



Journal Advisory Board  
Volume 143  
Thursday, December 10, 2015

Attending: Arwin, Katelyn, Sebastian, Anisa, Kyle, Jacob, Emma, Lynn, Eric

## Minutes:

- I. Introduction
- II. Adoption of the Agenda
  - i. Motion by Anisa, Sebastian seconded, passes
- III. Adoption of the Minutes
  - i. Motion by Anisa
  - ii. Sebastian seconded
  - iii. passes
- IV. Update from the Editors in Chief
  - i. Have started assessing what is going on at editorial side; redundancies etc.
  - ii. Identified two positions to eliminated
    - i. Web developer: position very limited – can move ads to someone on the business side
    - ii. Outreach manager: role with no real mandate; unreliable role in the past 2 years; no one they're reporting to; too far from content to do any social media for that

- iii. Still want all of their responsibilities to be continued but not in such a scattered position; will have full details in the business report
- iv. News needs to be re-structured; news editor works too many hours; want to ask experts in the field (Steve from the Whig and alumni in other large papers)
  - i. Review mandate to provide breaking news; what a news room should look like?
  - ii. Alumni would be best advisors for this
- v. Question: who will be doing pick up rates (if Outreach Manager eliminated)?
  - i. Delivery person will be paid more to do that; have done one so far
  - ii. For the most part, things are looking pretty good; no more than 20 left at most stacks
  - iii. Reducing circulation to 4000 really helped
  - iv. Advertising where people can pick up the newspapers will hopefully help
  - v. Because no pick up rates were taken earlier, we can't really compare
  - vi. Outreach position better split up among other roles
- vi. Question: Is our digital content side too disjointed if we remove the web developer?
  - i. Web developer mainly did code, which they cant do this year because of the website's web developer's restrictions
  - ii. Problem with visual side is that there is no one reporting to anyone but the editors in chief (especially, with photo staff who have no "editor")
  - iii. Perhaps we need a marketing manager? To work with brand growth and the business side of things?

1. Graphics editor mainly deals with editorial based things; business side could use their own graphics person/photographer because right now our graphics designer is doing that for a fee
  2. Perhaps Studio Q can do business side graphics?
- vii. What is being planned makes sense; delaying was smart because this is a big project – perhaps Kyle can get a contact at QSB for advice?
  - viii. Idea of visual manager? Photos, graphics and web elements & making sure they aren't telling the same story. Setting visual direction because it's a disjointed process right now
  - ix. Thinking of multiple management roles in the business side instead of one business manager
  - x. More updates: alumni day was very successful; staff was pleased; alumni were pleased
  - xi. Google ad sense up so we have more ads on the website; you now get paid when you click the ad
  - xii. Mid-year reviews: three resignations; positions being replaced; features editors won't be
    - i. Do you offer accommodation for busy schedules? Talking to equity office about where the line should be drawn with accommodation; this has helped retain some people; some are beyond our control though

#### V. Update from the Media Services Director

- i. Update from Free Media: why are numbers so low as they have been?
  - i. In past years, numbers were significantly higher because of miscalculations; no double checking of records done
  - ii. Are we getting all the revenue we should?

- iii. Ask Free Media, is everyone experiencing this? Insertion rates haven't dropped
  - iv. This year has been better because of the increased checks and balances; last year's reporting was lacking (hence the dramatic drop)
  - v. Perhaps we should go back and check if we got paid for everything last year? How did revenue drop 50% in 3 months of fall term last year?
  - vi. There will be a reversal of revenue; \$4000 to make up for these miscalculations (need to put this note on the budget to explain this revenue drop)
  - vii. Free Media completely decides how much we pay, no discussion; rates are going down (talked to other schools)
  - viii. Contract up for renewal: we cannot sign it as is because it's too restricted, but we also just got the process down
  - ix. We have the option to just not do this relationship, especially if its not beneficial
- ii. Motion to approve amended Journal Policy
- i. Grievances/complaints: Anything that poses a legal risk must go through the general manager; for continuity and institutional knowledge and as a good final check
  - ii. Summer internship: Whig doesn't pay, AMS does
  - iii. Editorial board: who sits on it
  - iv. HR: new positions in the Journal go through HR and Board
  - v. Election policy moved into appendix
  - vi. Question: never done monthly meetings with HRO, why is it needed?
    - 1. It's helpful to have updates with resignations /hires

2. Attending HR caucus to stay in the loop would be helpful

- Amendment: Editors in Chief and HRO shall meet, as needed, in a consultative capacity, and endeavor to attend HR caucus
- Motion to approve amended policy:
- Kyle motioned, Anisa seconded
- Passes unanimously

VI. Update from the Business Manager

- i. Sales reps have hit their mark (\$10 000)
- ii. Another one hired, because one went on exchange
- iii. Question: what is our website able to do in terms of advertisements?
  - i. Banner on top, front page square, back page square
  - ii. Google ads come in when spots with per view or monthly basis ads aren't filled
- iv. Can we put ads on specific articles? Yes, but people aren't interested in that

VII. Other Business

- i. Set the dates for editor in chief elections and set the number of signatures needed (currently 75 and keeping it that way)
- ii. January 12<sup>th</sup>: beginning of nomination period
- iii. Latest signatures can be submitted is 27<sup>th</sup>, campaign period from January 28<sup>th</sup>
- iv. February 11<sup>th</sup> is the election
- v. Voting open to everyone on staff (including contributors who have contributed more than 5 times)
- vi. Motion to pass this timeline
- vii. Anisa motioned, Sebastian seconded, unanimously passes

VIII. Adjournment