

Gateway Student Journalism Society

Meeting Minutes

August 17 2022

Opening

The regular meeting of the Gateway Student Journalism Society was called to order at 6:07 p.m. on August 17, 2022 via Google Meets by Mitchell PAWLUK.

Present

PAWLUK, Mitchell

KERR, Lochlann

MACATANGAY, Arthur

WILLIAMS, Emily

HE, Jin

BROOKS, Sam

DAUM, Evan

CRAIG, Lee

AVILA, Rebeca

Absent:

TEELING, Katie

VILLOSO, Julia

TYAGI, Aishwarya

KOSAK, Dan

Approval of the Agenda:

Moved by WILLIAMS

Seconded by AVILA

There are no votes in opposition.

Approval of Minutes

BROOKS suggests a friendly amendment to correct DAUM's name in the minutes.

Moved by WILLIAMS

Seconded by AVILA

The minutes pass, with DAUM abstaining, as he was not present during the meeting.

Reports to the Board

WILLIAMS presents the Editor-in-Chief report.

WILLIAMS says that this board report is a little bit shorter because September is fast approaching and loose ends are being tied. The main thing to report are staff changes. Managing Editor and Staff Reporter have been hired. MACATANGAY will be the Managing Editor, and Lily Polenchuk is the new Staff Reporter. HE will be staying on for the last month to help train the new staff, but this will be the last meeting she'll be on. WILLIAMS adds that there will be some journalism workshops for the fall to do in-person, and that there has been some traction with interest for guest columns for the site.

KERR presents the Executive Director report.

KERR says his report is a little thin because the newspaper has taken up a lot of time. The lease agreement will be signed in the next two weeks, and an advertising relationship contract will be drafted in the next few weeks for KERR to see. This advertising agreement would ask the UASU to find advertisers, but does not stop the organization from doing their own ads. KERR also adds that Gateway to Cinema is back, and invites the board to stop by at the showing at the Metro Cinema.

HE presents the Production Editor report.

1. The Top 10 Pages of the month are:
2. Top 5 Taylor Swift songs to cry to, 1689
3. Swoop airlines: A cautionary tale, 1190
4. 100 indie band names we made up, 862
5. Why are millennials so obsessed with tattoos, 692 Sex Column: Pearls, 479
6. 2017 Retrofile, 439
7. Sexual preferences based on race still racist, 435 Top 5: Local podcasts, 379
8. Flip phones vs smart phones, 371

HE explains that this is her last meeting on the board, and MACATANGAY will be filling her shoes in the future. She explains that she gave MACATANGAY a transition meeting, and later she and WILLIAMS will give extended training to MACATANGAY and the new Staff Reporter. She adds that although she'll be leaving the board, she'd like to stay on the Sexual Reporting Task Force even after she resigns to continue work on the task force. To aid in the work of the

Task Force, she has scheduled a workshop for the staff for late September with the Sexual Assault Centre.

CRAIG presents the Finance Committee report.

CRAIG says that because of some issues of getting information on time which are not a reflection of anyone, have put off the meeting for a couple days and have rescheduled for the committee to meet another time. Some issues with QuickBooks and not being reported properly with the bookkeeper. These are some challenges that the committee will be looking at soon. In the past, QuickBooks has worked fine, but due to recent changes, the software isn't keeping up.

KERR adds that QuickBooks is the accounting software and the bookkeeper updates the expenditures on the QuickBooks. The audit is coming up, and the year end finances weren't being updated. This will not affect the audit, but needs to be dealt with.

KERR presents the Governance Committee report.

KERR explains that there is a later discussion about the discussion Governance Committee had at their meeting. This broader discussion will be about the AGLC license requirements and the changes that would have to be made to be eligible for the license.

As TEELING is absent, PAWLUK presents the Sexual Violence Reporting Task Force report.

PAWLUK explains that the group decided the best thing to do would be to give the board a list of recommendations. The first thing to do would be looking at other examples of sexual violence reporting on other Canadian campuses. Different committee members are being assigned to check different ones, and using connections through CUP, reaching out to them.

PAWLUK says that the human resources committee is ad hoc, but would have to select a chair in the case that an HR issue does crop up.

For discussion:

WILLIAMS presents the update to the fall paper.

WILLIAMS explains that this was presented at the last board meeting as an idea. It was originally a pamphlet that would be an outreach opportunity, and BROOKS mentioned that it may be much cheaper to print it on newspaper that would also work as a nostalgic throwback. WILLIAMS explains that the the staff have decided to go with Central Web after some cross comparison.

There will be 4,000 newspapers printed, and the cost of the printing including shipping from Calgary would be \$1491.71 and the size will be broadsheet (22.75" by 11") with 8 pages. There will be stories in the newspaper that will tell students what we do and how useful the organization is. The newspaper will include: social intercourse, editorial, sports. From the archives, club feature, ask a prof, brief history of the gateway, letter from the gateway, meet the staff, interim provost Q&A, sports schedule, crossword, and open house information. The staff are also looking to find ads to fund this paper. The goals of the paper are to make students aware of the organization, showing students how the work is done, telling students how they can get involved, and telling a bit of gateway history and rebranding the organization. WILLIAMS asks for approval to spend \$1,500 as this was not accounted for in the budget. This would be an increase to the Marketing & Outreach budget, which was originally \$500, and this would increase it to \$2,000. She adds that ads sold may offset the cost of the newspaper.

BROOKS says that it's a good idea to have a physical paper. He asks about the size of the newspaper, as the racks were made for a smaller size.

WILLIAMS says she's not too concerned and passes it to KERR.

KERR adds that there was a mock-up made, and fit in the stands. It is also comparable to other broadsheet options but is quite skinny and tall.

BROOKS says that the plastic windows may have been made for a smaller size.

KERR says that the window may be used to advertise the open house instead.

DAUM says that he loves the sports schedule and suggested that approaching the sports people with a request for money may be a good idea. DAUM adds that the plastic window is an important space for advertising as well.

WILLIAMS says that the sports schedule is a tricky one because previously there was a contra deal with the sports people, and in gymnasiums and on their website the Gateway did receive some free advertising without any on The Gateway's end. She adds that she emailed them to ask, but would not fight it. WILLIAMS also adds that the organization previously had a contra deal with CJSR who inquired about another contra deal, which the staff refused. She explains that CJSR may be interested in purchasing the space.

BROOKS stresses the importance of stressing the limited-edition specialty of the paper.

BROOKS also asks that the staff sell the back of the paper to a bar.

KERR says that the staff are trying to sell the back page. The UASU ads person seems sure that the Canadian Association of Journalists may be interested in the back page but it is short-notice.

DAUM adds that it may be worthwhile to revisit the contra deal with the athletics department. He adds that he knows the department fairly well, so would be happy facilitating, and adds that the Edmonton Elks may be interested in ad space. KERR says he will send it to DAUM over email.

PAWLUK says that the deal ran out a couple of years ago, but with DAUM's advice it would be a good idea to revisit it.

WILLIAMS motions to increase the 2022-23 projected marketing and outreach, Executive Director budget (5664) from \$500 to \$2000 to produce a fall newspaper.

Seconded by BROOKS

The motion passes, and AVILA abstains as she is absent.

KERR presents the governance committee presentation.

KERR explains that the AGLC license would allow them to participate in casino slides and could take two or more years to actually get a casino night even after approval. There's no recent data on how long it could take. Previously, it could net up to \$70,000. However, the AGLC has a huge policy manual to meet their license requirements. He notes that there are some looser worded clauses that the committee has interpreted one way. He asks the board if the changes to fit the requirements would be worth it.

KERR explains that the general eligibility will be up for discussion today as it applies to all applicants. The Gateway is not currently eligible under this section. There is also special eligibility and there are 27 different categories, so even if The Gateway qualifies under the general eligibility, the organization could be rejected under special eligibility requirements. Under broad eligibility, KERR says that the applicable classifications would have to change the statement of objects in bylaw. In bylaw, it gets complicated because it has to do with organizational bylaw.

The organization is required to have 25 voting members because the organization is likely within the boundaries of a major casino. Currently, membership requirements include volunteers who write 5 articles within the last 365 days and current members of the Board of Directors. Currently, the membership numbers are not met and there is no record of them. There would be a process to register all the people. KERR suggests that changing the membership requirements

from 5 to 3 articles may help, but the engagement of such members may be minimal and they may not actually show up to vote. Under AGLC, there is also a written agreement members must sign every year to state they want to be a part of the organization.

The second part of bylaw is the board. 75% of the board must be chosen by its membership base. Currently, only 17% are chosen by society members. This requirement also states that it would be from its volunteer base, which is hard to understand with the board which includes many members who are no longer students. KERR highlights another clause that states “each member has the right to run for elected office” which does not happen currently as there are restrictions on certain positions.

The final thing KERR explains is that Governance Committee discussed another clause that says the board of directors would not be “paid to provide services to the group” which would cause the Editor-in-Chief, Executive Director, and staff representative to be non-voting as they are paid. One small thing KERR adds is that two related people cannot sit on the board at the same time, and this was violated last year, so it would be wise to put this in bylaw to show AGLC that the organization doesn’t plan to do that again. Finally, KERR adds that the organization would need a statement of objects in its bylaw.

KERR asks what impact these changes would have on the organization and the board, and if these impacts are worth the benefit of the AGLC license.

DAUM asks what the potential downsides would be to going down this route other than the work.

KERR says that one negative would be removing the power of some staff members, like the Editor-in-Chief’s vote. KERR also says that the membership numbers may also be significantly more difficult to achieve. There would also have to be changes to the board which might result in some positions being cut.

BROOKS says that the question is, if the board is changed this drastically, would they be effective in governing The Gateway? He says that one way to do this would be to elect the whole editorial board, like some other Canadian papers. BROOKS adds that the membership has shrunk majorly compared to a few years ago, and now the compounded factor of apathy in the membership is another issue. He explains that wanting to be involved in The Gateway would not necessarily mean desire to sit through board meetings, which is the biggest hurdle to overcome. The board would have to be dramatically restructured, but one of the reasons why the board is effective is that paid members of staff have a voice on the board, which would have to be restructured.

PAWLUK says that although KERR has explored it, AGLC has been no help, and when rejected, AGLC would give detailed feedback as to why the application does not fit requirements.

PAWLUK says that there are some good changes to be made either way like the requirement for board members to not be related, but shares the same worry that Governance Committee shared.

DAUM says that as an outsider, it seems like a good short-term fix, but because the organization is dealing with a financial issue, he would not necessarily be in favour of this considering the impact it would have on the board moving forward.

PAWLUK says that he agrees, as the changes would require a very passionate and informed volunteer base which could vote in their own staff and isn't sure the base is quite there yet. He says that he is in favour for Governance Committee to implement as many of these things as possible to give incentive to staff to give volunteers greater ability to participate. He says it may be good for the organization to have some of these reforms.

KERR proposed this during his job interview, but the difficulty he has faced has made him hesitant. He adds that financially, The Gateway has enough money to operate this academic year, next academic year, and a very small part of the year after that. He says that if this was successful this year, it would kick in right at the end of the funding the organization currently has, and that would still require the organization to have much smaller funding. KERR adds that it may be worth pursuing a different type of DFU fee instead, and the reduction of the certainty of the benefits with the cons that exist with the major changes required to be licensed may be a downside.

WILLIAMS says that a lot of changes have to be very big, and the volunteer base is very disengaged due to various factors. WILLIAMS agrees with the suggestion PAWLUK spoke about like having more volunteer-voted positions, having a statement of objects, etc. could be good. She adds that while even having the license wouldn't solve financial issues, taking these steps towards having the license could still be good.

PAWLUK reassures the staff that during the fall, things will change a bit because first and second-year students are more engaged as they are coming to campus for the first time.

BROOKS notes that the volunteer base has to be built again from the ground up and the organization's reputation must be rebuilt. He says that to pursue this license, resources will be taken away from pursuing these core values and potentially getting a DFU back.

PAWLUK says that the board has been playing with this idea for a long time, and thanks the staff for their work to get their feet on the ground and tangibly exploring the idea. He says it's a good

idea to refer this issue back to Governance Committee, and will be passing on these ideas to the next chair.

KERR says that he has been taking notes and would be happy to take these ideas to Governance Committee for discussion at the next meeting.

For Approval:

PAWLUK says that setting a membership meeting for the fall term would be required so that another volunteer representative can be voted onto the board. Normally, the next most-voted candidate is given the position, but MACATANGAY was the third-most voted and he is now on staff and cannot be volunteer representative. PAWLUK also says that it's a good idea to do some bylaw changes at that membership meeting so that members aren't overwhelmed by a lot of bylaw changes at the end of the year. He notes that it would also be a good idea to wait a little bit for fall so that more volunteers are eligible. PAWLUK advocates for November 7-11 as it would give volunteers more time to be eligible and settle in.

KERR says that the editorial team has been looking at changing the pitch meetings, and suggests hosting the special general meeting during that time to get as many volunteers as possible.

BROOKS moves that the special general meeting be held in November at a time that the editorial staff believe is best to get the volunteer to vote on board issues. This date will be shared with the board prior to the meeting.

Seconded by WILLIAMS

The motion passes unanimously.

Adjournment

DAUM motions to adjourn.

The board unanimously votes to adjourn.

The meeting is adjourned at 7:30 p.m..

Minutes submitted by: Jin He