

Gateway Student Journalism Society

Meeting Minutes
December 16 2021

Opening

The regular meeting of the Gateway Student Journalism Society was called to order at 6:39 PM on December 16 2021 via Google Meets by Mitchell PAWLUK.

Present:

BEASLEY, Chris
BROOKS, Sam
PAWLUK, Mitchell
MAHAL, Areeha
HE, Jin
BOLINA, Gurpreed
CRAIG, Lee
NARVEY, Rachel

Absent:

CO, Pia
SAGGU, Sukhmani

PAWLUK motions to approve Sam Brooks as interim chair

BEASLEY seconds this motion.

Vote:

In Favor: BEASLEY, BOLINA, NARVEY, CRAIG, MAHAL

Abstain: BROOKS

The motion carries and BROOKS becomes the interim chair for the December Gateway Student Journalism Society board meeting.

Approval of the Agenda

Moved by BROOKS

Seconded by PAWLUK

Approval of Minutes

Moved by BEASLEY

Seconded by PAWLUK

Reports to the Board

PAWLUK presents the Editor-in-Chief report.

PAWLUK announces the selection of deputy editors for the remaining publishing year. Arts and Culture Deputy Editors: Iman Qureshi and Taylor Jeffrey, Opinion Deputy Editor: Katie Teeling, News Deputy Editor: Remi Hou.

Training will occur during the Winter Break. He talks about a volunteer appreciation event in the office. The event had approximately 15 to 18 people and was a great chance for the team to bond closer with each other, especially the deputy editors. PAWLUK also gives an update on the grant. Since the last meeting, the Gateway team has finalized and sent in the application for the Special Measures in Journalism Grant, and are waiting to hear about the outcome of the application. Over the holiday break, PAWLUK will compile a list of grants for the Gateway to apply to over the coming semester. With the DFU ceasing next month, PAWLUK believes grants are a source of revenue that we have historically neglected and, through compiling this list, hopes to assist both our current team for next semester and future Gateway staff in taking further advantage of these funding opportunities. For the Audit Process, PAWLUK and SAGGU have been working on completing the audit process over the past few months and the process is nearly done.

PAWLUK presents the Executive report.

PAWLUK mentions the audit is still being worked on, and they are currently tracking down some last documents. PAWLUK mentions that SAGGU has been working on advertisement and ad prices, and they have been referring to other campus newspapers to determine prices. Also preparing payment for the ad places with the UASU Student Handbook.

PAWLUK presents the Outreach report.

PAWLUK talks about Campus Cup, The Gateway had an 11 player team of 11 players which won 1 out of 15 games. Also mentions the holiday social for staff and volunteers, with about 18 people present. Friday evenings (5pm) seem to work well for social events with Gateway

volunteers. Additionally, an easier system has been set up with SUB management to coordinate leaving elevators unlocked for evening events. In the past month, Instagram content has had 11.6% growth in followers. A number of posts saw significant reach and engagement. PAWLUK notes that a number of posts gain significant traction on Facebook and Twitter (but poorly on Instagram) which have translated into significant traffic to the website. However, Instagram content that does well (and poorly on other platforms) does not lead to website engagement. Moving into the winter semester, greater use of LinkTree and stories will be used to try and encourage users to read the full article on the site rather than just reading the excerpt in the description. The readership survey is getting ready for launch in mid-January. However, news that multiple universities will be online until at least January 31st means that the launch date may be postponed. Lastly, with Clubs Fair this year, The Gateway has secured the afternoon of the first day of classes. If the semester is online then the entire plan will be changed, but the recent news of universities moving online means we are yet to draft any plans for handling this

BEASLEY clarifies if website reads lead to ad revenue, and Instagram reads do not.

PAWLUK confirms that that is correct.

BROOKS asks how the Instagram content is relevant to the outreach report.

PAWLUK says that this year, social media falls under the outreach report because that is marketing, and counts as outreach to The Gateway's readers.

BEASLEY asks if The Gateway has any plans for Aboriginal Week Of Welcome

PAWLUK says he's happy to get in touch with Lochlann Kerr to get The Gateway involved in it, especially because Indigenous writers is an avenue where The Gateway can be stronger.

HE presents the Production Editor Report

The Top 10 articles of the month are:

1. Homepage, 3077
2. Residential school memorial on main quad, 2094
3. Alberta's identity crisis: young professional in Alberta, 1788
4. 100 indie band names we made up, 712
5. Sex Column: Pearls, 691
6. Sexual preferences made on race still racist, 607
7. What's up with millennials' obsession with tattoos, 577
8. Iveson is on his way out — what should we remember him by, 412
9. Aesthetics of the keyboard smash, 404

10. Staff associations picket in solidarity with bargaining teams, 398

HE mentions the hiring of two A&C Deputy Editors. She has started sending out the biweekly newsletters — open rate seems similar to rate in April when the newsletter stopped. HE has started checking the Community email, but may consider sending the biweekly newsletter from the Online email instead because of MailChimp plan limitations. Lastly, HE met with CO on November 29 for a transition meeting

CRAIG presents for the finance committee
Will have a meeting next week for finance committee.

PAWLUK presents for the HR committee.
The HR committee has not met yet.

PAWLUK presents for the governance committee.
The Governance committee has not met yet.

PAWLUK presents for the sexual violence training committee.
He says sexual assault training for staff will take place in early January.

New Business

For Approval: Proposed Hiring Timeline for the 2022-23 Publishing Year

PAWLUK presents the proposed hiring timeline for the 2022-2023 publishing year. The Editor-in-Chief job posting will be taken to the board and approved in the January meeting. Production Editor and Executive Director job postings will be taken to the board and approved in the February meeting. The Line Editors job postings will be taken to the board and approved in the February meeting.

PAWLUK motions to approve the timeline.

BEASLEY seconds this motion.

Vote:

In Favor: BEASLEY, BOLINA, NARVEY, CRAIG, MAHAL, BROOKS

The board unanimously approves the Proposed Hiring Timeline for the 2022-23 Publishing Year

For Discussion: SWOT Analysis

PAWLUK presents a SWOT analysis to the board.

For Discussion: Seeking Volunteers For Performance Evaluations

PAWLUK says two members of the board are to be appointed to review evaluations

BEASLEY nominates NARVEY

Seconded by CRAIG

NARVEY accepts this nomination

BEASLEY nominates BOLINA (accepted)

Seconded by MAHAL

BOLINA accepts this nomination

PAWLUK motions for the appointment of BOLINA and NARVEY to review performance evaluations.

The board unanimously approves NARVEY and BOLINA as volunteers to review performance evaluations.

Adjournment

PAWLUK motions to adjourn the meeting.

Meeting was adjourned at 7:38 PM by BROOKS. The next general meeting will held via Google Meets on January 20th 2022 at 6:30 PM

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Minutes submitted by: Areeha Mahal

Approved by: The Gateway Student Journalism Society Board