

Journal Advisory Board Minutes (June 8th, 2015)

Attendance: Jane Willsie, Jacob Rosen, Dave Walker, Anastasiya Boika, Dave Walker, Max Garcia, Michael Blair, Andrew Dicapua

Adopting the agenda

Passed

Adopting previous minutes

2 sets of minutes passed

Editors in Chief update

Template to give regular J-Board report discussed between Jacob and Andrew

First issue published:

No printing costs to save money, only pizza that we get from in kind deal with Dominos

Worked out very well, no major issues

Staff attended training on Journal policy and code of ethics, as well as editorial standards, website and layout techniques

Legal workshop and anti-oppression workshop will be held in September when full staff is present

Also circulated goal plan and marketing plan

Business Manager update

Not present to give report

VP Ops update

Last year's actuals are available and have been circulated

Media Services Director update

Nothing to add

New Business

Motion that the Journal Advisory Board approve the 2016-17 goal plan

Jacob: Goals are increase revenue, selling online ads as well as print advertising; website has been successful in terms of page views however in the past year our business team hadn't switched that mindset; get our business side focused on selling ads

Develop digital tools on existing platforms to offer educational opportunities as well as advertising avenues

Michael: Asses relevancy of advertising print drop off locations; survey should focus on online feedback; already at the website so we should focus on website

Andrew: have to increase pickup rate, sell The Journal as a business; trying to get pickup rate by getting people online; which locations and boxes are being utilized, concentrating it in certain areas; redirect revenue from delivering papers

Jacob: From your perspective print is declining, as of right now its not possible to stop circulating print versions of the paper, as of right now its not financially feasible because so much of ad revenue comes from print version; we have to have a minimum circulation, it doesn't matter whether they are picked up

Uncertain: How to attract different groups of contributors? Reach out to different societies; include news coverage from each society

Andrew: There should be a join us button at the top of the page, join the journal page, very laid out and clear, anecdotes from past contributors; have to see that there are people behind this

Anastasiya: How to get contribution from grad students?

Jacob: time commitments one of the biggest reasons why we don't get grad students on staff; difficult to track everything

Become more quantitative

Increasing revenues

Lyn: the activity that you have to drill down right at the beginning, cold calling every day and a follow up call, is there someone looking at the metrics; set a goal, we have a big goal here of breaking even, a big goal would be reducing the deficit at all; a challenge for us this year.

Surveying how we are doing; a survey to the clients with whether they are satisfied with this?

We can only get so much, still want to run a paper, turn all your attention to your revenue and understand who are your customers, know who that customer is in that number, that information is available to dig down into and find that out.

Customer demographics

You need to work on revenue, nothing to do with editorial side.

Advertising web was budgeted

Bad debts – understood better

The changes that were approved, the personnel related ones, News Editor made a salaried position

Motion passes to approve Goal plan provided with the changes recommended

Marketing plan

Studio Q hasn't posted so much to YouTube; two cameras given to The Journal

Want to expand on video section, fill a void that QTV left

Queen's Gazette in competition? Don't see it as competition, because it is a very one sided, the administration's newsletter

Marketing it as a voice of students for the students, and not as a voice of the administration

Video thing

Video advertising – needs to be more numbers, more quantitative measures; tangible measures

Main thing we have to do is take a critical look at how we train our sales team – there needs to be standards and a marketing plan in that front that affects the business team

Motion to approve marketing plan with recommendations – Passes

Discussion period

Chairs last words

Comment on the actuals that Dave provided; meet next time we can have a broad discussion about the budget so that this year goes according to plan