

Journal Board of Directors - October 31, 2012 at 4 p.m.

Members present: Katherine Fernandez-Blance, Labiba Haque, Geroldine Zhao, Annette Bergeron, Tristan Lee, Alison Shouldice, Holly Tousignant, Kristine Ramsbottom, Robert McKeown, Eril Berkok, Eugene Michasiw, Colin Robinson

Members absent: Terra Arnone, Genevieve Cairns

4:05 p.m.

Introduction

Alison: New chair of Journal Board of Directors

Adoption of the minutes – motion to adopt the minutes
- Motion seconded

Motion to adopt the agenda

Labiba and Katherine:

We have exciting social planned for Friday – paintball social
Alumni day two weekends from now, 20 people confirmed to come. It's an opportunity for people to learn about the journal alumni in media
Halloween bash which will be talked about later
First open ed board at Grad Club
Last time this year for two issues a week
Newspaper internships coming up next

Tristan: Consolidating budgets this week, going to assembly today
Terra working on convocation for the next couple of weeks
Jimmy Carter coming to Health and Kin convocation
Working on QJMC and getting speakers
Application out for the CFRC sponsorship and outreach manager

Geroldine:

Halloween Bash – weather wasn't kind but it was still a success
1,374\$ made approximately – number will be finalized soon
- Working with interns to promote Journal to first years
- Trying to wrap up the year and get ads settled – payments from clients in order to start fresh in the new year

Month Ends

- Lots of red for August, which is to be expected
- Only money coming in is from student fees in August
September – doubled local advertising rates

- On campus advertising- lost major ads from commissions and services of AMS - \$14,500 to about \$7,000 compared to last year
- Hoping that now budgets are consolidated, they will advertise more
- Journal depends on other AMS services, would like same courtesy to be extended back

Geroldine: An Example of this is ASUS cutting ad budget – establishing new equity office, spending money there instead

- Trying to figure out where rest of money is going
- No trying to twist their arm, but the Journal wants to know how they can get the business back

Labiba: Is that ASUS-specific example?

Geroldine: Yes. Still working on concerns with AMS services and commissions. Concerns have been expressed to Terra

Tristan: Should approach Mira to talk about commission ads. Services work more independantly. Marketing managers from services decide.

- Budgets from most services has stayed the same this year. Commission budgets have been reduced by about 10%.
- Geroldine should talk to Mira Dineen and Taylor Mann about it, Tristan can talk to them about it as well.

Labiba: Are you aware why there has been a decrease on the service side?

Geroldine: Common Ground – relocated marketing budgets to making videos. Tricolour has begun placing emphasis on social media and posters. They have cut marketing budget to prepare themselves for a possible deficit. Tricolour takes out small ads, but no full or half page anymore.

- Has spoken to Managers. Hopes to find out more information about it soon

Labiba: Will this be shaping up soon?

Geroldine: P + CC has finalized. Nothing has changed – they will continue to take out ads. Walkhome does not take out ads with the Journal anymore. Milan hasn't had an explanation for me.

Tristan: I have encouraged people to take ads through media services. It's not up to me to enforce this. I don't know exactly why they haven't.

- Not sure about Walkhome

Labiba: Maybe we can start a dialogue about it

Tristan: Happy to send message across the board about it. Best approach for government is to approach Mira and Taylor.

Geroldine: October numbers show about half decrease. On campus revenue line on Journal budget can be crossed out if this continues. It's a concern of ours. I have been trying to offset it with local advertising.

- National advertising – also has gone down. Journal cannot openly pursue them, and has been slapped on the wrist in the past for doing so.
- With numbers, we have been doing well but only due to local ads

Eugene: What percentage of ad sales compared to normal?

Geroldine: Absolute cap is 40-45% per issue. 15% is being taken out usually.

Colin: How can we make the Journal more appealing to advertisers?

Geroldine: That's something Business and interns are working on right now. They are trying to bring people back from on-campus by seeing what they can do.

Tristan: Do you make less from ads online?

Geroldine: 92% of advertising revenue is from print. Online is not the route to go.

Annette: Is there a marketing caucus?

Tristan: Marketing caucus – could reach out to Leah Macnamara?

Kristine: Message that we received is that print media isn't a viable route anymore. It's a lack of faith in print media. It's not something we can change.

Geroldine: People pick up the Journal because it's a niche market. That appeals to local advertisers.

Tristan: More people read the Journal online than in print. The Journal probably has a stronger activity on campus because of the website.

Labiba: Profit is key. The reality is online advertising isn't as profitable. We can expand online ads but we need to find a way to expand print advertisement.

- Doing well in the community, where we're suffering is on campus. This needs to be remedied
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Robert: How are we on print circulation?

Geroldine: 6,000. We are doing well. Now that the boxes are out, we have received positive feedback.

Robert You have to sell circulation to people. If circulation is still up, advertisers are just confused. That's how you should be selling this.

Eugene: Noticed last year at QTV that advertisers are looking for alternatives for the Journal. People thought the Journal ads were pricey. Campus groups should see the value in the print ads. There has been discussion between online ads, print ads and ads from places like QTV. QTV could not survive from just online ads – I know they are not a viable replacement.

- Re-education as to what the Journal can offer

Eril: If you go to marketing caucus, it would be good to see the stats on online ads

Labiba : We've talked about reformatting packages

- There is a stigma amongst student leaders on government and corporate side that print media is dead
- Need to act collaboratively between Mira, Tristan and Geroldine to show this isn't true

Geroldine: ASUS – received negative response this year. They were taking a new route in brand awareness. There has also been a decrease in AMS bulletins

- People think they can get the message out via social media
- Having an ad in the Journal means 6,000 copies
- People need to realize the Journal is one of the greater options

Labiba: There are people on campus that don't read the online version. We need to convey that.

- Tricolour's market may not just be students ... need to capitalize on that
- Subcommittee maybe should be formed to talk about this
- Need to emphasize broad outreach

Katherine: One business rep sold 25 full page, colour ads with American Apparel

- Those businesses are willing to sign with us, but AMS is not
- We can try to promote newspaper box idea - that the Journal has a greater presence on campus

Robert : Advertisers are cutting budget because they can't afford it

Eugene: Many people think marketing can come just from social media

Tristan: Different approach on-campus than downtown perhaps. You need to be aggressive and contact them over and over again. Contact them enough so they remember you're still there.

Geroldine: I have been persuing that aggressively. Taylor has expressed the idea that if something needs to be cut, the first thing that needs to go is marketing. Taylor

has said that if stories are run in specific way, they would love to advertise. I have no say in editorial content and cant control that. This is a concern for me.

Eugene: Seems like an education thing to me. There is a distinct separation.

Labiba: There's a stigma that needs to be diminished. We need to prove to them this is not true. It's going into our editorial autonomy, which we have in the constitution.

Colin: Do you know if other campuses are facing the same issues?

Geroldine: Been talking to Carleton and University of Waterloo. Waterloo faces competition from Laurier and produces smaller paper.

- Carleton has faced very little support from student government because it has permanent staff for the most part.
- Kingston, because of size, its hard for business staff to move out of downtown Kingston. Everything in Ottawa is more accessible. More than 70% of their ad revenue comes from local business
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Tristan: Will talk to Taylor about this. Business should come talk to exec about this.

Geroldine: Doesn't want to push too far. Doesn't want to be too aggressive – wants to build clientele.

Annette: We're looking at on campus advertising. What about other on campus groups?

Geroldine: Queens IT services has been great. Have gotten a lot of Initiative Campaign ads. Queen's ads come in intervals due to specific campaigns. AMS ads are more constant.

- Queen's will only advertise if there is a specific campaign to launch or promote

Labiba: Consensus on next move?

Geroldine: Will attend marketing caucus and contact commissioners. AMS gets reduced rate, it is disappointing they haven't bought many ads.

Tristan: I like the package idea.

Geroldine: There is a package. Problem with online is that we can only put so many online. There are permanent locations for a couple ads already, so there is limited space.

Eugene: Online ads are very good for the Journal. Maybe limit ads to most loyal advertisers? Can use it as a selling incentive for print ads?

Annette: Is there a loyalty system?

Geroldine: There is. Businesses are not punished by the annual turnover.

- Will attend November marketing caucus

Newspaper Boxes

Geroldine: Earl and Division box had been stolen. Campus security was helpful but there's nothing they can do.

- Person from insurance company is on vacation

Annette: Insurance claims should go through me

Geroldine: Will call and see where we stand if we put them all out.

Labiba: We should revisit idea of tracking device or alarm system on the box

Geroldine: Have looked into GPS systems. Core system is 486\$. Tag for each box is 200\$.

Colin: Are they for off campus specifically? Can we put them in more secure places on campus?

Geroldine: Would have to talk to Physical Plant Services

Tristan: Can talk to SLC about Queen's Centre

Geroldine: We want to put them outside. That location was iffy to begin with since it's so isolated. I put stickers saying boxes were being surveilled. We're looking into other options.

Katherine: How much weight was there?

Geroldine: Including weight of box, it was 140 pounds. We can put in another 20 pounds. Would have to scoop the sand out to take the weight out.

Annette: It's probably in someone's house. Can we tell people to bring them back?

Geroldine: We don't want to draw attention to the fact it was taken. Another option is to chain one in front of the Journal house instead of the Earl and Division location. We can drill it into a cement block but adding 50 or 60 pounds isn't going to change much if people are determined to take it.

Katherine: Ones in prominent locations are least likely to be taken.

Geroldine: We sold ads for at least a year in that box and now it's gone.

Labiba: It's such a prime location for ads, I would hate to see it go. You can have it at the Journal house, but there are so many other places. It's not as accessible as Division and Earl. That's where students are. Wish there was a way we could monitor that box.

Robert: That location is a disaster. Likes idea of chaining it outside the Journal.

Geroldine: We believe the missing box was loaded in Dupuis parking lot – sand was found on ground

Tristan: People going down University Ave will probably be going by the Stauff box too

Robert: But the Journal house is branded but there's no actual product for students when going by

Tristan: Would we be able to chain it to a Queen's building?

Annette: We can talk to landlords about chaining it to houses

Tristan: What about putting it on a bike rack?

Geroldine: Has talked to city engineer- not happy with bike lock idea.

Geroldine: That's city property. Fines are \$75 for first offence, box will be gone. Risk is too high.

Labiba: This goes against brand awareness. We don't want our brand being tainted with a fine.

Katherine: Can we invest in surveillance or alarm system for the one box? Is there any cheaper GPS?

Geroldine: I'm looking online.

Robert: We can talk to landlords to fasten it to their house.

Alison: City owns part of that property though.

Katherine: What are the plans for the next 3?

Geroldine: We were going to put them out at the beginning of November but now I'm hesitant. Earl and Division only gets foot traffic at night. I'm going to revisit and see how much heavier they can get.

Tristan: If someone wants the box, they can get it. We should make them as inconvenient for them as possible. It would make it more awkward to take away as possible.

Labiba: We've had our share our vandalism. I'm sure people will find a way.

Geroldine: Should we put them out?

Eugene: Will police get involved with GPS?

Labiba: No. We wouldn't be able to go into their house, but we would know where they live.

Geroldine: GPS can narrow it down to only 2 or 3 houses

Robert: It doesn't matter if there's a GPS, if someone wants to vandalize, they can .

Tristan: It's inevitable that one will go missing every once in awhile.

Geroldine: They're 170\$ each. Plus the sand. That makes about 200\$. Plus, we have to buy them in bulk of six

Robert: What's the ad revenue?

Geroldine: \$50 for MAC

Labiba: Makes me angry that we're giving up prime location. We need to find a way to fix this.

Eugene: The Whig bolsters stuff down. Do we just pay more?

Geroldine: The city is angry because of how the project is ongoing. They won't budge, they refuse to have us chain these things down. City says it's against policy. The Whig does chain them down because they're metal. The city won't approve the locations for the Journal boxes.

Eugene: Can we get them in the downtown core?

Geroldine: They say they won't approve the locations. The city is not budging.

Eugene: If it's knocked horizontally, we can get an alarm that will go off.

Geroldine: Will look into different alarms.

Annette: We can do business analysis to look at the costs and risks.

Geroldine: Will have that ready for next meeting

Robert: Put location in question (Earl and Division) on hold. Put out one more, will have 2 boxes remaining that won't be out.

Tristan: Were you planning on taking them in during the summer?

Geroldine: Yes.

Labiba: If we were to put one more, where would it be?

Geroldine: Goodes Hall bus stop. Good location, campus security around there.

Labiba: Are we planning on putting one near the residences?

Geroldine: Ban Righ, but its not a well-monitored location. Can't get one from Leonard because there's already papers there.

Katherine: Wouldn't be as effective as Goodes.

Labiba: Who would be target for Goodes?

Geroldine: Commerce students, West campus students, people going to Starbucks

Katherine: What happened to ad for the Earl and Division?

Geroldine: Renegotiating with advertisers, possibly will go in Stauffer box

*** Vote: box to go in front of Goodes tomorrow
- 6 in favour, 0 against, 0 abstentions

Other Business

Geroldine: Potential fundraising event for next semester

Eugene: St Patrick's Day – QTV already has Alfie's

Katherine: We also have benefit concert – don't want to detract from that

Labiba: Can we do something at Stages?

Geroldine: That's expensive. Bar tab is \$2000. I'm not sure how well that would turn out.

- Lots of competition each weekend. Best bet would be to find a theme to go around.

Labiba: We didn't do as well this year. Its could be riskier to do it on a themed night

Katherine: What about frost week?

Geroldine: Can't book those because things are booked already at Stages and Ale.

Labiba: Who booked Alfie's on frost week?

Geroldine: PheKin

Labiba: Maybe we can renegotiate

Annette: Is Alfie's available other nights?

Geroldine: Thursdays. Saturdays compete with a million other things.

Robert: Grad club?

Geroldine: That's not usually a place people will pay cover for.

Katherine: Weve had benefit concert there – we don't usually make a ton of money

Eugene: Its tough to make money from the Hub bars. Need to sell tickets yourself to even make a profit. Should focus on more creative things.

Geroldine: Intern suggested exam library delivery service. There's a liability there though.

Labiba: Need to think out of the box. The most profitable would be Alfie's if we find the right time.

Eril: Car slam?

Alison: MHAC usually does that, but at the end of the semester.

Labiba: What about Beavertails?

Geroldine: They only make about 10% off of sales .

Eril: How much are you looking to make?

Geroldine: 500-700\$

Eril: We don't have to pool that into one event.

Labiba: No bake sales.

Geroldine: Could do silent auction. They usually lose money though. QHO lost money in their silent auction.

Eugene: How important is it to make this money?

Geroldine: Any amount we could get would be great.

Eugene: Isn't overall revenue up?

Geroldine: We want to make big purchases this year.

Labiba: We're facing a hit on the on-campus ads, we need to make up for it.

Geroldine: Photography equipment and printer will be brought to Jboard soon.

Eugene: Should concentrate on ads: they are the real money makers

Robert: Don't want to give off impression that we're a charity

Labiba: We're pretty financially sustainable. We want to maintain this.

Katherine: Fundraising event could be a good thing for publicity

Meeting adjourned at 5:24 p.m.