



## Gateway Student Journalism Society (GSJS) Board of Directors Meeting — July 2019

### MEMBERS IN ATTENDANCE:

Chair, Continuity Rep	Oumar Salifou
Editor-in-Chief	Andrew McWhinney
Continuity Rep	Lee Craig
Alumni Rep	Jonn Kmech
Volunteer Representative	Haley Dang
Volunteer Representative	Nana Andoh
Students' Council Representative	Mohamad Jamaledine
Students' Union Representative, Treasurer	Luke Statt
Director of Marketing & Outreach	Pia Co
Online Editor	Tina Tai
Director of Finance & Administration	Piero Fiorini
Student-at-Large Representative	Navneet Chand

### MEETING MINUTES:

Meeting called to order by Chair Oumar Salifou at 6:39 pm on July 25, 2019.

#### **1.0 Approval of the minutes**

**1.1** *Motioned by Nana Andoh*

**1.2** *Seconded by Jonn Kmech*

**1.2** 9/0/0

## 2.0 Approval of the agenda

2.1 *Motioned by Nana Andoh*

2.2 *Seconded by Jonn Kmech*

2.3 9/0/0

## 3.0 Reports

### 3.1 *Editorial*

**McWhinney:** Based off of our past meetings dealing with some HR issues we have opened job applications for Arts & Culture Editor. We have two applications at this point. I've personally reached out to people who I think would be good candidates.

Staff retreat will happen at the end of July. Interviews for the position will be August 2 and 4.

We were quoted \$2,500 a year for ChartBeat analytics tool as a non-profit organization. That is out of our financial ability right now but hopefully in the future we can take on that software as it is a great resource.

F-Media during our transition meetings suggested using AdButler for ads on our site. The code is already on our site as they used it now we will just be administering it on our own. After our meetings with F-Media we now have set some of our own documents and templates to use for the year. We also have a dedicated ads channel on Slack to coordinate ad sales.

We will have an ad report as part of board meetings in the future as well.

We haven't sold any ads for September. We have our old client list from F-Media but we need to make a lot of introductions and push still. Reaching out to them is really important and will take time. We haven't changed the rates so its just a matter of getting ahold of them. The only thing is delaying us is trying to work with Moneris to see how transactions will go into our account.

September magazine files will be sent out mid-August. Copy-edits are done. October magazine is well on its way as well.

For circulation we are going to focus on optimizing pickup as opposed to developing new areas for it.

For the future, Oumar and I will meet with Christine (Managing Editor) to set up magazine reports to the board.

### 3.2 *Outreach*

**Co:** Event calendar for the year has been set. We are writing a script for a staff video to be used at class talks and Gateway to Cinema events.

Later in July I will create a Social Media calendar so we can set promotions for the year with Facebook and Instagram stories and schedule it in tandem with magazine releases and online content.

Hugh found \$150 in Bookstore gift cards while cleaning out his office. We will use these as prizes for draws and contests/giveaways.

There are only so many ads we can offer through contra. More important to have liquid cash. Trying to figure out what types of contra to pursue. Looking at more event-specific ideas for now.

Staff hoodies will be printed for the end of August.

Using some of my previous connections and experience with volunteer and alumni management to see if we can create some kind of alumni recognition program or events for alumni. I would definitely like to see more alumni recognition as they are super important to *The Gateway*.

Reached out to Stride and Discover Governance to get better outreach to minority groups on campus. Important to renew our relationship with these two groups as we know they talk about *The Gateway* harshly when prepping women and other minority groups who run for student governance. Obviously *The Gateway* has a difficult past and we need to ensure we have better relationships moving forward and highlight the changes we've made in our coverage. I hope to plan focus groups in the fall and connect with Aboriginal Students' Council as well.

### 3.3 *Online*

**Tai:** Top articles for the month were more institutional-focused stories.

Page views are increasing year-over-year which is great to see.

### 3.4 *Business*

**Fiorini:** We have terminated our contract with Preferred Client Services. Their fees were too high for a low level of quality of work. We have a new contract with a Bookkeeper. Preferred Client Services were charging us per minute they would spend on our file.

We have some outstanding ads from F-Media. I will follow up with them to ensure we get those collectables.

I've cleaned up Quickbooks so we can do everything from that software. There was miscommunication between Preferred Client Services and our end which led to incorrect amounts being inputted and things. This should be cleaned up and we can now do better moving forward.

We have payments outstanding to the Students' Union for rent, payroll, and scholarships. We will be making those payments soon.

### 3.4 *Discussion*

**Salifou:** In reference to the new outreach initiatives on social media, is it better to maybe create a new outreach account for Twitter and Instagram?

**Tai:** I think it'd be best to keep things on our current social channels. Better to not divide viewers and then have to build up new followings. Plus, we can have more content and keep our current socials more up-to-date this way. Too many separate accounts will also divide viewership.

**Kmech:** When did in-house ad sales end at *The Gateway*?

**McWhinney:** Probably 2012 or 2013. We will see if our old account with Moneris is still open.

**Kmech:** Can we be more flexible with dates for magazine printing so we can get better ad returns?

**Salifou:** We are going to have to look at that and ensure we also don't jeopardize the printing process with Capital Colour. F-Media would get offers from clients for one edition and if they didn't provide it to us in time then they'd say we will put it in November. If a client didn't like that then they'd know for next time to get it in earlier. That's the approach we should take too but just really push to see if they'd get their ad in another month instead. We should try to have a degree of flexibility but we can't afford to be putting magazines out late.

**Salifou:** Can we get social media analytics included as part of the online report?

**Tai:** Absolutely. We can do a search of external resources to develop these types of analytics cause we know Facebook and Twitter analytics aren't necessarily the easiest or best resources to use.

## 4.0 **Budget 2019-20 Presentation**

### 4.1 *Presentation by Andrew McWhinney*

4.2 *Motion to approve the budget: Oumar Salifou*

4.3 *Seconded: Luke Statt*

4.4 8 in favour; 1 abstention

*Approved*

## **5.0 For Discussion: Deputy Line Editorships**

5.1 Discussion Summary

The Board discussed putting deputy line editorships in place to help solve some of the problems of staff burnout and alleviate the long hours staff work already to make their sections work.

Would help create a pipeline of potential unpaid volunteers getting skills required to succeed as staff. Give really great experience to senior volunteers and help empower them to then go on to staff.

Co brought up the point of striking the balance of ensuring those who get this position do not get overburdened as they would be working unpaid.

More details about deputy line editors is to be brought to the Board for further discussion.

Meeting ended by Chair Oumar Salifou at 7:58 p.m. on July 25, 2019.