

JOURNAL BOARD OF DIRECTORS

Agenda for the meeting of Wed. November 4, 2009 at 4:00pm in the Old AMS Board Room

- I. Adoption of the Agenda
- II. Adoption of Last Week's Minutes
- III. Election of new JBoard Chair
- IV. Media Director's Report
- V. Editors' Report
- VI. Business Manager's Report
- VII. Other business
- VIII. Adjournment

Present: Nick Chesterley, Emily Davies, Gloria Er-Chua, PJ Lee, Chris Rudnicki Jane Switzer, Scott Turcotte, Michael Woods, Kamil Wyszynski

Absent: Gabe King, Claude Sherren

The meeting was called to order at 4:15 p.m.

- I. Agenda Adopted.
- II. Minutes adopted
- III. Chris Rudnicki was nominated by Kamil Wyszynski and PJ Lee.
Mr. Rudnicki stated his qualifications, saying he is punctual, has experience as the Editor in Chief of Syndicus Magazine, and has a vested interest in the *Journal*.
There was no debate on the motion.
Nick Chesterley asked Mr. Rudnicki if he has enough free time to take on the position.
Mr. Rudnicki answered yes.
Mr. Lee said JBoard needs to run smoothly, and asked Mr. Rudnicki how he would do that.

Mr. Rudnicki said he will make sure everyone has a voice on JBoard. If there is a problem, we need to make sure we can find a solution. He said he wants to look into finding new revenue streams for the *Journal*, such as online advertising.

Michael Woods asked if Mr. Rudnicki would help him and Jane Switzer recruit people for the remaining opening positions on JBoard.

Mr. Rudnicki answered yes.

Motion to elect Mr. Rudnicki as the Chair of the Journal Board of Directors was passed unanimously.

- IV. Mr. Lee said mid-year reviews are coming up, and services must look at their strategic plans to see what they've accomplished and what they still need to do. He reminded everyone that it's a good time to re-examine their strategic plans.

Mr. Lee said the AMS Board of Directors is looking to re-design a plan for the CFRC and the Journal to see how they can improve the services as whole provided a student fee increase does not pass.

Mr. Lee talked about the Campus Media Council (CMC), a group under his portfolio that would facilitate collective bargaining in terms of contracts.

Mr. Lee said there might be potential for publications to be printed by the same printer and get favourable printing rates.

Mr. Lee said the group would only work if people participate. If so, it would be possible to put it into the constitution and add it to Mr. Lee's portfolio.

Mr. Woods asked if Mr. Lee meant that it would be actual clause in the *Journal's* policy.

Mr. Lee answered that he and Mr. Wyszynski discussed it over the summer, but other campus publications never got back to him.

Mr. Woods said he doesn't think it's a good idea for the *Journal* to get involved because the Journal is fairly self-sufficient when it comes to advertising clients. He said it might be a disservice for the Journal to get involved.

Mr. Lee said it would be a good idea for a Journal representative to go to the CMC meetings as a resource.

- V. Mr. Woods said the *Journal* has one week left of running two issues a week. He said it will be good for *Journal* staff members.

Mr. Woods said the *Journal's* website is continuing to get a lot of hits and comments, including a lot of comments on the article "Local Trio Faces the Music," which promoted a town hall meeting on the discussion of the story.

Mr. Woods said he and Ms. Switzer have had to close comments on a few articles at their discretion.

Mr. Woods said the *Journal's* Fauxcoming coverage went well and included the first live blog in the *Journal's* history. He said the website got close to 200,000 hits, and the *Globe and Mail* linked to it.

Mr. Woods said he and Ms. Switzer had a meeting with members of CFRC to discuss sharing content and do some cross-promotional advertising.

Mr. Woods said the *Journal* is having their holiday party at Megalos.

Mr. Wyszynski asked Mr. Woods if there is a process to get people to log on to the *Journal's* website in order to submit comments.

Mr. Woods said there are no plans to implement such a process, because it stifles discussion. He said some people wouldn't take the time to log in. He said some professional blogs do it, but allowing anonymous comments allows for him and Ms. Switzer to not publish any comments at their discretion. He said the comments board is a place for people to have a discussion in relation to the article. If the discussion runs in a circle, he and Ms. Switzer will close the comments.

Scott Turcotte asked if most commenters are anonymous.

Ms. Switzer said that 90 per cent of comments are anonymous.

Mr. Woods said he and Ms. Switzer sometimes run into issues where people use fake names of other people at Queen's, but it's left to the discretion of the editors to determine whether or not to publish the comment.

Mr. Rudnicki asked if the editors log on and let each comment through.

Mr. Woods answered yes. He said in the future that job might need to be delegated to the *Journal's* web manager, or to hire more web staff.

Mr. Lee asked if the comments go through automatically or if they need to be approved first.

Mr. Woods said until he or Ms. Switzer log on and publish the comment, it remains in limbo. He said it can be time consuming, and might need to be delegated in the future.

Mr. Wyszynski asked what is happening with regards to *Journal* blogs.

Mr. Woods said he and Ms. Switzer are still trying to get them going. He said it would be ideal to recruit people who aren't on the *Journal's* editorial board. He said it's a goal for the rest of the year.

Emily Davies asked if Mr. Woods and Ms. Switzer are planning to put video content on the *Journal's* website.

Mr. Lee said Queen's TV would be down to share content, they would just need to decide what content to use.

Mr. Woods said the *Journal* could meet with Queen's TV before the end of the semester to discuss it.

VI. Mr. Wyszynski said he is working to incorporate advertisements on the *Journal's* website.

Mr. Wyszynski said the *Journal's* Web Advertising Manager Alec Regehr has been working with Campus Network and has national ads that could be put on the website. He said Mr. Regehr needs to talk with Wesley Fok, who built the *Journal's* website to get all of the access codes.

Mr. Lee asked about the projected revenue from Campus Network.

Mr. Wyszynski said the strategic plan is to not make money off of the website until the last two months. He said local ads will be free for frequent buyers.

Mr. Wyszynski said there will be a banner ad at the top of the website and a skyscraper ad at the side.

Regarding the budget, Mr. Wyszynski said the *Journal* is likely to go ahead with every line of the budget minus Campus Network. He said last year the *Journal* made \$20,000 from Campus Network, and this year they have seen \$3,000.

Mr. Wyszynski said Campus Network is moving in a new direction and rebuilding their numbers, but will be nowhere near where we budget.

Mr. Wyszynski said the *Journal's* two sales reps are hunting down new leads.

Mr. Wyszynski said Campus Planning approved the *Journal* putting new newsstands on campus. He said it could be done by January.

Mr. Wyszynski said the *Journal's* delivery person said he recycles about 3,000 copies per issue. He said readership isn't down, because online hits are going up. He said the *Journal* might want to explore reducing its circulation.

Mr. Lee asked if the *Journal* wants to explore outdoor racks.

Mr. Wyszynski said no because it wouldn't be practical.

Mr. Lee asked if there was any way reuse *Journal* papers.

Mr. Turcotte said recycled paper can only be used so many times.

Mr. Woods said the *Journal* staff does make an effort to recycle and compost within the *Journal* house.

VII. Mr. Woods said he and Ms. Switzer still need to find a graduate student representative and an industry representative to sit on J Board.

VIII. Motion to adjourn unanimous.