printing (and associated expenses) will either be moved to next year, or we may consider limited printing. Limited printing would allow those who have submitted/contributed to the issue to sign up to receive a physical copy by mail, and would reduce the backlog of issues to be printed as well as improve our financial organization by eliminating future printing expenses from past volumes. This limited printing would be conducted at MSU Underground, utilising their current appointment-only option, or if this is not possible, another printing service near McMaster. In addition, issues will be published/released online as they always are, with greater emphasis and outreach centred around online releases, given the inability for students to obtain copies on campus. If we do return to in-person classes, however, we can print our fall issue, winter issue and delayed 2019-20 'Power' issue all within the winter term, though obviously staggered.

- **Have you considered moving the magazine to fully digital to save money?**

Incite Magazine has become an integral part of the arts and culture community at McMaster, and our ability to distribute printed issues for free on campus plays a substantial role in that. Unless we see a dramatic decrease in demand of our print copies, we would like to continue printing our magazine. The stands across campus holding our print copies are empty by the end of each 3-month cycle, which speaks to how McMaster students value the ability to obtain a physical copy of Incite. Having the magazine physically available in buildings across campus also allows us to maximize outreach compared to being available solely online. Many of our readers and contributors tell us that they first learned of Incite not by our online platforms, but by picking up a copy from our stands and taking it home to read.

Although Incite releases each issue online, we believe in the importance of continuing to print physical copies to give young artists and writers the opportunity to have their work distributed in a high-quality physical publication. For our readers, the experience of reading a printed version of the magazine is unmatched to simply viewing a digital copy, the same way someone chooses to read a printed book over an ebook - the content is the same, but the value lies in the experience of print. Additionally, every aspect of Incite's writing, graphics, layout, video and event production is carried out by our student volunteers, and so it is of great value to those who have their work published in the

magazine, as well as the many other McMaster students who look forward to each of our issues, that they are able to find a printed copy of the magazine on campus.

However, to address concerns of reducing expenses, in the past we have produced three printed volumes each year, which we have cut down to two printed volumes with one online-only issue. This combination of print and online-only is something we will be continuing this year and will be recommended in future years.

- **How will you use your surplus in the coming years (considering a fully online school year)?**

Incite is volunteering to reimburse the student fee this year, which will allow us to make use of our accumulated surplus now and in the coming years. Considering a fully online school year, the printing of our 2020-21 issues (as well as the delayed 2019-20 issue, ‘Power’) will either be moved to the following year or we will print a limited quantity for contributors (see above). In either case, these printing costs will allow us to utilize a substantial portion of our surplus without the cost coming from student levies.

- **How many of the 800 copies are given out and how do you measure this?**

Our printed copies are fully distributed to several stands in buildings across campus, and these stands are consistently emptied by readers by the time our next issue is released. We check these stands weekly to monitor which locations are the most popular, which provides the opportunity to alter stand locations so we can maximize outreach in the shortest amount of time. By analyzing past demand data, we have found that this print volume is enough to provide copies for all those who wish to have one, but also does not cause a pile-up of unwanted issues on stands throughout the production cycle. If we were ever to see a significant decrease in the demand for printed copies (indicated by a buildup of issues on stands), we would be more than willing to reassess our print volume, but this has not yet been the case.

- **What do you anticipate demand being for the magazines in fall?**

We have considered that a decreased physical presence may decrease our anticipated demand compared to past years. However, we intend to direct our full effort into maximizing our online presence through increased social media advertising, online events, collaborations, and developing a website to act as a main hub for Incite. We hope that this increased online presence will negate any lost demand from lack of physical presence, leading to increased demand for our online issues. Because we will not be printing issues this fall, we do not need to estimate a print volume, and we will be able to monitor our demand through views on Issuu, our online viewing platform.

- **How successful are your Facebook ads? Do you do any other marketing aside from this?**

Currently, the majority of our marketing is on social media (Facebook, Instagram, etc.) including countdown posts for our events, brainstorming sessions, etc. as well as advertisements within several different school Facebook groups. We have run Facebook ads in past years and did see increased engagement as a result, so this is something we are looking at continuing this year to optimize our reach online. We will also be working on a website for our upcoming production cycle to maximize our online presence during COVID-19. In the past, we have printed posters to advertise around campus, but that likely is not feasible this year. We run several events throughout the year to promote the magazine, including open-mic nights, paint nights, and brainstorming events. We plan to hold these events (or alternative, more digital-friendly events) online this year through Zoom and other platforms. We also host collaborations with other organizations to increase our outreach - for example, an upcoming open-mic night with Jack.org. If in-person classes resume, we are also considering utilising the campus screen networks for advertising. In the coming year, we are also working on targeting our outreach to specific audiences such as artists and writers groups.

- **Have you considered developing a website for Incite outside from Issuu to further help develop the brand?**

Yes, we intend to develop a website for Incite this year. We feel that with classes likely remaining online for the remainder of the year, it is important to optimize our online presence. We would like this to act as our main hub of information for Incite, and we are also interested in incorporating other elements such as blog posts, art/writing features, exec/staff profiles, and a calendar of events. This will also allow us to embed our past volumes from Issuu directly into the website so that they can be viewed easily, and will be a central link to all of our social media platforms. We would like to note that this website development project will be an inexpensive endeavor, with our desired domain costing approximately \$20.00 per year, and the site host subscription we plan to use costing \$150.00 per year.

- **If a staff/executive member of your organization needed to be reimbursed, who would sign the cheque?**

Both the Treasurer and the EIC (content) have signing authority over the Incite bank account, however it is the responsibility of the treasurer to oversee all cheques and reimbursements out of Incite's bank account, and it will generally be the treasurer signing any cheques. All reimbursements will be recorded on our public finance sheet, available on our FAQ page, which is linked on our social media pages and attached to

all emails. A copy of all receipts will be collected by the treasurer and kept in a drive that is visible to the public.