

The Queen's Journal Advisory Board Meeting | November 11th, 2016

Attendance: *Jasmit, Jacob, Mike, Dave, Andrew, Joe, Victoria, Jane, Lyn, Max G., Max M., Anisha, Ben*

Motion #1

- Approved, passed

Motion #2

- Approved, passed

Chair's Business

- Welcome Joe

Journal Reports

Editor's in Chief

- Alumni Day – workshops held by alumni in relevant industries
 - December 3rd
- Max + Jacob have made changes to the pickup rates
 - Looking for missing inventory
 - Has Golden Words taken our stands? Jacob will be looking in this – serious concern because we don't have a set number of stands that we actually have
 - Need to contact PPS about changing stands and they need a detailed report so this is a bit of a roadblock, not as easy as just moving the stands
- Down to printing once a week – no longer printing on Mondays but we will resume come January
 - Jane: was looking at analytics and we were steadily doing better than last year until we went down to one print a week
 - We've also been focusing on social media
 - Dave: there were a lot more of articles
 - Can we get a report back on the readership of each story and see how the analytics are on that?
 - Victoria: there are really good tools available
 - Can figure out what time is best for each platform – how can we stagger out our posts
- Planning workshops to take place of the press day on Monday – everything from writing, to designing, to editing

Business Reports

- Building off of last JBoard meeting
 - Stopping all in-kind deals
 - Phase 2 + Black Dog has paid full prices for their ads
- Distribution of their media kits – face to face interactions with business
- New opportunities in the media kits:
 - Video sponsorships
 - 5 cost \$250

- Monthly web rate packages
 - Slots on our page for \$625 a month
- Establishing continuity for incoming years
 - Everything is on OneDrive
 - All past ads
 - All past spreadsheets
 - It'll be a place to log information to move forward from there
- Lyn has a question: what was the response from the customers?
 - They were upset – Black Dog guy was upset but understood our situation when Max explained that we were incurring

AMS Reports

Dave & Mike

- Dave: Had a corporate special general meeting
 - Journal got questions about how they can work together with StudioQ
- Jacob: what do you mean by best-practices?
 - Dave: the expectation was there that the Journal would be able to work together to get high impact media from them
 - Jacob: we just don't have the flexibility of the time
 - When we do request photos our timetables don't match up – we work on very different time tables and so it's hard to collaborate
 - Ex. When we asked for homecoming pictures – by the time they come back our issue was already out
 - Dave: yeah that's fair – we're just thinking that there is room for improvement – historically it's been one way and I know we like to stay with tradition but we can always look into changing things and looking at numbers
 - we need to be critical about it
 - Jacob: it's less tradition, more practicality
 - When we try to work with them it just doesn't seem to work out
 - We are a news source and we need to be timely because that is what our mandate is so it's a bit not really tradition
 - Also, between StudioQ and the Journal there is a divide between the tones that we take
 - Also another big issue
 - We have a hard enough time to articulate what our tone is with our own staff
 - Jane: regardless about what we discuss
 - It needs to be a conversation that we have StudioQ
 - Victoria: mandating that something should be looked into sometimes can force something that doesn't exist
 - To call it spade to spade – it makes to
 - The Journal exists to take a critical viewpoint – autonomous to the AMS

- Mike: well taken
 - Can make changes to StudioQ to better support the Journal
 - Editorial autonomy
 - As long as you guys are autonomous, studio Q can do the brunt work of the media stuff
- Victoria: we can't be confusing the readers
 - There sometimes need to be a divide between what the Journal vs. what StudioQ puts out
- Andrew: when you put everything to the side, we should just be looking at how one can benefit the other especially in terms of online
- Mike: back to Victoria
 - It wouldn't be a joint StudioQ and Journal situation
 - Can set up an internal AMS payment system
 - This way you can focus on your mandate, and then on the media
- Victoria:
 - video + photos are also editorial stories
 - they are not separate, they work together and towards our mandate

Max G. Reports

- Nothing to add, Max M. touched upon what we had to say

Question Period

- None

Old Business

- Nothing

New Business

- Nothing

Motion #3 – Bylaw

- Dave: we talked about this at previous Journal meeting
 - Making the business manager position a 12-month contract to help the transition
- Jacob: 13.05.01
 - With regards to this – was that there before or has there been a change
 - Dave: that comes straight from the Journal website
 - Wait lets talk about this at a different time
- Victoria: the EIC provisions on that – there needs to be an extenuating cause for them to be here – would the business manager have this?
 - Dave: no – we just need the business manager to be here to build those business
 - Jane – yeah we are here for 12 months with the WIG internship
 - Dave: yeah we can see if the WIG will want us there – we just want them to
 - Victoria: is that with set hours?
 - Dave: will come down to the contract

- Moved, passed

Jasmit leaves

Motion #4

- Dave: used to say that Journal will more than 45% - now it says no less than 15% and no more than 45%
 - 15% is roughly \$2000 – will pay for printing + overheads and we'll still make some type of profit
 - Max G.: at most ends up being 2.5 pages out of 16 pages
 - Ben: for the most part how is it now? Do we have any issues that don't cover this?
 - Max – we've only had one issue that's been under
 - Jacob – should review to maybe change the wording to volume?
 - Lyn: with the intent of what's going on we might want to exclude in-kind deals – look for that adjustment there
 - Ben: what if we d
 - Dave: As per the current rate structure that the business team has so then it's not a per space deal
 - Andrew: so are we excluding in-kind deals? Yeah
- Moved, passed

Discussion Period

Retaining + Keeping Track of Clients

- Max G.: keeping in track of clients – the mechanisms that we've had in terms of moving them
- Andrew: what have been the efforts of retaining these clients?
 - *Max M.'s connection cuts out*
- Max G.: want to compile this information to make things easier for business teams in the future
- Dave: we talk about institutional memory and so it's good to have business and contacts that we can tell future teams where to go
 - Max G.: Yeah we have people NOT to go to but including people we want to go to is equally as important

Journal Advisory Board – Alumni Edition

- Jacob: along the lines of continuing institutional memory
 - Thinking a lot about it but we should have a meeting about it – maybe for next JBoard- but we may need to have a discussion to talk about how we can continue it and strategies
 - We try but transition manuals but what falls through the cracks falls onto the EIC which is tough
 - Having an Alumni Board of past Journal editors to give advice to current team?
- Dave: yeah I like this idea but keep in mind bring in people who are qualified to talk about it but not necessarily tied to the Journal who will have that emotional attachment
 - Mike: agree – someone who is ideal for the Board is someone who was connected to the Journal and is in the industry on the business side

- Dave: yeah we want to have a mix of the two
- Jacob: Dave, I see your point but I think the board would be less on the business side, and more on the management side – e.g. someone isn't doing their job - how do I deal with this? Or, how many stands did we have 4 years ago?
 - Victoria: something that would be very helpful would be that the Journal Board – no overlap between who's on the Board and who's still working for the Journal
 - Maybe a having a rule like 5 years so that there's no nostalgia that comes into play but they're still around to have institutional memory
 - Dave: yeah but remember that the AMS is there to help you with the management side

OneDrive

- Andrew – we're moving on
- Mike: can we budget the national line to 0 vs the 6000 because it's been 5 months
- Max G. – plan was to get external companies from Kingston (UofT, York) so I will check to see where they're being allocated
- Andrew: is there an effort there to approach on campus businesses?
- Dave: do we know where Max M. is on this?
 - Jane: well I lost him on Skype and he couldn't be here so
 - Dave: yeah well we should always have everyone here
- Andrew: we can keep going through and making comments and then relay that over to Max M. at the end
- Dave: haven't seen official October numbers but we should come back to that with Max M. to hammer out a strategy
- Victoria: budget for computer repair? We don't really have any working equipment
 - Dave: we're not not going to fix things but we need to figure out how to recuperate the costs
 - Jane: also a lot of things will be looked at AMS but the new things that we get will be budgeted separately
 - Just depreciation of capital at this point
 - Jane: any other concerns with the budget?
 - Dave: the utilities is always a concern but we'll see how that goes

New Journal Home

- Jacob: we've been talking to Max about looking for a new location
 - Dave: yeah we understand there is an AMS responsibility to look for you guys however we don't know where
 - Doesn't the policy say that the EIC have to approve of the new place?
 - Mike: what eventually happens is when the JDUC becomes an only-student-run building?
 - Jacob: it goes against our only mandate – it stops us from critically thinking
 - Dave: we won't just pop you into the building and say this is your area, we'll really try to give you your space and see how it'll best suit you
 - Jacob: it'll be very hard to maintain editorial autonomy with the rest of the student services and the Journal won't have that editorial autonomy – that physical separation is necessary

- Mike: editorial bylaws cannot be changed unless by referendum
 - When we talk about the Journal as a 3rd person in space and you get too much distance which is critical editorially however management wise we end up with business managers who don't know they have tools to them or are using the AMS
- Victoria: I understand but sometimes you have to remove yourself and realize there are some situational things which allow the Journal to uphold its mandate
 - E.g. when we have discussions it's a little daunting when you know people are walking up and down the hall outside
- Jacob: If you compromise our editorial autonomy (basically our mandate) then there really is no point to any of this because taking away from the entire purpose of the Journal and its critical thinking

Ad Blockers

- Andrew: Ad blocker strategy
 - Max and I were looking at the website and I realized – OMG my ad blocker was stopping the Journal from receiving their revenue
 - When I went to Forbes they made me whitelist it so my question is what are we doing to combat this issue?
 - There's a side for it that people will not read
 - Jacob: I think it's a great idea but to be extremely honest with you we're not at a point where we're making enough revenue online that anything will really matter
 - We're way up in terms of analytics
 - But what it really comes down to (across the new industry) you don't get as much online ad revenue as you do in print
 - We're just not at the point that investing in the website will give us any returns
 - We're starting with videos which is nice because we're able to say our Facebook videos get X amount of views
 - Andrew: I think if we invest a little bit in this it's definitely worth it
 - Mike: what's the strategy plan for Max M. + team selling ads?
 - Max G.: analytics etc. but what Andrew and I have discussed is putting it in as a pitch
 - Dave: Build the base of standing banners before telling people that the ad blocker is there – maybe once they come in then they will be able to understand it better
 - Ben: devil's advocate – yeah we don't currently block out ad blockers with our structure but if I'm an external company that is coming in to look at the Journal, when I make that assumption that I'm going to hit the 1% but if we're going to let people know fro, the get-go hey you know what we have ad block detection so we're actually going to only be hitting 1%, then that may prevent them from working with us
 - Lyn: let's maybe look at how much it is going to cost
 - Andrew: I will find out that information and bring it back

- Max M.: touching really fast on when I was doing intramurals, they asked us to turn it off for their website

Composition of the Journal Board

- Moving this discussion to the next meeting
 - This JBoard is a bit more efficient than past years – in the future we don't know what it'll look like and we need to discuss that
 - Something that we can capitalize off of
 - We can leverage those people who still care and see how they can help

Motion – To Adjourn

- Moved