

# Journal Board of Directors Meeting

## January 21, 2014

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Present – Gen Cairns, Jessica Chong (proxy for Nick Faris), Ben Deans, Tristan DiFrancesco, Janina Enrile, Devin McDonald, Annette Paul, Alex Pickering (proxy for Vincent Matak), Nicola Plummer, Alison Shouldice, Andrew Stokes, Rob Wood.

Absent – Nick Faris, Vincent Matak, Keenan Randall

### **Introduction**

Welcome from Tristan

Introduction to Proxies for Nick and Vince (away due to Editor in Chief elections)

### **Adoption of the Agenda**

Addition: Media Service Director Report as agenda item number IV.

Motioned by Tristan, Seconded by Janina, Motion passed

### **Adoption of the Minutes**

Motioned by Tristian, Seconded by Alison, Motion passed

### **Update from the Editors in Chief**

\*\*For detail see PowerPoint presentation

- 2 issues since beginning of term
  - o January 10<sup>th</sup>, 32.61% ads
  - o January 17<sup>th</sup>, 31.9% ads
  - o Both better than most of the issues last semester
- Distribution counts have started again with the hiring of a marketing manager.
  - o First count of the new year showed a pickup rate of approximately 70%

- As we continue on we will be able to start comparing these.
- New delivery person (Larry) started last week
- Editor in Chief Election Update
  - Nomination period is going on right now
  - Q&A/Debate is February 5<sup>th</sup> at the Grad Club
  - Voting is February 6<sup>th</sup> from 11am to 4pm
  - A StuCon has been hired for the polling station.
  - Eligible voters include the students at large (AMS and SGPS)
  - Voters list will be published in the next two issues of the Queen's Journal
  - How can we encourage more people to apply for the Editor in Chief position?
    - Ads were placed in the paper and announcements were made to Ed Board but due to the specialized nature not many people apply
  - Live stream the Q&A/Debate?
    - It was live tweeted last year
    - Will talk to QTV regarding the possibility of a live stream.
- State of the University success
  - Multipart digital content received lots of good feedback
  - Looking to do more of this type of output in the future.
- Website
  - Tyler being very aloof, hard to get a firm answer from him
  - Look at getting Tyler to promise an exact date or start lowering the pay on a sliding scale for late production.
  - Board wants to make an investment in a larger overhaul to the website. Change to Django or another more user friendly platform.
  - Good steps have been made this year and we need to continue in this direction.
  - Best left for a summer project. Next Editors in Chief will be fully briefed about what has been done and what is left to do.
  - Sub-committee to explore the finances of a new website is a possibility. Can be discussed once we have a firm answer from Tyler Ball.
  - Will have an answer from Tyler Ball for next Jboard meeting.

### **Update from the Business Manager**

- Transition from Kevin over the last few weeks
- Last two issues have gone well with the first making just under \$6000 and the second making just over \$6000.
- Special elections issue is having problems getting advertising
  - The issue is the only one that comes out on a Tuesday and people seem to have overlooked it when planning their advertising budget.
  - We may be taking a loss on this issue
  - Try AMS services? Best readership of the year.

- Moving forward Special issues need to be noted separately to keep them on top of the advertisers mind.
- Campus Plus legal proceedings appear to be wrapping up
  - Kevin is keeping touch on this issue
  - We will be getting the majority of what we are owed from Campus Plus.
- Hiring a new sales rep
  - One of the sales reps has fallen behind on professional and attendance standards
  - Hiring of a new sales rep is relative low cost as most of the income is commission.
  - This will bring the sales team to 4 people.

### **Update from the Media Services Director**

- Spent time meeting with Jacob, Janina and Alison regarding everyday matters
- December month ends down a bit. On pace for a deficit of \$40,000.
- Free Media taking their time to pay
  - Terms state payment within 120 days which makes it difficult to gauge when we are getting into a danger zone.
  - Only made two payments to this point, not many of the ads have been included.
  - Nature of the business. They need to collect physical copies of the ads from every paper and then send them to the client before payment can occur.
  - Kevin haggled the terms from 190 to 120 days, so this lower term may be a stretch for Free Media.
  - Lyn isn't concerned at this point
  - Relationship is still good with this company, we expect money will come in, just slowly.
  - Renewal needs to be done by the end of the month. Jacob is talking with them this week. We don't hold a very strong stance for negotiation.
- November and December finances down about \$10,000 as of November and we are on pace for a \$40,000 deficit if we stay on budget.
  - Online ads are picking up
  - At the suggestion of Lyn we have taken off the interest calculation of receivables for ease of accounting. If we start having more problems with late payments we can reinstate it.
  - Web is under budget due to the lack of ads from NuAdd but the local web ads are starting to pick up and balance this out.
  - Campus revenue numbers are way under budget. Looking to rebuild value proposition. Given the amount they were advertising with us before we can't just give up on it. Need to differentiate between government and corporate side as the corporate side will be an easier sale.

### **Other Business**

- Status of policy committee
  - o Finalized report will be sent out today so it can be discussed at the next meeting
  - o Majority of changes were HR changes
- Municipal elections coming up
  - o Do we have a plan for advertising or sales?
  - o Recommended to have the new Editors in Chief meet with the New Exec and MAC regarding the plans and advertising that is being done for the upcoming election through the AMS
- Commendations for the staff on State of the University. Nothing but positive feedback on this venture.

### **Adjournment**

Adjournment motioned by Tristan, seconded by Alison, Motion passed

Next Meeting Tuesday, February 11, 12 noon at the Journal House