



**Gateway Student Journalism Society (GSJS) Board of Directors Meeting — December  
2019**

**MEMBERS IN ATTENDANCE:**

Chair, Continuity Rep	Oumar Salifou
Editor-in-Chief	Andrew McWhinney
Volunteer Representative	Nana Andoh
Students' Union Representative, Treasurer	Luke Statt
Director of Marketing & Outreach	Pia Co
Alumni Representative	Jon Kmech
Editors' Representative, Secretary	Adam Lachacz
Managing Editor	Christine McManus
Volunteer Representative	Haley Dang
Online Editor	Tina Tai
Director of Finance & Administration	Piero Fiorini

**MEETING MINUTES:**

**Meeting called to order by Chair Oumar Salifou at 6:30 p.m. on January 16, 2020.**

**1.0 Approval of the minutes**

1.1 *Motioned by Haley Dang*

1.2 *Seconded by Nana Andoh*

1.2 **7/0/0**

**2.0 Approval of the agenda**

2.1 *Motioned by Andrew McWinney*

**2.2** *Seconded by Luke Statt*

**2.3** *7/0/0*

### **3.0 Reports**

**3.1** *Editorial*

**McWhinney:** Eight of our 12 staff just got back from NASH in Vancouver. I can attest that it was a great time for professional development, learning, and staff bonding. Excited to implement all that new knowledge into our coverage.

We are having tons of meetings to get our DFU campaign ready to go.

EiC hiring will start tomorrow. Job description will go up then and be up for two weeks. Part of this meeting will be to select the volunteer representative to sit on that hiring board, as part of our operating policy.

Once the new EiC is hired I will work for them from there to transition and goal-set for next year. The goal will be for hiring the rest of the management team for early March.

**3.2** *Magazine*

**McManus:** We are in the midst of finalizing the last three issues of the magazine. February is in its last stages of editing. March is in the text editing and image gathering stage.

Pickup numbers for December are 2,858. Pretty consistent with previous months this year. Working with the circulation team to improve that and continue to optimize it as much as possible.

We are going to be submitting the application for the best new magazine award for AMPA. Very excited about our prospects for that award.

**3.3** *Outreach*

**Co:** I am helping out extensively for the DFU campaign and the petition process to get on the ballot.

We have set up a really good contra deal with the Traveling Tickle Trunk for February. They are giving us a pretty insane gift basket to give as a prize for Purity Test completion. The grand prize is valued at over \$330 with two secondary prizes just over \$100. This is just in-exchange for a ¼ page magazine ad and online ad.

We will be giving away prizes for those who complete the readership survey this month.

Gateway to Oscars is hitting some bumps but will still be happening. The SU is charging us for things we never agreed to pay for. So we will be working that out with them.

### 3.4 *Business and Ads Report*

**McWhinney:** Highest expense incurred was the printing fee in December. Distribution came in second followed by volunteer appreciation.

Our new outstanding balance to the SU currently stands at over \$112,500.

Our accounts receivable stands at \$5,500.

We have now officially overtaken the budgeted amount for distribution cost because of outstanding payments from the 2018-19 school year.

We will meet with the auditors right away to square everything off. We will then try to have them come to our next board meeting in February.

In terms of ads, nothing really new to report since December. We are currently on our way to our goal for the year. Based on our current accounts receivable and all past ads this year we are 61.5% of the way to reaching our annual goal for revenue raised through ads.

### 3.5 *Online*

**Tai:** We met our 500 post count for Fall 2019 semester! December had 46,000 views with the top article being the Holodomor controversy and its related ones and some Getaway content.

### 4.0 *Audited Financial Statements*

Let the minutes show that the board unanimously approved the audited financial statements by e-ballot through email when they were promulgated to board members on December 28, 2019 and all ballots tallied by December 30, 2019.

### 5.0 *Editor-in-Chief hiring for 2020-21*

5.1 *McWhinney moves to elect one volunteer representative from the Board to sit as part of the hiring committee for Editor-in-Chief, Managing Editor, and Online Editors 2020-21 positions, as per operating policy.*

5.2 McWhinney nominates Haley Dang, Luke Statt seconds; Dang accepts

5.3 5 in favour

1 noted abstention: Adam Lachacz

### 6.0 *DFU Referendum Discussion*

**McWhinney:** Lots has happened since we last met. DIE Board got back to us with the ruling the week of NASH. Basically, there is no mechanism in bylaw as it stands right

now for the SU to waive the petition requirement. They can only do so when it is an SU service petitioning to become independent.

To this point no one has tried to invoke these bylaws so it has caused a lot of confusion for us and Students' Council. Based off that result, we would have to run the Petition.

At the time of that decision, we only had 49 respondents to our online survey petition.

We have monthly media meetings with the SU where the News Editor and myself meet with the President of the SU and their communications lead Robert Nelson. We had this latest one two days ago. We were asked about how the DFU is proceeding. After sharing our updates, Akanksha basically said we have first principles of a bylaw amendment giving council the power to waive petition requirements or change the petition requirements. She said she would move it during council so it would come into effect. They have three council meetings this month. That means they have time to pass first principles, second principles and then hopefully the actual bylaw by the end of the month right before we have to meet the deadline. The issue here is that they don't know what the change in bylaw will look like until it is passed. That is still concerning to us. Either the petition requirement is waived or signature requirement drastically lowered.

**Statt:** So I have been working on this fully. Two things, it will give the council the proper authority to waive petition requirements. Two, it will lower the petition amount to be 100 signatures for new referendums. Three, is memorandums of understandings with proper DFUs in the sense they technically have to be societies with Societies Alberta. Those should be going to bylaw right away.

I think council will be fairly onboard with waiving the petition requirement. They were willing to do so last time you presented this year, until they found out it was in violation of bylaw.

My recommendation is for *The Gateway* to push really hard to get 100 signatures, just in case.

**McWhinney:** That is exactly what we are planning. Akanksha has also said the SU will help circulate the petition on their email newsletter and social media. So we should be guaranteed to hit that 100 mark, especially coupled with our own posts and sharing.

**Co:** With that said we have already some really trustworthy people onboard to help volunteer and run the campaign, including Emma Jones and others. The next step will be meeting with them to finalize everything and being full feature planning.

I am definitely worried about all the graphic design and photography with the fair market value rules.

**Salifou:** I think we have to nail down our solid platform, campaign strategy, and talking points first. Those things can come, we have lots of talented volunteers to draw from. We have to have these solid ideas and then begin prepping the forum representatives. They have to be brought up to speed to ensure they are well versed in all things Gateway-wise. That will be critical and should have already started in my opinion.

**Lachacz:** Remember candidates meeting is right before reading week and that is when the period officially begins. It is fast approaching.

**McWhinney:** That is why we are starting now. We also have some brainstormed ideas. We just have to actually flesh it out and develop it into messaging. We will also get line editors to start soliciting for volunteers and asking for people to help.

**Statt:** I would also recommend reaching out to alumni from *The Gateway*.

**Salifou:** Older alumni and people like Josh Greshner will definitely be willing to lend a hand. While I don't want to speak for anyone, I probably would doubt anyone from the last plebiscite would want to help.

**Lachacz:** I think a great idea would be to have a few prominent alumni or Gatewayers to give testimonials or quotes we could use during the campaign saying look where I am now and it is only possible because of *The Gateway* opportunities I was afforded. Or stuff like that.

**Kmech:** That is a great idea, especially to involve alumni who might not be interested in the full commitment of helping out extensively with the preparations or actual campaign proper.

**Lachacz:** Even to show people who didn't go into journalism. Not all alumni actually go on within journalism. And the skills you learn at *The Gateway* are applicable in any field.

**Statt:** A couple of things. Testimonials and endorsements will be really solid. Shows clearly the value you bring and opportunities for any student. Especially if you get notable people, that will add credibility. Two, in terms of pre-campaigning. While you have the opportunity to gather petition signatures it is free campaigning that is in the realm of bylaw. Use it fully to your advantage. Three, do members of our board running in elections have to take a leave of absence?

**Salifou:** Yes, that would be best. Just send me a letter pdf and I will show the board. This would only be a temporary leave though. Then you can find a proxy as well.

**Meeting ended by Chair Oumar Salifou at 7:47 p.m. on January 16, 2020.**