

Journal Board of Directors Meeting

November 26, 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

Welcome from Tristan

Tristan will send out a new “When is Good” for next semester’s meetings.

Adoption of the Agenda

Motioned by Tristan, Seconded by Janina, Motion passed

Adoption of the Minutes

Motioned by Tristian, Seconded by Andrew, Motion passed

Update Editors in Chief

** See presentation located in folder for more detail.

- Issue Review
 - o November 8: \$4,444, 24 pages and 20% ad content
 - o November 15: \$3,846, 24 pages and 20% ad content
 - o November 22: \$4,446, 20 pages and 28% ad content
- Free Media Review
 - o Not much has changed, mostly Humber College ads
 - o Online has changed in that there is no longer a guarantee from free so we will not be bringing in as much money as we originally thought. NuAd decided to no longer take up full capacity.

- Need to re-sign the contract at the end of January if we want to continue next year. Before this happens we need to know what the approach will be for the upcoming year. Also what advertisers they will be going after in the second term to see what we would miss out on.
- Local revenue has been growing over the past few weeks as the Sales Reps begin to contribute more.
- Downtown Kingston
 - Spoke to Tina, business office at the Globe and Mail and found out what they do for advertising (includes advertorials, straight advertising and destination journalism). They are better able to make the distinction between advertorials and news content by having them freelanced and formatted differently
 - Destination Journalism – Advertiser sponsors a specific theme or section that continues over time. Currently something that the Editors in Chief and Business Manager are discussing for testing second semester. The theme would be decided on with the advertiser but the content is editorial alone.
 - Talking to Downtown Kingston about this idea, but still working on what we can provide them for their money.
 - Requires a lot of planning, using the summer to do this would be the best thing to do. The buying process is also longer term task.
- Marketing and Business Manager Positions
 - Marketing Manager positions are interviewing on Thursday. Approx. 5 applicants.
 - Business Manager position closes on Wednesday. Approx. 2 applicants at this time.

Editor in Chief Elections (Volume 142)

- As per policy dates need to be passed by the Journal Board of Directors before the end of the first semester.
- Proposed by Editors in Chief:
 - Nominations Open Jan 16th (Thursday). Packages are provided this date.
 - Campaigning starts January 27th
 - Question & Answer or Debate happens at the Grad Club on Feb 5th
 - Campaigning ends Feb 5th at 11:59 pm
 - Election February 6th. Ballot box will be at the Journal House monitored by a Student Constable.

Motion to accept these dates by Alison, Seconded by Janina, Motion passed

- Voters from Journal Board of Directors include students at large and AMS representative.
- Voter list is printed in the Journal twice, once on the editorial page, and will include all relevant information about voting.

Discussion -- Financial Review

- So far expenses have been cut by \$6000
- Made less in September this year due to the delay in printing the first issue which caused us to issue refunds for many of our clients
- We should be making a greater margin in September and October to make up for summer months where not much is made.
- Budget is a benchmark and should not be redone at this time
- Other Factors to consider: In the past revenue has started high in September and then goes down over time. This year we started low in September and have gone up. Also Free has just no started to gain momentum and will continue to bring in national ad sales.
- Some things happened at the beginning of the year that affected the budget, but there is still some hope
- Is TAPS a lost cause? No AMS service is a lost cause, but they see first-hand how many papers are being thrown out and how many are being picked up. Plus they have a closer connection to students and therefore don't need to advertise in the Journal. Need to make them see the value in advertising.
- Plan in doing pickup numbers at the beginning of the year was to go back to AMS services to show proof of pickup increasing. Is this good enough to sway them to advertising though?
- No web advertisements from AMS Services because their own online presence is lacking and the whole point of web ads is to connect to a personal website where people can learn more.
- Everything we are putting in place this year is to create a better value proposition for the future and to help the business managers get to work right off the bat.
- The world is moving towards a quantitative model and the Journal is trying to align themselves with that.
- The print advertising model has lost value, but the Journal has not. We used to be the only option available now there are many options, we need to find a way to be the one they want.
- Other Ideas: Premium paper to create a better brand. Subscription selling instead of Ad selling.
- Discontinuing print paper? Right now the Journal is overhead heavy and the revenue from print advertising is needed to offset the overhead.
- Change online pricing model to CPM instead of space based. Would be harder on clients if they are the only advertiser in that spot, end up paying more than they thought.

Ad-Hoc Committee

- Some ambiguity existed around Journal Policy and the committee was brought together to discuss this. Consisted of 9 people including AMS representatives, Journal representatives and outside members.
- Discussed everything from finances to HR to management structure
- Main Changes – HR Policy. Amendments included creating a relationship with the HRO to

allow a resource and place for grievances.

- Two things were tasked on the Editors in Chief
 - o 1. Possibility of an honorary editor that is appointed every two years and would provide industry experience.
 - o 2. Journal independence research. Several different models need to be looked at including a Crown Corporation Model and a straight Independence model. Editors to create a “green paper” with possible options. It is felt that there is inherent conflict between the AMS and the Journal that cannot be reconciled and separating would alive these conflicts.
- A write up is forthcoming which will go through the Journal Board of Directors.
- Journal Board of Directors will have to approve the finalized recommendations.

Other Business

No Other Business

Adjournment

Adjournment motioned by Tristan, seconded by Keenan, Motion passed