



Gateway Student Journalism Society (GSJS) - February 2019 Board of Directors Meeting

March 13th, 2019 - SUB 6-06

AGENDA

Robert Bilak

Oumar Salifou

Robyn Paches

Alex Cook

Sofia Osborne

Khadra Ahmed

Haley Dang

Jamie Sarkonak

Lee Craig

Lukas Adomonis

Andrew McWhinney

Kate Turner

Jonah Dunch

Richard Bagan

Nathan Fung

Paches calls the meeting to order at 6:08 PM

1. Approval of the agenda

Adomonis: Brings up the addition of a discussion item surrounding F-Media and the marketing report he wrote

**Salifou/Osborne move to approve the agenda as amended**

**8/0/0**

**Motion Carries**

2. Approval of the minutes

a. January minutes

**Osborne/Sarkonak move to approve the minutes as presented**

**8/0/0**

**Motion Carries**

3. Reports

a. Editorial

Salifou: Brought up that the Gateway just went through SU elections, it was really smooth in terms of staff management and reporting. Backlash was more intense this year than before, but will be discussed more in the debrief. Currently working on the final magazine of the year, which is looking really good, and the website is doing really well.

i. Elections Coverage Debrief

Salifou: Notes that the big takeaway was that the staff was really stressed out when backlash came in. It is important to note that all students have the right to their own opinion, and the Gateway needs to understand that. Another big takeaway is that there needs to be more community engagement. Wanted to do more of this earlier in the year, but got distracted with contracts and whatnot. Was annoyed that more students did not come into office to chat one on one. Moving forward, need to prioritize meeting with different student groups to understand purpose and intentions of the Gateway. Also important to determine how to

respond to complaints in the future. Has met with a professional to help determine the future of dealing with complaints.

Dunch: asked about being mindful of the consequences, and places where Salifou thought we went wrong.

Salifou: does not think we did anything wrong, nothing defamatory or illegal. More of an editorial opinion on whether or not we met our internal goals.

Osborne: Agrees with Salifou, and notes that it makes us think more about our relationship with the candidates. Brings up the furry article and the consequences of posting anonymously.

Paches: inquired about the types of prep done for elections.

Salifou: discussed some of the prep regarding what to do if volunteers got messaged or given hate on a personal level.

Paches: to try and give some objective perspectives, thinks that he can see where the critiques come from, but notes this year was not worse than the past. Sees the need to prepare the Gateway for the potential worst.

Salifou: notes that it is important to understand the impact of the work the Gateway does. Did not get a chance to succinctly discuss the role of the Gateway during elections with the candidates. Did not go over the difference between recaps and opinion.

Osborne: Thinks that the organization can do more to show the Gateway traditions to the community.

Dang: Note that the facebook algorithm may bury some of the news articles, making the opinion articles more prevalent.

Salifou: should place a link to the news articles in the opinion pieces.

Sarkonak: notes that we should post videos with news pieces, and that the original reason for opinion pieces was to increase post count.

Osborne: discussed how we should change the nature of forum recaps.

Craig: notes the importance of being fair to all candidates, that way it is easier to push away criticisms.

Sarkonak: brought up the need to focus on ideas over personality.

Salifou: re-emphasized the importance of campus connections.

b. Online

Salifou: Notes that Victoria will send out the reports soon, encourages everyone to read it, and ask questions if they have any.

c. Business

Adomonis: Notes that there is not much notable, but the financial statements are based on estimates from last month, and since we have not gotten the invoice from the SU yet, we wanted the profit loss statement to be as accurate as possible. We got our DFU cheque this month, and will be using the money to cover costs with the SU, and should be getting next DFU cheque soon.

4. New Business

a. Managing Editor Hiring Committee and Online Editor Hiring Committee  
Volunteer Representative

**Paches/Salifou move to appoint a volunteer representative for the Managing Editor Hiring Committee and the Online Editor Hiring Committee.**

Haley Dang nominates herself

Wins by acclamation

5. Old Business

6. Discussion Items

a. Marketing Director

Salifou: Notes that there has been a lot of experimenting with what positions are essential for the Gateway, for example, an outreach coordinator last year. Notes that we need someone to be in charge of ensuring that the Gateway is well marketed, and that someone is doing outreach. Important to note that next year's budget will have less expenses than this year, as there will be fewer one time expenses.

Osborne: asked about if this person will work in the Summer.

Salifou: Has not been considered yet, but we need to run the hard numbers first.

Osborne: Thinks the position can take away some of the stuff from managing and online editors. Would be nice if the person had some graphic design experience.

Salifou: Notes the person should be paid the same amount as the Director of Finance and Administration, and should lower the salary of the webmaster to a staff reporter.

Dunch: Inquires if this person would run the DFU campaign.

Salifou: Has not decided anything about the DFU campaign yet, need to see if this position will be able to handle that job.

Osborne: Wonders if event planning been considered in regards to this role.

Paches: Thinks it can work, but needs to be left open enough so other can help.

Sarkonak: Notes that a strong structure is needed if this person is to thrive.

Adomonis: Notes that you can get most of the same stuff this person offers for cheaper.

Salifou: Agrees they could do it, but wants someone involved with the campus community, and who can give a student perspective.

Paches: Agrees with the idea of the position.

Bagan: Notes the difference between marketing and PR, and that this person should not be in charge of PR.

Sarkonak: Notes the potential problem of having numerous supervisors. Notes that there is a lot to this job, high expectations with some one having to create and execute ideas.

Salifou: Should be approaching us with ideas they have, and us supporting them, not vice versa.

McWhinney: Impressed by the role of Director of Finance and Administration, and would be excited to work with someone like this in the future, especially with the DFU campaign.

Salifou: Notes that we need someone who does need to be supervised, otherwise there is no point.

Mcwhinney: lots of communication is necessary to support this person.

Cook: Wonders if we made this a role that only lasted part of the year?

Salifou: Notes that if it goes well, then we do not want to have this person only for part of the year.

b. RFP Marketing discussion

Adomonis: Due to F-Media's production declining, it may be time to change the way we approach ads. One idea is doing a call for submissions, making a document so that other businesses can submit to us their thoughts about our business. Noted the problem is that our contract with F-Media can not be backed out of, but that is okay as this process takes time. Has three options:

1. Have the new EIC and Director of Finance do a call for submissions in the summer, including F-Media , and back out of the contract by January 2020
2. Back out of the contract by April 2019, then find someone new by september. Runs the risk of the losing our relationship with F-Media.

3. Do a request for quotes process followed by a call for submissions.

Paches: Thinks doing a RFQ process is the best one going forward. Allows us to go forward and then decide if we want to go internal or do a RFP.

Salifou: Notes that doing 1 and 3 together is the best bet. Do a RFQ while getting the RFP ready.

Adomonis: will look into more info about the RFQ process, does not think we need board approval.

c. In-camera discussion topic

**Paches/Osborne move to go in camera**

**9/0/0**

**Motion Carries**

7. Adjournment

Meeting adjourned at 8:39