

Journal Board Meeting – November 6, 2013

Present: Gen Cairns, Ben Deans, Tristan DiFrancesco, Janina Enrile, Nick Faris, Kevin Kim, Vince Matak, Devin McDonald, Annette Paul, Nicola Plummer, Keenan Randall, Alison Shouldice, Andrew Stokes, Rob Wood.

Absent: none

Introduction

Adoption of the Agenda

Motioned by Tristan, Seconded by Janina, Motion passed

Adoption of the Minutes

Motioned by Tristan, Seconded by Keenan, Motion passed

Update Editors in Chief

- Working with Devin and others to restructure the position of Business Manager. To simplify the Editors in Chief has taken a more direct role in the financials and will give updates to the Journal Board of Directors from now on. Kevin will concentrate solely on revenue and getting sales.
 - o With this change each of the editors in chief will have their own vote and the business manager will have no vote.
 - o This structure is being tested for the year following which there will be a discussion about how the position should be structured going forward
 - o Looking for a new Business Manager for next semester, possibly for a 16 month term (there is precedence for this in the AMS). Kevin will pitch this job to business classes as well as posting it on social media to gain more qualified people.
 - o Policy Committee will also examine how roles are working during their meeting in November
 - o Hiring Campaign is to start by the end of the week
- Financial Presentation

- October 25th printed 20 pages, 23.56% of which was advertisements bringing in \$3818 of revenue
- November 1st printed 20 pages, 19.44% of which was advertisements bringing in \$2694 of revenue
- The break-even point for each issue is approximately \$5000.
- Free Media
 - Bottom banner of the website should be fixed by the end of the month ensuring better web revenue and the ability to charge Free Media.
 - Have also talked about the possibility of Tyler putting in another advertising spot to increase web revenue
 - Currently waiting to hear from Free Media regarding web billing, should be able to get this done over the next few days
 - Free Media has spent \$2700 over two months for web revenue with local media spending about \$1000. Looking to increase this by next semester.
- Marketing Manager
 - Will report to Editors in Chief but work on the business side of the paper
 - Shift some of the more desirable responsibilities to this position hoping to peak more interest
 - Responsibilities will include signage at stands, events, distribution, market research, determining customer base, etc.
 - Currently optimistic.
 - Honoraria for this position is still to be determined
- Marketing Research partnership with AMS? Marketing office is working on this with all the services. Could always do the surveys ourselves but market them through the AMS. To do this speak with Jacob in the marketing office
- Need to put more thought into structure ads. Consider sponsored content and aligning ads with content
 - This may strain the relationship with advertisers.
 - Also not logically possible
 - Look at aligning thematic content with ads, for example Halloween ads with a Halloween section. This has been done under “supplements” in the past.
 - Journalistic and news copy should not be put at risk and advertisers tend to have a high expectation which is a threat to editorial. Leveraging thematic features is a happy medium.
 - Creative selling techniques will only fix the problems in the short term. To get clients to come back year after year we need to find out who is reading the paper and how. For example students tend to read the paper online and staff tend to read the paper in print, but we need to know the numbers in order to get this across to advertisers. Marketing manager would be able to help with this.
 - **ACTION -- Report at next board meeting about the progress on this subject.**
 - **ACTION -- Add to the budget as a standing discussion topic.**

Update Media Services Director

- Working on restructure and having weekly meetings with the Editors in Chief and Business Manager about finances and business.
- Secured Keith McArthur for the external seat on the policy committee.
- Editors in Chief have secured Jake Edminston for the last external seat.

Other Business

- Open editorial board is next Tuesday at the Grad Club at 5:30. People can come and see how editorial board works and participate to a degree (what goes in the article will be from editorial board members)
- Halloween Event didn't go as well as hoped. Revenue generation was about \$260 and \$50 of that went to the DJ, but no money was lost.
- Next Meeting – in three weeks it is a press day, so the time is moved to **Tuesday November 26th at 2:30pm**

Adjournment

Motioned Tristan, Seconded Keenan, Motion passed