

Gateway Student Journalism Society

Meeting Minutes

November 18 2021

Opening

The regular meeting of the Gateway Student Journalism Society was called to order at 6:41 on November 18 2021 via Google Meets by Pia CO.

Present

PAWLUK Mitchell

MAHAL Areeha

HE Jin

KIMANI Emily

MACATANGAY Arthur

CO Pia

BEASLEY Chris

SAGGU Sukhmani

Absent

BROOKS Sam

CRAIG Lee

BOLINA Gurpreet

Approval of Agenda

Moved CO Pia

Seconded PAWLUK Mitchell

Open Issues

CO motions the Gateway Student Journalism Society board move to an email vote expiring on November 25 2021.

PAWLUK seconds the motion

Vote:

In Favour - KIMANI, BEASLEY, MACATANGAY, MAHAL, SAGGU

Against -

Absent for Vote - BROOKS, CRAIG, BOLINA

The motion carries and the Gateway Student Journalism Society board moves to an email vote expiring on November 25 2021.

PAWLUK presents the Editor-in-Chief report.

Gives an update on Deputy Editors. News and Opinion will each receive one deputy editor, while the Arts & Culture section will receive two deputy editors. Job postings closed on November 12, and the entire hiring process will be complete by Sunday, November 22. For volunteer engagement and meetings, Gateway staff planned and held a "Journalism 101" workshop event on November 3 and 4, both virtually and in-person. More details will be in the Marketing and Outreach Coordinator report. Line editors have decided to hold joint section meetings on Mondays to encourage more volunteer turnout. PAWLUK had been in contact with the bank to change over the PCA after discovering that our representative had not updated it after discussions earlier this year. The process has recently been completed. Scheduled a meeting with the branch to express some of the difficulties The Gateway has had experienced over the past year and was able to get some assurances on the conduct of the business representative in the future. SAGGU and PAWLUK have been working on compiling the necessary documents for the audit and grant and transferring them over to Yates Whitaker. For the Special Measures in Journalism Grant SAGGU and PAWLUK have decided to apply for the grant and have been preparing the application, which they plan to have completed in advance of the November 29 deadline.

CO asks about the progress on the grant application and if there are any complications to the application.

PAWLUK says the process is going okay, because they are referencing the application from last year which was very successful. If any snags are hit PAWLUK says he has previous Editor-in-Chief Adam Lachacz's contact information and will reach out to him.

CO asks when Deputy Editors will be trained.

PAWLUK says Deputy Editors and their line editors will have one-on-one meetings with each of them when they're chosen right away. He says training will primarily be conducted in December before final exams begin. He says this training will be a combination of workshops, presentations, and applied journalism.

CO asks if there are any plans for a volunteer appreciation event before the end of the 2021 calendar year.

PAWLUK says he has been planning a holiday-themed event with KERR for the volunteers.

SAGGU presents the Executive Director report.

She says her current priorities include compiling financial documents for the audit by Yates Whitaker, along with reviewing emails sent to the Executive Director inbox. She says all emails sent from September 2021 - November 18 2021 have been reviewed. SAGGU and PAWLUK have discussed advertisements for student groups, individuals, and businesses, and have discussed prices for a media kit. She now has access to BMO softwares, including the BMO Business Banking and Spend Dynamics accounts, so she can now create e-transfers for reimbursements, etc. SAGGU says she is in the process of filling out the paperwork to pay for The Gateway's advertisement in the SU Student Handbook 2021-22. SAGGU says she has had regular communication with the Students' Union, and Cindy has completed the year-end documentation and review with the support of The Gateway's accountant. She has been paid for her services as of November 15.

PAWLUK presents KERR's Marketing and Outreach Coordinator Report.

PAWLUK begins by discussing social media expansion efforts. The Gateway now posts regularly on Instagram. So far, only news, opinion, and breaking story formats have been used, and in late-November/December other formats and story types will also be utilised. Instagram follower count has increased by 9.5% over 4 weeks. At 1,841 followers (as of Monday), The Gateway is ahead of comparable publications like the Gauntlet (1,039) but behind The Varsity (2,428) and (4,168). Follower increase strategies will continue throughout the year. Held a

Journalism 101 workshop to re-engage distant volunteers and attract new students. Held one online and one in person, 27 participants came. \$120.00 was spent to host the event. Also negotiated with Student Group Services to give The Gateway administration-level privileges for room bookings, allowing greater flexibility in booking spaces for future events. The Gateway has put together a team for Campus Cup, with waiver signing and vaccine passport checking beginning the following week. The team will consist of 11 players. For the Readership Survey, KERR will begin reviewing questions and preparing to launch the survey in January. Lastly, The Gateway will be hosting a holiday social event at the end of the semester for volunteers, which will likely be a movie watch party in The Gateway office.

BEASLEY provides positive feedback on the Instagram content being posted, saying he has seen it widespread in the U of A community.

HE presents the Production Editor report.

She goes over the Top 10 Articles for The Gateway:

1. Homepage, 3352 views
2. Throwback SU funds stripper, 2795
3. Meet the Candidates: Kim Krushell, 1492
4. Ward Papastew: Micheal Janz, 1075
5. ETI approved by BoG pend approval, 995
6. Sex Column: Pearls, 846
7. Edmonton mayoral race presents new visions for city, 829
8. Sexual preferences based on race still racist, 744
9. 100 indie band names we made up, 715
10. What's up with millenials' obsession with tattoos, 634

Will be extending deadline for Arts & Culture Deputy Editors to extend invitation to volunteers who expressed interest, but didn't apply, to apply late. Will resume biweekly newsletters in December.

CO presents the Finance Committee Report.

They say CRAIG is absent from today's meeting due to a personal reason. Materials have been passed off to CRAIG. Finance Committee will reschedule to meet in the near future.

CO presents the Human Resources Committee Report.

Since BEASLEY will not be doing staff evaluations, CO expresses interest to do them alongside PAWLUK, which will most likely be taking place the first week of December.

BEASLEY expresses support for this idea, along with KIMANI and MACATANGAY, and offers help if there is ever a need for any from CO.

CO says BEASLEY should be removed as interim chair, since he has expressed being unable to hold the position.

BEASLEY resigns as interim chair of the Human Resources Committee effective immediately.

PAWLUK says the Governance Committee has not convened yet.

CO discusses the Sexual Violence Task Force. They say the past month has been challenging, but expresses hope to reconvene before the end of the year.

For Discussion

CO brings forward an application that was received for the vacant Alumni Representative Position on the Board. Rachel Narvey, former Staff Reporter and News Editor with The Gateway, is currently a journalist with the St. Albert Gazette. CO mentions putting forward an e-vote for this position, due to low attendance at the board meeting.

PAWLUK and MAHAL express support for an e-vote. BEASLEY and MACATANGAY say they are fine either way.

CO motions to move into an e-vote on whether or not to acclaim Rachel Narvey as the next alumni representative on the board by November 26.

PAWLUK seconds this motion.

Vote:

In Favour - PAWLUK, BEASLEY, MACATANGAY, KIMANI, MAHAL, SAGGU

Against -

Absent for Vote - BROOKS, CRAIG, BOLINA

The motion carries and the Gateway Student Journalism Society board moves to an e-vote expiring on November 26 2021 for acclaiming Rachel Narvey as the alumni representative on the board.

CO motions the board meeting is adjourned.

PAWLUK seconds the motion.

In Favour - PAWLUK, BEASLEY, MACATANGAY, KIMANI, MAHAL, SAGGU

Against - None

The motion carries and the board meeting is adjourned.

New Business

Adjournment

Meeting was adjourned at 7:22 PM by CO. The next general meeting will be at December 16 2021 via Google Meets.

Minutes submitted by: Areeha Mahal

Approved by: The Gateway Student Journalism Society Board of Directors