

Journal Board Meeting -- October 18th, 2013

Present: Genevieve Cairns, Ben Deans, Tristan Difrancesco, Janina Enrile, Kevin Kim, Sam Koebrich (for Vincent Matak), Devin McDonald, Keenan Randall, Andrew Stokes, Alison Shouldice, Rob Wood

Absent: Vincent Matak (sent Sam Koebrich as a proxy), Annette Paul, Nicola Plummer

Introduction

- No introductions

Adoption of Agenda

- Motioned by Tristan; Seconded by Andrew; Motion passed

Adoption of Minutes

- Motioned by Tristan; Seconded by Kevin; Motion passed
- **ACTION: Tristan to ensure that Rob Wood is added to the drop box.**

Update Editors in Chief

- Currently in the midst of two issues a week (one digital, one print)
- Working on the Halloween fundraiser at the underground (October 26th)
 - o Revenue based on attendance and drinks sold.
 - o Push for awareness of the event on Social Media.
 - o Tickets are \$5 ahead of time and 7\$ at the door.

Update Media Services Director

- Working on website development capital expenditure.
 - o Current plan is to hire Tyler Ball for a week in December (\$975).
 - o Complete revision of the website to come at a future date, start the ball rolling for this now for possible roll out next September.

- Complete revision would probably be done in the most common CMS on the market for simplicity, ease of contracting someone in the long run and development of internal resources.
- Alison and Janina are working on functionality. Modeling the site on other big media outlets.
- Responsive design a must.
- Proposal is on the DropBox for everyone's perusal.
- Month ends for September are low.
 - Seeing 50% of total revenue at this time.
 - Currently working on strategies to combat this.

Update Business Manager

- Presentation with details can be found in the DropBox.
- Oct 4th Issue printed 24 pages (longer issue due to Homecoming coverage)
 - 83% pickup
- October 10th printed 16 pages
 - 73% pickup
- October 18th printed 24 pages (longer issue due to referendum info from AMS)
- Pickup rates seem to be averaging about 70-75% with spikes for events like Homecoming
- The increase in pickup was achieved by moving stands and changing distribution numbers based on pickup counts.
- Some stands are replenished over the week so that the amount of paper doesn't seem excessive at the beginning of the week.
- Question: Other publications using our stands
 - In discussions with Golden Words to use the bottom shelves of the stands as long as it doesn't interrupt our distribution. Ongoing problems lay where public puts one GW copy on top of our papers causing confusion.
- Free Media Update
 - We have received word of a big purchase order coming from Humber College. They will be placing 49 quarter page ads over the next 12 issues.
 - Hopefully this is a sign of things to come from Free Media.
 - Looking at the actuals from last year we see that Free Media is actually on par with Campus Plus from this time last year, so hopefully things will pick up as the year progresses.
- Online Advertising revenue
 - Actuals are less than budget because of technical issues. One of the advertising spaces (bottom banner) has disappeared leaving less potential. We have been trying to fix this but so far have had no luck.

- New design will fix this problem and have a new space for web advertising which will help with future revenue
- Also web traffic hasn't increased as fast as anticipated and Free Media web ads pay per impression.
- Actuals will also increase with the October month ends as we discover the best way to invoice free for web revenue.
- Local revenue should increase with the improved sales structure which was put in place this past week as well as the hire of a third sales person who is starting next week. Too early to show results as of yet.
- National revenue should also increase with the improved sales structure and third sales person.
- Campus revenue will continue to be down due to the decision by the AMS not to advertise in the Queen's Journal this year.
- Expenses are down consistently from what was budgeted and to this date we have save approximately \$3000.

Discussion Web Dev Capital Expenditure

- Completed earlier within the scope of the Media Services Director's Update

Other Business

- Introduction to Sam who is sitting in for Vince at today's meeting.

Motion to close Session by Tristan; Seconded by Kevin; Motion passed

CLOSED SESSION

Motion to open session by Tristan; Seconded by Janina; Motion passes.

- This time doesn't work for Annette Paul as she has an ongoing appointment at this time
- **ACTION: Tristan to send out a new "When is Good" request**

Adjournment

- Motion to Adjourn by Tristan; Seconded by Kevin; Meeting Adjourned