

THE QUEEN'S JOURNAL ADVISORY BOARD

Since 1873

Wednesday, January 27, 2021

MEETING NOTES

Journal Reports

- Raechel: EIC
 - Campus Catchup has 817 subscribers, an increase of nearly 100 since our last meeting in November. About 10 short of an increase of 300 since this time last year. Mostly coming through the pop up box on the website. Exceeded our goal of 800 subscribers.
 - No major updates for website, still waiting to hear back from Stuart (Jumphost) for the requested website changes. Looking to add a permanent disclaimer that asks website visitors to address any grievances to the QJ email, to prevent authors being targeted on their personal accounts. Been working with Eve Garrison (HR) and Angela Sahi (Social Issues) and get advisement from the BIPOC advisory before implementing changes.
 - Submitted three management restructuring proposals to the AMS Board of Directors, went to a meeting earlier this month to answer questions about them. Have not heard back about the status of the proposals as of yet. Submitted internal policy documents to Jordan Nensi, hoping to convert some AMS by-laws that govern QJ into Journal internal policy, to give us more autonomy on our policy). Was sent back with edits, will be sent back to be voted on by Governance in mid-February, and BOD in late February, confirmed by AMS voting members and assembly on April 1.
 - Had 2 meetings with BIPOC advisory group, are going well to go over changes they wish to see at The Journal.
 - Fundraising: Raised \$1,357.50 as of Jan. 20.
 - Contacted Steve (EIC at The Whig) to discuss The Whig internships to ask if The Whig is in a financially able position to offer the internships. He said he doesn't know, but he will know by the end of February. Will begin to research other funding options in the case they are unavailable to fund the internships.
- Matt: Managing Editor
 - Multimedia: Podcast – continues to do well, first episode released this week to cover upcoming weeks of elections. If we want to monetize the podcast, release of them have to regular, hoping to standardize this with the Podcast Coordinator for the upcoming year. The podcast's success also coincides with where students are the semester, does well in the beginning and slows down at the end – not the greatest, but think we are hitting our target audience, the students, because their engagement is higher when they have more time. Lifestyle and student related content does very well, something to think about going forward. Videos – are doing well, finding that posting on Overheard gives a pretty significant bump in views, will continue with this. As well, shows that Facebook is one of the best forms of engagement in terms of analytics. Website Analytics – 1,088,000 views for the year, best so far, last year was 759,000 in comparison. Still believe we will hit 1.1 million by the end of the month. Given print has been on the back-burner,

been keen to use headlines and titles that will be picked up by search engine (optimization), i.e. words that will be more often searched and directed to the story. Have not been able to do print because the QJ house has been closed, has been boosting social media engagement.

- Have proposed a social media coordinator for the next year, been posting to Instagram story more often, showing redirect engagement in the analytics, Linktree is doing well, and the strategy for Facebook and LinkedIn has been consistent. Been working on “cleaning up” our social media, newsletter and online presence, Lyn Parry will discuss more. Always welcome input for online presence.
- Christine: Business Manager
 - Working with Reema to create a more eye friendly package/PDF for sponsors and businesses. She made a suggestion about giving last-minute deals, maybe the next year’s team can look into implementing. Preparing packages to prepare to next year’s team, in case the pandemic is ongoing.
 - At \$15,000 in sales, hoping to reach \$20,000 by the end of the term. Got a few returning and new clients this semester, even given the pandemic impact. Working on onboarding a new client with the cannabis industry (\$4,000), believe they will continue this deal in September 2021 with the new team. Past years have made over \$40,000 in sales, but given the pandemic and cutbacks in the fall, we are still doing well and are on track.
- Sonya: Fundraising
 - Working with individuals to get donations - \$250 incoming donation this month by anonymous donor.

AMS Reports

- VP Ops – Alex (not at meeting, sent her notes)
 - With the current lockdown and stay at home order, it has been a bit quiet on the corporate side as management are working remotely on internal projects such as transition. A few exciting changes coming to The Journal in the next month, we'll be sure to keep Board informed as they become approved and confirmed.
 - If you haven't heard already, hiring for AMS positions is coming up and I encourage everyone here to take a look at applications and see if anything interests you.
 - Finally, I wanted to discuss something I saw on Facebook! The McGill Tribune is hosting their Journalism and Media Conference until tomorrow. I wonder if that's something we've ever considered? Even if it was more small scaled to center around workshops led by Alumni or upcoming Journalists? Since Queen's doesn't have a journalism program, this could gather some interest know there are mini-workshops but perhaps a conference would be more appealing to the Queen's demographic?

Statements by Members

- No statements

Discussion Period

1. Marketing Officer Permanent Staff Introduction and Relationship to QJ – Lyn Parry
 - a. Reema: Permanent staff member who begun at the beginning of January to help get promotions, sales targets, a very collaborative individual for the QJ. Purpose of the role was to help support the corporate side of business in AMS, as marketing positions within each business struggled, as many had trouble figuring out the positions with very little experience or mentorship. In the past, when students became busy or sidetracked, often marketing became the first section to be impacted, or often, the same marketing campaigns were used, targeting the same groups. But with her position, she will helping build strategies and identify gaps, and help to assist in the transition.
 - b. Matt: When in the summer we reassessed prices, we are unsure of how much to increase prices, so it's nice to have someone to help with that.
2. Canada Summer Jobs Grant:
 - a. Lyn: Asked QJ Editors if they have reached out to Eve Garrison (regarding the Whig internships and financial availability), as she has been looking into the summer job federal grants – is it were possible to make a single internship part of that federal grant? She may have as well already done this on QJ's behalf.
 - b. Raechel: Applications are due Friday at midnight, and have begun to be looked at. Not super optimistic about the Whig having any funding available for the internships.
 - c. Matt: Good news is that The Whig will still take the individuals to work, albeit it would be unpaid. Contracts and insurance forms are set up.
3. Restructuring proposals to Board:
 - a. Lyn to Raechel: Board meets this Friday, and it will tabled there. Personnel committee will be recommending the motions to board, hoping to have you hear back early next week.

Question Period

- No questions

Adjournment of Journal Board