

Felix Report

Lef Apostolakis, Editor in Chief

First month

The paper is being run ever more smoothly every week. As my editors are becoming accustomed to the new style and as their skills are improving, the paper is being produced in less time and with fewer errors. For our first issue we created a London / freshers' guide, 40 pages long. We printed 3,000 copies of which the majority were distributed within Student Halls. We distributed to all Halls after communication with the respective wardens. Although we would have liked a copy on every fresher's bed, some Halls (such as Beit) were more receptive to the idea than others. Subsequently we have continued to produce the paper every week in a timely manner.

Freshers Fair

The Fresher's Fair went well. We brought out the bound editions and shared the history of Felix with the visitors of our stall. We increased interest in Felix through the simultaneous launch of a competition, which involved liking our Facebook page for the chance of winning a turntable courtesy of HMV. Our Facebook page outreach increased by over 10% and is further increasing every day. We followed up Freshers' Fair with a pizza social, where potential members got to see our facilities and meet the editorial team over nibbles.

Editorial team

The editorial team has grown since last year. Though we have lost some members, we have gained more and the team is still expanding. We now have an illustrator, web editors as well as layout editors to shift some of the weight off our section editors.

Intra-media collaboration

We are trying to involve as many West Basement users as possible this year. We are working on photojournalism opportunities with PhotoSoc and we have started a dialogue with ICTV and ICRadio regarding using FelixOnline to host content from the two societies respectively. We have also been trying to get LeoSoc more involved with the artistic direction of the Centrefolds. We want to use the Centrefold not only as a medium of promotion of various societies at Imperial but also as a means of campaigning and an artistic resource.

Web

We have had some issues during our first month, when it came to the weekly upload of PDFs and articles online. We have been working on troubleshooting several bugs over the last few weeks with Phillip Kent (one of the original designers of the website, who has since left Imperial). This has led to finally being able to upload the PDF last week and hopefully our

website will soon catch up with our printed edition. We still need to recruit some fresh blood into our web development team, to ensure that our web resources don't become outdated.

Distribution to other campuses

For the first time felix is distributed to other campuses in a timely manner. I have arranged with Imperial's internal post to deliver the paper to the other non-South Kensington campuses on the Friday, as opposed to other years when felix didn't reach the other campuses till the Monday. I still need to ensure that felix gets properly unpacked and displayed on other campuses. Working on finding contacts that can verify whether distribution occurs as intended.

Content

The way content is categorised has changed. Two super sections have been created. Culture, contains art, film, tv and music. Millennials contains food, games, drugs, sex, an agony aunt and horoscopes. This allows a greater degree of coordination and collaboration within the supersection. Section editors are now granted a greater degree of flexibility.

Redesign

The redesign is one of the accomplishments I'm happiest with. I have had a lot of positive feedback on my aesthetic choices of colour and layout. I believe the redesign has made the paper more readable and more appealing. The individuality and vibrancy of the student community is mirrored by the new style and has reduced the prior rigidity of the paper. The design itself is constantly improving. Communications with the printers are slowly minimising print / colour inconsistencies. Communication with readers and editors constantly lead to improvement upon minor details which collectively, significantly elevate the paper.

Finances

We are in talks with the Union aiming at giving us more financial freedom. Currently all our print revenue is managed by the Union. Although we appreciate the support from the Union, at felix we feel that some financial control over our print ad revenue needs to return into our hands, if we are to maintain editorial independence and if felix is to be viable in the long term. We have discussed this with the Communication Committee and with Andrew Keenan, head of the student voice, as well as Shakira Hylton, Marketing and Communications Manager. In the following months we would like to propose a plan to the Communications Committee on the issue. We will be working on collecting arguments, evidence and testimonials supporting our plan for at least the remainder of this term.

Training

In the steps of my predecessor Grace Rahman, I have found a media law course in early November that will hopefully equip me with the essentials of media law. With this training course I aim to relieve some of the anxiety that comes with the constant fear of being sued, as well as reduce the chance of that actually happening. This will also give me the knowledge and confidence to publish content I might have otherwise deemed risky.