

Journal Board Minutes (November 2nd, 2015)

Attendance: Jacob Rosen, Arwin Chan, Sebastian Leck, Anisa Rawhani, Maggie, Emma Fuller, Steve Editor in Chief of the Whig, Carolyn, Lynn Perri

Regrets: Mark Asfar, Kyle Beaudry, Katelyn Martinko

Adopting the Agenda

Adopted

Update from Editors in Chief

- budgeted for 3000, goal 5000 donations from alumni
- reached 3500

underground event awaiting numbers

- cohost from underground
- broken even achieved

alumni day coming november 21st

- some prominent journalists will be appearing
- typically pairing one on one
- annual event

2 longform project since last meeting

- cardiac gaels published most recently
- shorter microsite created for the elections
- both doing well in terms of views

commenting policy created

- to encourage more fruitful discussion
- will be on website on top of each comment section
- remove anonymous commenting function
- connect with twitter, Facebook, and discuss

Q: where does the alumni donations go to?

- most likely covering staff honoraria and equipment
- fund for subscriptions

Q: specifics of commenting moderation

- we hold the right to approve or delete any comments
- email notification to await comment approval
- does not inform the comment poster

Q: new hires, hiring process

- finished the hiring process, most recent the new features editor

Update from media service

- journal policy draft at next j board meeting
- actuals were sent at end of september
- cost of website is over a three year period
- free media hasn't been sending ads
- invoicing issues in previous years
- awaiting clarification by business manager
- web revenue lower than expected
- working on web advertising automation

- discrepancy in honoraria current actual

Update from the Business Manager

moved to bottom of agenda, currently on present

Discussion: Major issues to be assessed

long term plan

- 5 year plan that is flexible to achieve a financial stability
- structuring editorial and business
- motion to look at the editorial side of the paper
- recommendations over the workflow

adobe licences for next year

- \$3000 expense, AMS most likely not paying for license
- so it will be included in our budget

waiting for Kaitlyn for further statements

Other Business

assess current management structure

- to be presented at the next session of the Advisory Board
- flat hierarchy
- failures at either level would collapse structures
- better to personally (eds in chief) discuss restructuring and propose in J Board
- this was discussed last year for the ed in chief campaign
- discuss workload and section efficiency
- reach out to current staff and various newsrooms, alumni
- email out the current structure
- new staff contributes to structure dynamic
- see a trend of a 2-year turnover
- a lot of staff return for a second year
- many positions would be strongly encouraged to have 1 year of experience
- no experience required, but some positions recommended

motion carried

put forward motion take over assessing structure of business side

motion carried

awaiting arrival of business manager

Q: pickup rates?

- outreach manager was supposed to track pickup rates, has not gotten back
- delivery has been taking over responsibilities
- outreach manager has been sick
- don't have consistent pickup rates
- reduce circulation from 6,000 to 4,000
- overprinting
- web hits are up
- develop a campaign to show pickup locations
- goal to have pickup rates for next meeting

request to report on web hits

could be discussed with editorial board

Questions for the Business Manager

- free media, any resolution? reporting of revenue? timeline?
- in general not satisfied with arrangement with free media
- difference between free media and national?
- motion to bring report for next meeting

Meeting Adjourned