

# Journal Advisory Board

## March 2, 2016

Attendees: Eric, Kyle, Jane, Emma, Sebastian, Anisa, Arwin, Katelyn (proxies for Jacob, Mark)

### Adopting the Agenda

- Striking motion i
- Passed

### Adopting the minutes from last time

- passes

### Update from the Editor in Chief

Objectives: News and Feature Review

- More support for News Editor
- Prevent fluctuation between years
- Less overlap of content
- Model A is current
- Model B (rotating assistant model with one Features Editor)
  - Does not decrease work for anyone
  - If assistant quits, rotating schedule would be messed up
  - Longform projects with just one Features Editor may be too much
  - Issue with hierarchy and confusion
  - Wouldn't actually help the News Editor
- Current model is the best thing
  - Making News Editor salaried will help alleviate stress
  - Perhaps try to create a precedent for collaboration
- Editing: adding a deputy may slow down the chain of editing
- Model D: News editor above Features
  - Work load for News would increase
  - Features Editor may not feel appreciated; less qualified candidates may apply
  - Issues with authority possible
- Comment: adding a layer (through a deputy) may be more inefficient but aren't we trying to deal with top-heavy system?
  - Response: we already have so few candidates for News; hiring a Deputy may be hard
  - Deputy would be left with worst parts of responsibilities; position designed to help News Editor but it isn't a good position in and of itself
  - Model E (with a top News and Features Manager) may work slightly better instead of adding a layer in between
  - Adding another honorarium doesn't fit with our financial plan though

- Best route may be: slowly building a bridge between sections; implementing a long term plan
  - Making the NE salaried can be the first step in moving them towards a more managerial role
- Comment: morale issue of Model D- aren't Features still news?
  - Couldn't it be a Features Manager who reports to News who edits
- More pressing issue: whether or not we want a new position
- Comment from Jane: want to continue having an assistant arts editor in the upcoming year
  - Finding someone qualified for a deputy role will be hard; finding a manager would be hard as well
- Do we want to withdraw the motion to add a fourth Assistant News Editor if we are keeping both Features Editors?
- ***Motion that the JAB approve the recommendation to alter the Production Manager's job description to include management of the photo editor, graphics editor, video editor (to create a visual management position)***
  - If approved it would go to the Board of Directors for final approval
  - Comment: will help keep the visual identity more at the forefront
  - Vote: unanimously passes
- Do we discard the discussion on merging Features and News?
  - Yes; just keep in mind a more collaborative spirit between the two sections

#### Media Services Director Update

- Get a list of what revenue goes under the lists for campus, local and national to make budgeting easier for next year's team

#### Update from Business Manager

- Free Media is going after national clients advertising with us
- Contract with Free Media will no longer be automatically renewed; they will send us an updated version of the contract to allow the incoming Business Manager have a say in the renewal
- Statement of Operations: in-kind deals need to go under advertising, not under volunteer appreciation
  - Tell incoming BM and Janice to code it as such
- Note: We underspent in terms of the budget; revenue has taken the biggest hit, which is why there's a deficit
- Advertising has gone down because there was a full time point of contact (admin) that is now gone

## Potential Long-term Recommendations

- Revitalizing the business side
  - Diversify revenue (through new business opportunities [inserts or online listings] or going the non-profit route)
    - Comment: online listing may not be effective;
    - Response: if there's some other service we can offer- Nightlab? (an online journalistic tool box where we could advertise)
      - Ads on our Longforms?
    - Student groups can perhaps do advertising with us (build those connections over the summer)
    - Comment: need to keep a disconnect between business and editor
  - Graphic designer for business
  - Internal communication between business staff and editorial staff; include them more
- Cut costs
  - Comment: Only a \$1000 is saved through the tallies in this report
    - You need to keep pushing in this direction so that you're operating within your scope and continue down a financially stable path
  - Response: we need to keep educating students and providing opportunities to them; covering events ethically (no advertorials); because of this we are unable to make sweeping cuts; making a profit ethically is hard with a student paper
  - It needs to be a ***balancing*** act
  - Positive view: new site, more views, Google ads,
    - New opportunities we need to take advantage of
  - We can't cut circulation much more (advertisers are still assuming we have a larger circulation) but we can reduce pages
    - Perhaps a fluctuating circulation amount
  - In summer: less circulation, maybe don't put first 2 out in print (just do the lay out)
  - Issue: what if they're more mistakes in the Frosh Issue
    - Resolution: maybe ask for 30 issues
  - Revamping stands and promoting where they are
  - May be look at honoraria again because they are very arbitrary
  - Commission and pay structure of the business side to be changed as well
    - Levels associated with responsibilities