

Minutes - Journal Advisory Board, May 20 2016

Introduction

- Present: Max Garcia, Jacob Rosen, Jane Willsie, Dave Walker, Victoria Gibson, Jonathan Rose, Andrew DiCapua, Mike Blair
- Dave Walker introduces purpose of board, to oversee strategic vision for the next year in sync with AMS board of directors
- Creation of strategic plans for June 10, June 3 rough draft, June 18 to AMS Board

Adoption of the Agenda

- Amendment from Jacob, seconded by Jane, to elect Journal Board Chair

Adoption of the Minutes

- Minutes haven't been seen for last volume's final J board meeting, to be sent out before being voted on

Update from Editors in Chief

- Staff hired in April, production schedule out (not yet publicized on site, to be done in a few days)
- First press weekend June 4, all staff to come to Kingston and put together issue + workshops and training
- June 28 and July 23 press weekends
- First two issues of the summer not printed (new initiative based on last year's recommendations, because of general low pickup rate on campus and low revenue)
- Third press issue printed and hopefully be fresh in focus issue sent to all incoming first years
- Still need to find a way to send out issues, change in regular distribution last year, have to ask for addresses from first years, looking to piggyback on other first year packages sent
- Fairly large in terms of revenue for third summer issue, business team looking to maximize ad revenue
- Jane and Victoria working at the Whig, Jacob to begin in a few weeks after getting settled in and looking at goal plans and other projects
- Goal plan: Max, Jane and Jacob working on rough ideas, considering long term recommendations made last year, everyone should have already received, being sent out again for reference.
- Last year's report put together by Vol. 143 editors in chief, moving towards being financially sustainable, Jacob, Jane and Max to look into.
- New business structure, added a head sales rep to help business manager focus more on administrative business work. Would like business side to think differently, seems in past years the Journal business manager falls back on same habits, would like to put an end to this and start thinking outside the box and coming up with new ways to not continue the same deficit every year. Potentially expand to different areas.
- Increase online presence + selling online ads more
- More outreach, cut the outreach manager position this past year, some responsibilities passed to business manager, most to editors in chief. Supposed to manage social media + contributors, never really panned out. Potentially hosting public speakers/events for broader community,

talking about journalism and media related topics, get the name out there more, working on branding.

- Potential feedback section on website to get a sense of what readers want, what readers like or dislike about the Journal, who our readers are/who our audience is
- Clearer on site where physical copies of journal can be picked up
- One of the big projects for this year is expanding digitally, building a bigger business case, main project throughout the year.
- Start developing our own web tools for our staff to use but potentially releasing them for other journalists to use. Embeddable data visualization tools, easily used and customized. Hopefully getting more computing students interested in the Journal, historically a very arts-heavy staff.
- Also helps in terms of mandate to provide learning experience for students, with industry moving towards digital in journalism, need to teach staff to use digital elements
- Web apps, open source, potentially new revenue stream for us, new way of advertising and reaching a wider market
- Journal policy document on the website, sticking closely to that mandate in the goal plan to sort out what is in the Journal's best interests, encourage everyone to review that document (should have received document a few weeks ago, will be sent out again)
- Budget standard year to year
- Two main mandates: to inform students on topics they should be aware of and to provide an opportunity for student to write in a journalistic setting: to inform and to educate, essentially.
- Questions from Jonathan Rose re: non print versions in the summer?
- Jacob: still going to create a layout version of paper, uploaded to Issu page online, for training purposes of staff members
- Also looking at what improvements can be made to webpage, but queensjournal.ca is in its first year vs older and less interactive/interesting/aesthetically pleasing website, have to also look at cost/what can be done without cost in contract with web developers
- question in mailing print issue, check with registrar to piggyback onto their documentation?
- Jane spoke with registrar office, usually provided contact information for incoming students until last year when they were legally not allowed, offered to put a notification in newsletter that allows students to agree, less people agreed to it. Currently discussing other options. Also spoke with Max in terms of what AMS/orientation leaders do in terms of sending things out to students.
- Possibly sending with AMS pamphlets?
- Discuss legality, costs, timelines - end of July similar time of sending out
- Cutting first two issues saves 4k in costs, potentially a bit more room to debate what can be done for third issue
- Looking into cost sharing with ORT
- Question: any other areas to alleviate financial burden of operating the Journal? Previously asked to last year's advisory board, apart from print of the summer issues, any further cost cutting is going to come with cutting issues or staff members which isn't a step to be taken lightly. When budget is put together, gone through line by line to be cautious, and business manager noted that we should be checking for carried over small costs that are unneeded.
- Goal to increase revenue where we can, last year one source budgeted to bring in 24,000, ended up being around 2,000 because of inflated ideas of new website, versus now having last year's numbers to make realistic estimates.
- We've come to the minimum of operating costs, now have to just look at revenue side

- Paying for new site last year was also an expensive endeavor, but will now bring in new opportunities for ad revenue in the website. New approach of selling online ads first.
- J Board has done all it can to cut expenses, time to focus on where we can drive revenue up, lucky to be in that situation.
- Keeping business manager involved in creation of budget

Update from the Campus Services Director

- Moving forward, would like to meet with editors in chief to build on strengths, weaknesses, opportunities and threats of the Journal while creating goal plan
- Meet next week or before June 3

Update from the Business Manager

- Not present (in England) but will be back in July, but spoken to him, he's already started looking at the budget, he has the responsibility to spearhead as opposed to editors in chief creating and running by business manager, now going to be the other way around
- Worked as sales rep last year for half the year, confident with him that he's going to do a great job and take on the new structure and a new mindset in the position
- Booked a table at the Sidewalk Sale

Discussion: Role of J-Board

- Covered at beginning of meeting in Dave's introduction
- Taking Journal's views and bringing to Board to make decisions as well as AMS Board to discuss the visions for the year
- Members of J Board aren't often members/previous members of the Journal staff, can be difficult to understand policy or structure without past involvement, so any questions are welcomed
- Come September or October it would be nice for members of advisory board to come into a press day, get a sense of the day to day function

Other Business

Electing J Board Chair, 6 voting members required for quorum
2 eligible members at meeting - Andrew DiCapua and Mike Blair
Mike nominates Andrew, Andrew accepts nomination
6 nominations, Andrew elected
Jacob (former chair) to meet with Andrew when he's in town to discuss

Adjournment