

Incite Magazine Responses

1. How are you being economical about your spending?

Incite Magazine team strives to ensure that our publications are affordable and accessible to the student body, while managing the high costs of printing our issues and managing our social and publicity events. The \$12 cost to students helps offset some of the cost to our printing and event expenses while being affordable to the general student body, while the remaining costs are managed through funding by the MSU and SRA. We informally asked students about how much they would be willing to pay for a student magazine publication like Incite, and they felt that a price of around \$10 was very reasonable and affordable.

2. What does the launch party entail, and who is the intended audience? How do we justify the \$1300 expenditure for it?

As the MSU leadership is aware, the COVID-19 pandemic adversely affected Incite Magazine's ability to distribute print copies of our issues and promote our events to the student body. Now that we can get back to in-person activities, we intend to promote our initiatives as much as possible. The launch party will involve setting up a venue, having catering services available, along with the appropriate audiovisual setup. Its intended audience includes McMaster University students who are particularly interested in getting involved with creative publications like Incite, alongside the authors, artists, and staff that create the issues. We intend to allocate a large proportion of our resources to these events to raise Incite's popularity and encourage students to get involved with our publications.

3. Can you explain the cost of printing of \$8700 from last year compared to \$10000 this year?

As more students are on campus and have in-person classes, we want to accommodate for this influx by having more print copies ready for distribution. This will entail allocating more resources to printing our publications. Further, we are printing three issues this year, rather than our usual two. One of our issues last year was delayed, and so we are printing it during this school year, which also accounts for increased printing costs. Finally, the issues we are printing this year are substantially longer, which also leads to higher costs. For example, our most recent publication is around 30 pages longer than the one before it.

4. Do you anticipate printing the same number of copies as in the previous year?

As mentioned in the response to question 3, we intend to print many more copies to increase student interest in Incite publications. We printed ~700 copies of our last publication, and intend to print at least ~800-900 for issues this year.

5. Regarding the \$9000 surplus from last year, can it be included in this year's revenues?

Yes, this can be included in this year's revenues. We intend to use the surplus from last year to help pay for our expenses this year.

6. Could you clarify the components of your beginning balance?

The beginning balance as of May 1, 2023, was \$30 750.08, which included surplus amounts and funds received from the MSU over previous years. We also received the cheque for this year's MSU funding, putting our starting balance at approximately \$60 000, as I specified in the modified budget.

7. Have you explored alternative sources of funding and sponsorship opportunities?

According to what I know from the past treasurer, Incite Magazine has largely relied on the MSU and SRA for its funding for over 20 years. We strongly value the support we receive from the MSU, but we also plan to explore other sources of funding and sponsorship to build connections with other organizations. As treasurer, I am planning to explore opportunities for sponsorship with creative software organizations like Adobe, or organizations specializing in printing like Peecho. These organizations also offer awards and grants which I plan to explore further with the editorial board. While we value our connections with the MSU and Underground printing services, we would like to seek more resources to grow as a publication.