

**Journal Board**  
February 24, 2016

Editors in Chief Update:

- **Jacob and Jane elected** – ran as an uncontested team and were elected with a 97 per cent vote of confidence. 31 votes for and one against, with a 50.8 per cent voter turnout.
  - They’ve now begun hiring with the caveat that some positions are subject to change.
- **SGPS fee won:** Yes: 566, No: 373
  - Ran social media campaign
  - Plan to continue to cover graduate student issues
  - Met with Asfar regarding letter to the editor
  - Covering LSS Bi-Annual General Meeting in coming weeks
- **Website numbers:** up by all measures, as seen below.

<b>May 1 – Feb. 24 2015-2016 vs. May 1 – Feb. 24 2014-2015</b>				
Pageviews <b>34.59%</b> 868,361 vs 645,207	Unique Pageviews <b>37.58%</b> 768,260 vs 558,398	Avg. Time on Page <b>9.55%</b> 00:01:51 vs 00:01:41	Bounce Rate <b>1.13%</b> 80.35% vs 79.45%	% Exit <b>7.50%</b> 64.41% vs 59.92%

<b>Jan. 1 2016 to Jan. 31 2016 vs. same time period last year</b>				
Pageviews <b>81.16%</b> 167,848 vs 92,651	Unique Pageviews <b>91.92%</b> 150,902 vs 78,629	Avg. Time on Page <b>20.87%</b> 00:02:04 vs 00:01:43	Bounce Rate <b>9.38%</b> 84.07% vs 76.85%	% Exit <b>28.16%</b> 69.67% vs 54.36%

<b>Jan. 1 2016 to Feb. 24 2016 vs. same time period last year</b>				
Pageviews <b>59.72%</b> 253,637 vs 158,802	Unique Pageviews <b>68.34%</b> 227,099 vs 134,905	Avg. Time on Page <b>19.71%</b> 00:02:01 vs 00:01:41	Bounce Rate <b>7.54%</b> 82.69% vs 76.89%	% Exit <b>22.65%</b> 67.61% vs 55.13%

- **Pick-up Rates:** Jan. numbers were poor

- Preliminary pick-up rates were 34 per cent on average by January 30 across two issues — we had to discard results from the first issue back and the Monday endorsement issue as there would be extra issues remaining
- That being said: it was AMS election season, it is winter and this is a small sample
- We identified poor pick-up spots and have reduced or ended delivery to those
- Moved one box to our house for better use of the box
- **Cost cutting**
  - 16 page issues will be the new norm (unless there are full page ads)
  - We will also be recommending that the incoming editors end all in-kind deals except tangible benefits like pizza and end of year dinner, as they erode value of advertising
  - Emma can discuss the current deficit further and we have thoughts on steps to take next year.
- **Sign was stolen:**
  - The Journal will be purchasing a new sign as our old one was stolen.
- **Longform:** released profiles of undergraduate and graduate election candidates and a multimedia project on study drugs.
  - Will start getting numbers; maybe putting ads?
- **Globe and Mail visit:** Jim Shepherd and Sarah Nolan will be visiting this coming Sunday to discuss professional journalism with staff and review digital projects.
- **Upcoming:** newsroom visits; trip to Toronto to big newspapers (tours, talk to journalists etc.)

#### Restructuring Recommendations:

\* Some will need to go through the board of Directors some will just go through the incoming Editors in Chief

- Issues: Flat management structure; news editor has too much work for too little pay; clear division between editorial and business lost (Editors in Chief overlooking financials); restricting business side
- had a full time office admin who was the backbone of advertisers and business partners; after she left the business structure minus her fell flat; the restructuring is to create more support and break up the responsibilities
- **Allocate \$10K for News Editor salary** (current honorarium is \$4900 and Whig internship of \$2700; so we're increasing it by \$2400)
  - Considering how much work they do, this is worth it
  - Similar to business manager
  - Remove Whig Internship from work; they just do that in the summer
  - The news section does front page and the most viewed content; top management position that deserves to be a salaried position
  - Under restructuring they'd have 4 assistants
  - An alumni from late 1990s, said NE got the same as Editors in Chief
  - Also important to make sure that these positions are accessible from a variety of socioeconomic backgrounds; this pay does make a difference so we need to pay a

- fair wage; 60 hours eliminates time for other job
- Comment: go to AMS salary grid and assess a service manager with similar time commitment; so that the numbers make sense
- **Merge features and news editor**; so that the two editors can work together and the assistants can float between the two and get experience with both sides (long and short term investigations)
  - This could potentially make less work for news editor
  - Proposed new model: news editor and features editor with 4 floating assistants between them (takes a featured editor and adding an assistant)
  - Would strengthen the news section; section with most views and most prone to legal risk (so they need all the support; can't rely on contributors here)
  - Hope to take some of the load off News Assistants
  - Side notes: our honoraria levels correspond with the number of hours
  - We're not dissolving the features section; just a different way to get the content out
  - Jane and Jacob would like to take on this new model
    - The two editors working together will be beneficial all around
    - This year's assistants have worked with features
    - Features editors who were previous News Assistants were strong
- Comment: potential conflict of 4 people with lack of clear supervisor
  - News Editor gets paid more; so do they have more authority?
  - Maybe having one head and a deputy; streamlines authority
  - Response: a rotating structure established in advance can ensure authority isn't confused
- Comment: the reasons for restructuring were a flat management structure and controlling honoraria money better, so a different model could fit those needs better
  - No features editor; still combined and still have features; would have a deputy news editor to deal with flat management issue
  - Response: issue with combining the 2 without a features editor, can mean features will begin to slip through the cracks; maybe the section will be filled with only news articles; idea was also to alleviate strain from the news editor and adding a deputy wouldn't do that; it would just add more editing for them
  - Potential solution: can promote strongest assistant to deputy half way through the year
    - Morale issue with that though
- What was tough as a news editor was to teach the 3 assistants everything required to write a news story; a features editor on the same level could help ease that strain
- Another side note: position names have never been changed; so the assistant editors are mainly writers, not assistants
- Can we agree that we need to add another assistant? That needs to be decided within the next week; we can discuss structure later
- Incoming editors in chief can try a new model and adjust as they see fit; it will have to be a gradual process to make sure content is not compromised

### Motions

\*If approved, they will move to the Board of Directors for final advisory

- That the JAB approve the recommendation to make news editor a salaried position on the AMS salary grid for 8-month salary position
  - Moved, seconded, passes
- That the JAB approve the recommendation to add an assistant news editor (section merge tabled for next time)
  - Moved, seconded, passes
- That the JAB approve the recommendation to alter the Production Manager's job description to include managing all visual content (editorial illustrator will continue to report to Editorial Editor); new Editors in Chief will also move Digital Editor under Production Manager
  - Tabled for next meeting
- That the JAB approve the recommendation to alter the supervision of the office administrator from the Editors in Chief to the Business Manager
  - Moved, seconded, passes
- That the JAB approve the recommendation to create a Head Sales Representative position (commission and honoraria; not salaried)
  - Moved, seconded, passes

### Miscellaneous

- AMS Board discussion about honoraria has not covered Journal honoraria and will not do so without consulting JAB
- Will discuss this after restructuring is finalized