

Journal Board of Directors minutes for Tuesday January 19, 2009

Present:

Annette Bergeron  
Nick Chesterly  
PJ Lee  
Chris Rudnicki  
Jane Switzer  
Scott Turcotte  
Michael Woods  
Leslie Yun

Absent:

Emily Davies  
Gloria Er-Chua  
Gabe King  
Kamil Wyszynski

Mr. Rudnicki called the meeting to order.

Adoption of the agenda moved by Mr. Chesterly. Second by Mr. Turcotte. Agenda adopted.

Motion to adopt the minutes from last week. Moved by Mr. Lee and seconded by Mr. Woods. Minutes unanimously adopted.

**Chair's report**

Mr. Rudnicki said he's running for AMS executive. He said he will be taking a leave from *Journal* Board of Directors and appointing a vice-chair during his absence. He said he looked at policy to see if he was elected if it would be a conflict of interest and noting was explicitly stated in policy.

**Editors' report**

Mr. Woods said the *Journal* is back up to two issues a week. He said the *Journal* is planning out their AMS elections coverage for the next few issues. He said an elections extra will be put out on Feb. 4.

He said he and Ms. Switzer are working on a draft of the Journal's mid-year review. He said the next *Journal* editors in chief will be elected in February.

Ms. Yun asked if there was a follow-up from George Farrah.

Mr. Woods said Mr. Farrah didn't follow up with him and Ms. Switzer.

Mr. Rudnicki asked about volunteer appreciation.

Mr. Woods said he can address this year's numbers. He said the *Journal's* holiday dinner was more expensive than expected and that they will have to curb their spending in the future.

Mr. Rudnicki asked what the total year budget is for volunteer appreciation.

Mr. Chesterly said \$2,000.

Mr. Rudnicki said a priority for *Journal* Board would be to get an exact breakdown of how much the Journal spends towards volunteer appreciation.

Mr. Woods said volunteer appreciation money was spent on pizza for the *Journal's* contributor training and one Journal social.

Ms. Yun said she's not a fan of the idea of not spending any more money on volunteer appreciation. She proposed a cap for the remainder of the year that's reasonable for volunteer appreciation.

Mr. Woods said they could explore ad exchanges.

Mr. Woods said last year with Atomica they had an ad exchange so the holiday dinner was paid for with ad exchanges.

Mr. Lee asked if any more volunteer appreciation events were scheduled.

Mr. Woods said no, not at the moment. He said the *Journal* won't have any more volunteer appreciation events until the next *Journal* Board until Mr. Wyszynski is present.

Mr. Rudnicki said there's a general consensus.

Mr. Chesterly asked about the delivery expense and the office supplies expense in the budget.

Mr. Woods said the *Journal* is paying their delivery man more than last year, but said he wasn't sure why it went up.

Mr. Woods said the *Journal* had a delivery person for the first part of the year but he quit, so the *Journal* editors delivered the paper for a while.

Mr. Lee asked if office supplies will be on budget for the rest of the year.

Mr. Woods said Ms. King goes through Grand and Toy because it's cheaper.

Mr. Lee asked if the *Journal* has talked to campus network further about exclusivity.

Mr. Woods said he didn't know and would have to ask Kamil.

Business Manager's report skipped because of Mr. Wyszynski's absence.

#### Media Director's Report

Mr. Lee said before the holiday break he had his interns go around and count copies of the *Journal* to get an idea for pick-up rates. He said the last week there were 3,000 left over. He said this past issue there were 3,500 left over. He said the big spots that there are a lot left over is the JDUC and Stauffer Library. He said the ones that were in buildings where students have classes tend to disappear.

Mr. Woods said those are big numbers, but not surprising. He said Rick Revell, the *Journal's* delivery person, noticed those numbers. He said now that national advertising has dropped off the radar it would be good for next year's *Journal* editors to think about lowering the *Journal's* circulation from its current 9,000.

Mr. Turcotte asked if anything was being done for the Queen's Centre.

Mr. Woods said there are racks in the Queen's Centre.

Mr. Lee said he'll be meeting with Mr. Wyszynski to go over Mr. Revell's estimation and come up with some ideas of what numbers will be beneficial for advertising while getting a break on the printing costs.

Mr. Chesterly asked about the exact schedule for mid-year reviews.

Mr. Lee said his rough draft deadline is scheduled for the end of today.

Mr. Chesterly said BOD will likely hold people to the rough drafts so they should finalize them as soon as possible.

Ms. Bergeron asked if the *Journal* is locked into May for circulation.

Mr. Woods said yes.

Mr. Lee asked if there were opportunities for cost saving this year.

Mr. Woods said it's feasible to ask people to see if 6,000 is a reasonable number, but said clients don't like it when you shuffle your numbers. He said it would be beneficial for next year's editors to look at the best possible way to lower circulation and maintaining advertising because ad rates are the lifeblood of the *Journal*.

Mr. Rudnicki said it's wasteful if there are copies that aren't being picked up.

Mr. Turcotte asked if Mr. Lee will be able to provide them with a report for that transition.

Mr. Lee said he is writing a transition right now.

### **Editor in Chief elections**

Mr. Woods said the elections generally occur on the Monday and Tuesday before reading week. He said because of Family Day on February 15, the elections will have to be re-arranged. He said Tuesdays at 5:30 p.m. is usually when the results are announced at the *Journal's* editorial board. He said the best thing to do would have voting on Friday and Monday.

He said he and Ms. Switzer are the CRO and CEO of the election. He said they are responsible for developing the voter's list. The voter's list is comprised of everyone on editorial board, every contrib. that has contributed 4 or more times in the current volume. He said they advertise it in the *Journal*. He said there's a question and answer period that occurs the week before elections that is open to everyone. He said they tabulate the votes and announce the winners when it's over.

Mr. Rudnicki said students at large who have attended four or more *Journal* Board meetings are also eligible.

Mr. Turcotte asked if the voting is only in the *Journal* house.

Mr. Woods said yes.

Mr. Yun asked if anyone can run for editor in chief.

Mr. Woods said yes, as long as they are a Queen's student who has paid their student fees and have the appropriate amount of signatures. He said any student can run, but not every student can vote. He said teams have the option to run as co-editors in chief, alone as editor in chief or as an editor in chief and managing editor team.

Mr. Rudnicki asked if it would be possible to have editorial board on Wednesday.

Mr. Woods said no. He said it's also not advisable to have a voting day on a press day. He said there's a StuCon monitoring the ballot box at all times.

Mr. Chesterly asked if it could be pushed back a week later.

Mr. Woods said no.

Ms. Bergeron asked if it's necessary to have two voting days.

Mr. Woods said yes, because it's mandated in *Journal* policy.

Mr. Turcotte asked if they could do it on the previous Wednesday and Thursday.

Mr. Woods said it's preferable to have it on the Friday and Monday.

Mr. Lee asked where the ballot box will go over the weekend.

Mr. Woods said the ballot box will be locked and locked in his office over the weekend.

Mr. Rudnicki asked if the voting could be just on the Tuesday.

Mr. Woods said having the two days even with the weekend is preferable. He said applying for an exemption isn't needed. He said the CRO or the CEO keeps the ballot box in their office anyways, so extending the period between the two voting days doesn't make it more of a security issue.

Ms. Yun asked if there is a safe in the *Journal* house.

Mr. Woods said yes.

Mr. Rudnicki asked who has access to the safe.

Mr. Woods said Ms. King has access to the safe.

Mr. Rudnicki said motion to have the voting days be on the Friday and the Tuesday. And when the voting isn't open the ballot box will be locked in the safe in the *Journal* house.

Moved by Mr. Woods, seconded by Mr. Lee. Unanimously passed.

### **Election of vice-chair**

Mr. Rudnicki said they must appoint a vice-chair during his absence. He said the best practice would be to use people who are eligible for chair, which is students at large.

Mr. Lee asked if they could consult policy.

Mr. Rudnicki consulted policy. He said in the next two weeks it would still be a conflict of interest for him to be there. He said the vice-chair would assume the responsibilities of chair for that meeting.

Mr. Chesterly suggested as a temporary measure they could instate Mr. Lee to run the meetings.

Mr. Rudnicki said the people who are eligible are the student members at large, members at large from the AMS, one member of the *Journal* staff who is not an editorial board member.

Mr. Rudnicki said the reason for appointing a vice-chair rather than a chair, it would be a conflict of interest for him to be Vice-President (University Affairs) of the AMS and *Journal* Board chair.

Mr. Chesterly said he would like to appoint a new member to *Journal* Board, and they would be eligible to serve as vice-chair. He said it would be plausible if it meets the consent of *Journal* Board.

Mr. Woods said *Journal* business staff could also be considered.

Mr. Rudnicki said the Board will appoint Mr. Lee as the interim chair until two meetings from now. Put forwarded by Mr. Turcotte and seconded by Mr. Woods. Passed unanimously.

Ms. Yun asked why web ad revenues haven't come in yet.

Mr. Lee said Mr. Wyszynski had given ads out to regular customers so he can establish a rate for later.

Ms. Yun asked if they were getting money from the Google ads.

Mr. Woods said they've only been up for two issues of the *Journal* in the current term so far.

Mr. Woods said the Google ads are for tracking purposes.

Mr. Lee asked if the *Journal* has talked with QTV to do video content.

Mr. Woods said no. He said they talked to them last term but didn't follow up.

Ms. Yun said the *Journal* is going for a fee increase. She said after the SGPS referendum in February there won't be an opportunity for the *Journal* to increase their fee.

Mr. Woods said the *Journal* isn't increasing the SGPS fee, only the AMS fee. He said the AMS fee will go to AGM. He said if you try to increase the SGPS fee and it fails it goes back down to \$0. He said the *Journal* will be renewing their fee with the SGPS. He said it goes to whatever body is in charge of that.

Mr. Chesterly asked if the SGPS likes to keep their fees the same.

Ms. Yun said it would be bizarre if the SGPS passed their fee in February and the *Journal* fee failed at AMS AGM. She said she spoke with a member of the SGPS and told them their fee wouldn't increase due to the weird timing.

Mr. Chesterly said a new item is that he will have to step down from *Journal* Board due to other commitments. He said he has enjoyed his time and will appoint someone before he leaves.

No further business. Motion to adjourn by Mr. Woods. Seconded by Ms. Yun. Passed unanimously.