

Gateway Student Journalism Society

Meeting Minutes

Thursday, January 21, 2021

Opening

The regular meeting of the Gateway Student Journalism Society was called to order at 7:03 pm on January 21, 2021, remotely over Google Meet by Mitchell Pawluk.

- Adam Lachacz
- Damian Lachacz
- Mitchell Pawluk
- Sezvo-ndinemwi M'pfunya
- Alana Krahn
- Kate Turner
- Lee Craig
- Jonn Kmech
- Pia Co
- Emma Jones
- Adarsh Badesha
- Lochlann Kerr
- Elizabeth Blanchette

Approval of the Agenda

Mitchell Pawluk motioned to approve the agenda. Adam Lachacz seconded. The agenda was unanimously approved as distributed.

Approval of Minutes

Mitchell Pawluk motioned to approve the last meeting's minutes with Damian Lachacz's amendments. Seconded by Alana Krahn. The minutes of the previous meeting were unanimously approved as distributed.

Action Items: Mitchell will revise the times by one hour.

Special Order:

DFU Campaign Team Presentation:

Elizabeth Blanchette ran through what they learned from last year.

- a. Fight the general lack of knowledge. Some people only know about the Gateway from an article they disliked.
- b. Start outreach much earlier in the year.
- c. People do not see the Gateway as serious news.
- d. Wording on the ballot is important - should convince someone at that moment.

How they will implement the lessons:

- a. Coordinate campaign strategy with general outreach for Gateway.
- b. Planning a strategic and organized social media campaign - research on algorithms, recruiting volunteers.
- c. Consulting with students and previous DFU campaign coordinators - students from different interest groups, sending out surveys.
- d. Centralizing branding on a more unified message that is informed by students - run by students for students, the Gateway is important and high quality.

Lochlann Kerr spoke about branding and getting perspective from voters, readers and staff.

- a. Message Sources - Readership surveys, Focus groups, Student Associations, Student Union, Purpose Document, Successful referenda. Student perspectives: Stir away from the opinion section to something all students can recognize better. Focus on the word continuation, recognize that this is not a new financial burden.
- b. Key Voter Profile - a middle voter who is not aware of what the Gateway does. Push the idea of value for money.
- c. Messaging - 'Your campus. Your voice. Your Gateway.' Fill in knowledge gaps. Highlight how many articles are published per semester.
- d. Keywording - consistency in wording. Each testimonial should include one or two of these words. Language about the gateway and language about Gateway content.

Adam Lachacz spoke about financial messaging.

- a. 'The cheapest subscription you will have'. A breakdown of where the money goes to - funds article development, website hosting, magazine printing, social media marketing and staff consultation...
- b. Average expenditures - make this information public.
- c. Show how COVID-19 has impacted the Gateway. Looking to diversify our portfolio. Building up a merchandise line. Average general income.

Five-year Strategic Plan:

- a. Professionalize The Gateways's culture - staff should receive vital training (bias

awareness, anti-oppression, gender-based analysis training). Transparency shall be enforced using annual reports and financial statements.

- b. Build stronger community relationships and connections - Increase the number of campus partners (guest columns). Increase frequency of publishing.
- c. Expand the Gateways coverage to better represent the student interest and experience at the University of Alberta - better coverage of diverse sections. Innovative delivery systems (infographics, better website experience)
- d. Increase volunteer engagement and involvement- Ensure volunteers are sustained, build a better culture.
- e. Diversify revenue generation to build and decrease reliance on student funding - sustainable model to pursue alternate revenue strategies.

Emma Jones spoke about campaigning.

- a. Online campaigning - social media focus. Speak to as many people on campus as possible. Quality graphics and information focus on the engagement of diverse volunteers.
- b. Pre- Campaign Period - Gateway 110 Instagram and Facebook. Coordinating with the campaign design team to generate content. Video content.
- c. Design Team - Overseen by Sofia Capettinini with a brand kit. Volunteers generate content that will be approved by Sofia, posted by Emma.
- d. Video Filming - 1-minute promotional video to send to professors and to share on social media, 15-second videos for smaller posts. Lochlann will edit videos.
- e. During the campaign- regular updates to volunteers. Organic sharing and engagement.

Floor Questions

John Kmech asked where financial messaging would be. Will people understand the language?

- Adam Lachacz: There will be a campaign website with a finances tab. Graphics and a breakdown of fees will be included. The Gateway website will also have financial information under the about page. People will be directed to the website which will be referenced during class talks.

Kate Turner's comment: Price breakdown adds up to \$4.11.

- Adam Lachacz will amend this.

Reports

- Editor-in-chief/Acting Executive Director

Adam Lachacz took his report as listed.

Completed Executive Director hiring, Emma Jones. Shenin Mehnaj will be the new Marketing & Outreach Coordinator. Onboarding these two new members is the main priority. Hopefully, training will be completed by the end of the month.

Executive director report.

Emma Jones took his report as listed.

Nothing to report as of now. Mostly going through training and adjusting to the new role.

- Online

Pia Co Emma Jones took her report as listed.

A general priority is to make the website the best it can be as the campaign begins. Started creating a magazine landing page where you can ship a physical copy to your house.

- Custom designing buttons on the website.

-Retagging content from previous magazines.

- Magazine

Adam Lachacz reported in lieu of Tina Tai.

Hiccups with the January issue in terms of design. February production in the works with the annual Purity test (will be included online). Currently involved with helping the landing site and putting articles on the website.

- Outreach

Emma Jones took her report as listed.

Transitioning Shenin into the role. No one came to the online club fair. However, the website and Beards den will be the focus for volunteer intake. The open house had about 25 new volunteers and it ran smoothly. Currently, contacting professors to do class talks and there has been good uptake. Will be launching the second readership survey on Monday 25th. 2nd round of focus groups will be coming soon and people will be able to directly sign up for sessions.

- Finance Committee

Mitchell Pawluk reported in lieu of Robyn Paches

Met half an hour before the meeting. Went through fiscal documents. Asked some questions about liabilities and Adam provided answers. Talked about expanding ads

John Kmech asked if there is an issue with having the chair of the board as the board of the finance committee.

Adam Lachacz: Since it is temporary it should be fine and the chair of the finance committee does not have the same powers as the chair of the board. If it is something that makes the board uncomfortable it can be amended.

- Human resources Committee

Alana Krahn took her report as listed.

Performance evaluations and EIC evaluations are all completed

- Governance Committee

Adam Lachacz took his report as listed.

Doodle poll sent out but no common time was found. A new doodle poll will be sent out tomorrow.

New Business

For Nominations:

i. EiC 2021-22 Hiring Committee Volunteer Representative

Pia Co Nominated Kate Turner, seconded by Adam Lachacz

Floor questions

Damian Lachacz asked how could DFU outcome affect paygrade.

- Adam Lachacz: If DFU will not be passed we will plan to only EIC, Executive director and staff reporter. We would have to rely on volunteers.

Pia Co: Good candidates are people who are willing to know what will happen if the DFU campaign goes wrong. We should focus on those candidates who can plan for different scenarios.

Kate Turner officially claimed as Hiring Committee Volunteer Representative

ii. EiC 2021-22 Hiring Committee GSJS Board of Directors Representative

Floor questions

Pia Co nominated Alana Krahn however nomination was declined.

Adam Lachacz nominated Sezvo-ndinemwi M'pfunya seconded by Alana Krahn.

Kate Turner nominated Lee Craig seconded by John Kmech however nomination was declined.

Sezvo-ndinemwi M'pfunya officially claimed as Hiring Committee GSJS Board of Directors Representative

iii. Magazine & Online Editor 2021-22 Hiring Committee Volunteer Representative

Floor questions

Adam Lachacz nominated Damian Lachacz however nomination was declined.

Pia Co nominated Emma Jones however nomination was declined.

Mitchell Pawluk nominated Kate Turner however nomination was declined.

Action item: The position will be taken to the general public

- **For Approval:** Election Coverage Code of Conduct

Creation of a policy to govern volunteers. Focus on making it public to show transparency and accountability. General expectations will be set for all volunteers and an outline of commitments. It shall be used to supplement agreements and ensure that the volunteer is doing the best they can.

Floor questions

John Kmech: Are these agreements going to be put on the election website and the Gateway Website?

- Adam Lachacz: Only posted on the Gateway website
- John Kmech: Good to highlight it if a conversation about conduct comes up.

Damian Lachacz suggestion: Link to a statement the Gateway makes prior to the campaign.

Mitchell Pawluk motioned to approve the Election Coverage Code of Conduct presented by Adam, seconded by Damian Lachacz. The vote unanimously passes.

Note : Deputy editing hiring has been completed.

- **Purpose Document**

Provide feedback via email to Adam who will one last draft to the whole board.

Adjournment

Motion for Meeting to adjourn by Mitchell Pawluk. Seconded by Adam Lachacz. The meeting was adjourned at 9:11 pm by Mitchell Pawluk. The next general meeting will be at 7:00 pm on February 18, 2021, remotely over Google Meet.

Minutes submitted by Sezvo-ndinemwi M'pfunya

Approved by: The Gateway Student Journalism Society Board of Directors