



**Gateway Student Journalism Society (GSJS) Board of Directors Meeting — November
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
Director of Finance & Administration	Piero Fiorini
Alumni Representative	Jonn Kmech
Volunteer Representative	Haley Dang
Continuity Representative	Lee Craig

MEETING MINUTES:

Meeting called to order by Chair Oumar Salifou at 5:03 p.m. on December 12, 2019.

1.0 Approval of the minutes

- 1.1 *Motioned by Haley Dang*
- 1.2 *Seconded by Andrew McWhinney*
- 1.2 **7/0/0**

2.0 Approval of the agenda

- 2.1 *Motioned by Jonn Kmech*
- 2.2 *Seconded by Haley Dang*
- 2.3 **7/0/0**

3.0 Reports

3.1 *Editorial*

McWhinney: First half of the year has been pretty stellar. Biggest story has been the offensive remarks made by the professor at the U of A's faculty of education about the Holodomor.

DFU question has passed council. Bad news is we still have to do the petition process most likely.

Looking forward to SU Elections, NASH, and hiring for next year of the Editor-in-Chief. I want to have more of a fulsome transition period next year. I want to hire sooner so they have better transitions and next year's staff are ready.

The Getaway is doing very well online. Makes me more inclined to think in the future of having a *Getaway* throughout the entire year.

3.2 *Magazine*

McWhinney: December is on stands. Shoutouts to the magazine team they put together a really solid issue with the stellar adult style colouring book cover. We are on track for deadlines for January and February is slightly behind so far. Game of Thrones is the theme for this year's purity test.

We got circulation numbers as well. November had just over 2,800 picked up. Large racks are doing well since we've moved them around a bit. We are advising our distribution people to add more issues in CAB and CCIS where we are seeing very strong pickup so far. Small racks are tending to have large returns so we are shuffling things around to ensure we get higher pickup and better optimization.

We have joined the Alberta Magazine Publishers Association. We will be submitting ourselves for award categories as well. We didn't know the majority of categories have fees associated with them so since we didn't budget for that we will only submit to free categories this year and work next year to budget for that.

Through AMPA we are organizing a professional development session for magazine writing. Looking forward to that. It will be open to staff and all volunteers.

3.3 *Outreach*

Co: We will be solidifying the merch store with Print Machine and the Flair Air contract as well. We had a big contra as well with U of A International. The reader survey with a giveaway will also be happening. Gateway to Oscars will be happening in February in Dewey's and is all confirmed. The SU will bear the cost of the red carpet and decorating while we just have to provide funding for the prizes. I will be coordinating with them to buy on our behalf and we will just pay them back for it. I am designing the

bracket for the event.

Gateway and Evo launch party for the March edition is hopefully going to happen. Just working out some details with them. I am working for February to have a contra with Travelling Tickle Trunk as well.

3.4 *Business and Ads Report*

Fiorini: This month was when we got our year-end. Hefty amount, almost \$13,000 grand as it involved the auditing and tax forms for 2004 and up. We are now able to talk to the government and get our GST returns back. All we have to do is book a meeting to sign the audit paperwork to finalize everything.

Our outstanding balance to the SU is everything from May to November. Accounts receivable is good. We got UNIQLO this month as an advertiser so that is a huge win for us.

So far distribution fees are looking to be over-budget because we had outstanding costs from last year to cover and professional fees.

We are 66% of our advertising sale goal in terms of potential ad revenue. We have almost reached where F-Media would get us. I think it is going well for the first time doing ad-sales inhouse for a long time. We couldn't reach the monetary goal for September but we exceeded the goals for October.

I am projecting we will be at 80% of our goal. That will probably make our deficit slightly larger. Unfortunately we are trying to fix accumulated deficits of many years prior. So we will probably run a slight deficit this year but it will set up next year and the future better. Just as a ballpark it will probably be a \$5,000 to \$10,000 deficit.

McWhinney: We are really pushing online ads hard this year. That is where we have more room to make back a lot more money, especially since it has been under-utilized in the past. We are making progress and hopefully we can continue to chip away at the \$10,000 figure.

3.5 *Online*

McWhinney: November was a really strong online month for us. We had just over 63,000 page views. Massive spike happened between November 27 and 29 when the Holodomor controversy article was posted. It even got some national coverage.

Budget 2019 impact on post-secondary education had staying power and was in the top five most page views for the month as well. Really showing that people are reading the news coverage. Again, stellar job to the news team this year for their hustle and hard work.

October saw 93,000 views, again because of the Budget 2019 coverage and then all the associated protests and opinion pieces.

Last year's November was just under 50,000 views. November 2017 had around 43,000 views. So we are again seeing strong growth in our online readership.

4.0 Volunteer Representative GSJS Position

Salifou: Haley has said she can stay on for the remainder of the year but would prefer if someone else fulfilled the role, especially if there is someone really passionate about *The Gateway*.

For now we will see if there is anyone interested but otherwise Haley will continue on.

Dang: Sounds good! Happy to stay on but as school and other extracurriculars pick up it'd be good to have someone who could attend more consistently.

5.0 DFU Campaign

5.1 *Updates from Editor-in-Chief*

McWhinney: December 3 gave the presentation to Students' Council. Got some really good questions and no opposition from them. The question passed. The motion to waive the petition got bogged down because it was not something council knew the full legality of within bylaw. So we submitted a DIE Board interpretation of bylaw. Council supported this move. DIE Board meeting was two days ago. They will give a written decision first week in January.

If it is legal for council to waive the petition request we would have to wait until January 15. In the meantime we are still beholden to the petition process, requiring 4,800 signatures (15% of undergrad students). We also asked DIE board what a valid petition can look like, if e-signatures work, etc. They told us e-signature can work.

While these processes happen, we want to still collect signatures just in case. So we will have a digital form to circulate again just in case something requires us to. The deadline for petition is February 1.

We need to also be ready that we do not get the whole petition requirement. Worst case scenario we don't run this year and we already have material that can be pulled and drawn upon in two years' time after a successful plebiscite.

Co: Can we ask to delay this February 1 requirement?

McWhinney: We could try but it has to go through a CRO, who is only getting ratified again in January. Plus, there isn't a provision in bylaw for extensions either.

Statt: Part of the problem here is that this is the first DFU using the 6000 series of the bylaw since it was rewritten. That is why this is coming so far out of left-field for not only you but the SU.

I am currently working on bylaw amendments through the bylaw committee. These are potentially going to be done in January, by the end of. In which case, council could choose to waive the petition requirement if an attempt is made to show that signatures are being still collected but you haven't reached the actual requirement.

Salifou: I think we still need to try. Go ahead and circulate the petition. It's a bummer if we don't get it but right now there are so many moving parts we should still try.

McWhinney: Okay, can we talk about strategizing the campaign. I talked with CJSR about their campaign experience and it was terrifying to hear. Their experience with the CRO and just all the bylaw problems was massive.

Most of that has to do with the CRO at the time I believe who read bylaw to the tee. So now we are wondering if Pia can be sidemanager of the campaign. Obviously we will have volunteers too but we need that staff support.

Salifou: In 2016, Beth Mansell ran the campaign. I think we imitate what student campaigns do and we just move forward that way while moving through bylaw carefully.

McWhinney: I think to be safe we move forward without any staff working on the campaign. This is a strict adherence to bylaw and playing it safe.

Salifou: I think having staff in advance of the campaign assisting the volunteers and not doing it during Gateway work hours or in the office or with official equipment is fine. Have that separation. Then during the campaign period have no staff involvement whatsoever.

Craig: It seems like we won't know until we know during the campaign. Stick to the safest option.

Salifou: Make sure to start structuring the campaign right now as well. Who will be tabling? Who will represent us as the face of a campaign at forums? Now that we have some ideas the board generated this meeting and last meeting we can then use those to develop materials.

McWhinney: How do we cover the referendum, editorially? What did they do when the plebiscite was run? To my understanding they didn't mention it in forum recaps or

anything but still did candidate Q&A's and a video pitch about it but that was it. Like no opinion coverage or bite the ballots. I think its better to touch it as minimally as possible.

Salifou: We could put out a statement showing the blatant conflict of interest and how we aren't going to cover ourselves at all.

McWhinney: That solves everything. We don't have to tip toe or anything. Let's do that.

Statt: I am just talking with some of council about the appetite to have an emergency council meeting to talk about this. We will know tomorrow and the meeting would have to be no sooner than 96 hours. I don't think it will happen since we are right before Christmas and finals season, but I will put it out there.

6.0 Chair Update

Salifou: So based on changes since the last meeting I will stay on as chair until the natural end of the term. Then we will transition a new person once the normal year is over alongside all the other board members and officers.

Meeting ended by Chair Oumar Salifou at 6:16 p.m. on December 12, 2019.