

Journal Board of Directors

10 February 2012 2:30 p.m.

Journal Boardroom

Members Present: Katherine Fernandez–Blance, Jake Edmiston, Clare Clancy, Scott Turcotte, Derrick Dodgson, Troy Sherman, Dan Szczepanek, Angelina Fomina, Annette Bergeron, Terra–Ann Arnone and Daniel Weinshenker

Members absent: Ashley Eagan

Jake Edmiston began the meeting with an overview of the newspaper's online analytics. He said the paper is on track to hit the benchmark of 400,000 unique visits as volume 138 had done.

He said the hiring committee had met several times to discuss Gabe's job description, but were faced with some discrepancies in policy. They've decided to go with the constitutional by-laws. Jake sits on the committee with Clare Clancy, Annette Bergeron and Daniel Szczepanek.

He said the committee is hoping to put together an advertisement for the job to bring to Board. They're also hoping to run one in the Whig Standard.

Clare said the newspaper will be going down to one issue a week after reading week, and that next week's second paper would be printed on Thursday.

Angelina Fomina asked when major hiring for next year happens. Clare said it's up to the incoming editors, but usually takes place in March.

Daniel Weinshenker began his Business Manager's report with an overview of the Journal's finances.

Last year's January revenue was \$23,017.88, this year's totaled \$27,923.92. He also spoke about proposed changes to the Journal's distribution. Daniel said he tested out a stand in the cafeteria and had a 90–95% pick-up rate for 100 papers.

He said he's also hoping to revamp the JDUC's newspaper stand. Daniel said Dave and Chris Sinkinson are working on a QR code for the Journal's forthcoming app. He said once it's been developed, they'd like to put it on the newspaper stand signs.

Daniel said the mobile app's soft launch was underway. Members of the Journal's editorial board were testing it out on their smart phones.

Daniel addressed the resignation of a sales representative last week. He said the staffer won't be receiving honorarium for the remainder of the term, but will receive the commission he's already earned.

Daniel wrapped up with a summary of his described presentation.

The meeting finished up just after 3 p.m.