

Journal Board Meeting: May 29, 2013

Present: Alison Shouldice, Janina Enrile, Kevin Kim, Nicola Plummer, Annette Paul, Nick Farris, Vince Matak, Devin McDonald, Tristan Difrancesco(Skype), Ben Deans (Skype)

Absent: Keenan Randall

Chair: Kevin Kim

Introduction

General round of introductions (1st meeting of Volume 141)

Adoption of the Agenda

- Journal Policy doesn't differ between local and national advertisers but national advertising contract will be addressed in the update from the Business Manager
- Motioned: Kevin, Seconded: Janina

Adoption of the Minutes

- First Board Meeting of Volume 141 therefore no minutes to adopt

Update from the Editors in Chief

- First press weekend was a success
- There is a break before the next press weekend (June 21st)
- Next issue will be on stands June 25th

Update from the Media Services Director

- Working closely with Kevin who will cover everything in his overview

Update from the Business Manager

- First Issue of the Year
 - o First issue of the year had 4.13 pages of ads (25% of the issue)
 - o Purchased an additional plate of colour due to the amount of colour sold
 - o Incorrect spelling in an AMS ad. Business Manager and Ad Manager will look more thoroughly at ads before publication in the future.
 - o Problems with last minute cancellations. Not all advertisers got signed contracts in before the layout was completed therefore no cancellation fee will be pursued
 - o From now on there will be no placement unless a signed contract is obtained
 - o Looking to sign a contract with a potential advertiser to provide filler ads at a much lower price for future cancellations.
- Free Media Contract

- Met with business managers from other university papers and looking at how to get the most optimal contract
- Resulted in signing an exclusive contract with Free Media where the contractor gets 35% of national revenue
- We were able to send a list of grandfathered contracts to continue our existing relationships
- National advertising with local addresses on it count as local advertising under this contract
- One year contract was mandatory but we can notify them (by Jan 1st) not to automatically renew the contract
- Budgeting Preview
 - Advised to reduce the budgeted revenue for AMS and campus advertising
 - National budget items will be reduced due to Free Media being a start-up contract
 - Currently in talks with mobile developer and looking to increase revenue in online and mobile advertising
 - Campus Plus Repayment
 - Officially declaring bankruptcy June 10th. At that point they will be able to pay 70-80% of what is owed.
 - Question – Any guarantee from Free Media?
 - No guarantee was able to be secured due to the fact Free Media is a start-up company and could not estimate for the upcoming year
 - Question -- Seems like a big risk
 - It is a big risk but it was determined to be acceptable for a year long contract.
 - Free media was unable to provide any performance indicators with a one year contract
 - Question – Bring to Journal Board before signing?
 - Nothing in the policy about bringing this to Journal Board prior to signing.
 - This could be changed in the future
- Customer Relationship Management Software
 - Two options which are Sales Force and Sage
 - We are currently using Excel Spreadsheet which causes a lot of information to get lost
 - This would keep database of clients -- keeps information for clients together for year after year (ie frequency of ads, events, how they pay, etc)
 - This should increase efficiency and decrease amt of clients lost
 - Sales Force is used by a lot of other University Newspapers

- If we can use Queen's charitable institution number it is possible to get up to 10 licenses free (AMS doesn't have a charitable institution number)
 - Sage's benefit is that the current accounting software is also from Sage and this would increase communication with accounting
 - Trying to meet with Lyn's contact for Sage to find out more information
 - Has a fundraising add-on where one of the key things is that it is used for making notes about every meeting with a client (Annette)
 - We are currently making a list of what we need it for and will hopefully be able to customize which ever program we choose
 - Will bring forward proposals after meeting with all contacts.
 - Potential for cross use in AMS due to yearly turnover. Potential proposal to everyone across AMS (Annette)
 - Question: Will we get a vote on the systems?
 - Kevin will be making a presentation about the benefits and cons and a vote would be taken at Journal Board.
 - Purchasing options will be included in this presentation.
- Plans for Moving Forward
 - Setting commissions
 - Setting internal controls (to help with inaccurate billing amounts and lack of communication)
 - Setting collections procedure

Other Business

- Note from Closed Session: look to changing policy regarding revisiting grievances.

Adjournment

- Motioned: Kevin, Seconded: Alison

Actions

- Kevin to Circulate Free Media Contract
- Kevin to look into Drop Box for sharing Board documents.