



# *Felix* Editor Report

10TH DECEMBER 2024

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I, Mohammad Majlisi, in accordance with Union policy, am presenting a termly report on my actions.

## **Aims for the year:**

- Increase the number of contributors and retaining our current staff.
- Improving the culture of *Felix* to be more inclusive and friendly so more contributors join in.
- More website and social media engagement.
- Increasing the number of features, improving the quality of non-news sections of the paper.

## **Actions:**

- Recruitment drive: Starting from an editorial team of nine we have increased to an editorial team of 15, meaning all our sections have at least one editor, and approximately 30 regular copyeditors, illustrators, graphic designers, and writers. On some weeks we have had up to 10 copyeditors in on a Wednesday.
- I've rebuilt my own news team to have four contributors who I am training.
- I've also managed to retain our old webmaster- this led to our new website, which has been well received. It's also made it easier for us to upload all our articles to the website.
- Social Media: our Instagram has grown by approximately 300 new followers, and a slight uptick in engagement. Last year we grew by roughly 900 followers, so I believe we are on track to achieve similar growth to last year. Facebook and X (formerly Twitter) are no longer used by Gen Z, which is *Felix's* primary demographic now. We may be launching a TikTok.
- Three features this term: "US Election Special", "The Felix Guide to West London Coffee Shops", and 75th Anniversary.
- Regular Socials: "Pints after submission", Ice Skating, and a Christmas Dinner planned. We are seeing lots of our regular contributors coming in and meeting senior members of the editorial team, building rapport.
- Editorial Meetings: I have been hosting regular editorial meetings in order to receive and give feedback to my team, and also to socialise partly.
- Sex Survey: Launched earlier this year in order for it to be easier for us to analyse, and present. We've received lots of constructive feedback, and I will pass this onto my successor/ next year's team.

## **Actions for next term:**

- Improving News: I feel there has been a slight drop in quality compared to last year. I will move from supporting the team as much to focusing on the news output to ensure the remaining 13

issues are of a quality I am happy with.

- Improving Copyediting: almost an entirely new team, so there have been slip-ups. I want to make a style guide document to ensure consistency.
- Improving Analytics: Webmaster team are working on it.
- Ensuring the newsletter is consistent.

### **Special Thanks to:**

- Charlotte Probstel (Chair) who has been the most dedicated member of the team this term, and has supported me a lot.
- Ruby Lydford (Publicity Officer and Catnip Editor) for her work across the paper- she has drawn most of the illustrations this year.
- Juliette Flatau (Graphic Designer) who has helped in ensuring our features are of a consistently high quality.
- Timothy Langer (Senior Webmaster) for his commitment to Felix- he plans to digitise all our issues so that you can use our website to find articles, rather than the archive which has a bad search feature.