

Journal Board Meeting – September 27, 2013

Present: Genevieve Cairns, Ben Deans, Tristan DiFrancesco, Janina Enrile, Nick Faris, Kevin Kim, Vincent Matak, Devin McDonald, Greg McKeller (for Annette Paul), Nicola Plummer, Keenan Randall, Alison Shouldice, Andrew Stokes, Rob Wood

Absent: Annette Paul (sent Greg McKeller as proxy)

Introduction

- Intro to Greg McKeller who is attending for Annette Paul who couldn't make it
- Intro to Rob Wood who is considering community member role.

Adoption of Agenda

- Motioned by Andrew; Seconded by Keenan; Motion Passed

Adoption of Minutes

- Motioned by Andrew; Seconded by Kevin; Motion Passed

Updates from the Editors in Chief

- Purchased a new printer to help productivity. Kevin will elaborate on this
- Preparing for Homecoming coverage. Launch for the Homecoming site is Tuesday morning.

Update from the Business Manager

- **Please see Business Manager Presentation in the Drop Box for more details**
- September 13th: revenue of \$2961 and printed a 16 page paper
- September 20th: revenue of \$3770 and printed a 16 page paper
- September 27th: revenue of \$6112 and printed a 20 page paper
 - o Note: These include all in kind revenue as there has been a change in recording methods. It will be offset with spending at these locations
- Pickup Rates: Sept 6 = 58.27% increase by approx. 10% to 67% for Sept 13th and 20th

- Increase appears to be due to switching distribution numbers and keeping an eye on stand location.
- There will be more stands moving in the upcoming weeks including those in cafeterias, residences and the ARC.
- New signs are also in the works to grab the attention of the passerby
- Talked to other universities where distribution ranges from 50-60%
- Free Media Update
 - Received a communication letter explaining shortfalls to this point: Much of September's sales was done before we signed our contract and there was a delay in new advertisers because some other universities didn't get their information submitted in a timely manner.
 - Plans for the future: Full Time ad exec in Toronto and all of Campus Plus' advertisers have been secured.
 - No hard numbers due to ongoing sales.
 - October 4th order was larger (\$1000) so things are looking up
- CRM update
 - CRM is now live, but is not available on personal computers because of the connection to the AMS financial system
 - Because of the late connection we are now anticipating a second semester roll out to the sales staff
- Printer
 - Old editorial printer is now officially out of commission
 - Looked at three options for upgrading
 - 1 – Wanted to upgrade the current business office printer to serve all needs, but there is still 2 years remaining on the contract and the buy-out was too high
 - 2 – Wanted a used laser jet printer but there were no options that fit in our budget for this year
 - 3 – Last option was to spend as little money as possible and get something that will last until the contract is up on the business office printer and it can be updated.
 - Found a low cost printer \$220 but the margins were unacceptable for our needs so a new one is being ordered (around the same price point) and the first one will be returned.
- Underground Fundraiser Party
 - Party is a go for October 26th
 - Tickets will be sold before hand
 - Most likely this will be a Halloween themed event.

Update from the Media Services Director

- Working on the Journal Policy Ad Hoc Committee with Alison and Janina.
 - Alison and Janina will be looking into the community members with Devin looking into the industry experts.
 - So far Devin has looked at the general media for industry reps but hasn't yet looked in depth
 - Professor J Rose has accepted the chair position for the committee
- Working with Kevin on the printer issue plus budget, sales policy and projections

Voting in new chair

- Summer term is over and Andrew is stepping down from his interim position as Chair
- Eligible members are the student members at large, the SSGPS member, the professorial member, the AMS Board of Directors member, etc.
- Nominations:
 - o Andrew nominated Keenan, respectfully declined
 - o Andrew nominated Ben, seconded by Janina, accepted
 - o Andrew nominated Tristan, seconded by Kevin, accepted
- Vote: Tristan DiFrancesco is the new chair of the Journal Board of Directors
- Thank you Andrew for your excellent job over the summer

Other Business

- Rob Wood – Possible board member for the Community position
 - o Connected with AMS through Greg McKeller
 - o Was a co-Editor-in-Chief, worked for the AMS Campus Activities Commission and was on the AMS Board of Directors during his time at Queens.
 - o Went on to work at Queen’s Park with a connection made at the Journal
 - o Came back to media through the Morris Group of papers and edited for them
 - o Launched a marketing strategy group that sold to Enterprise Canada
 - o Managed 4 radio stations for the CHUM radio group in the Kingston area
 - o Started a Consulting firm (80/20 Info inc.) which is where he works currently. Serves a broad clientele of private sector clients in Ontario
 - o Always has had a special spot in his heart for the Journal and understands it’s ‘healthy tension’ with the AMS
 - o Interested in the questions that have arisen regarding how the media connects with its’ audience and what the Journal’s role is within the University and the opportunities this brings.
 - o **Voted in unanimously**
- Meeting frequency: Move from biweekly to triweekly meetings
 - o **Next meeting with be October 18th at 2:30**

Adjournment

- Motioned by Andrew, seconded by Keenan, Motion passed