

Gateway Student Journalism Society

Meeting Minutes

May 24 2023

Opening

The regular meeting of the Gateway Student Journalism Society was called to order at 7:19 p.m. online and in-person by Emily WILLIAMS.

Present:

TEELING, Katie

WILLIAMS, Emily

BROOKS, Sam

CRAIG, Lee

O'NEILL, Olivia

SMITH, Jonas

O'CONNOR, Katie

FASSONE, Lale

THIESSEN, Nathan

JICKLING, Sophie

Absent:

DAUM, Evan

FLAMAN, Levi

Approval of the Agenda:

Moved by TEELING.

Seconded by THIESSEN.

There are no votes in opposition.

Approval of Minutes

Moved by TEELING.

Seconded by CRAIG.

There are no votes in opposition.

Special orders

WILLIAMS begins the selection of new officers of the board. She provides a quick description of what each position entails, including the Chair, Secretary, Treasurer,

THIESSEN raises a point of inquiry regarding the Governance Committee.

WILLIAMS explains that the Governance Committee reviews The Gateway's operating policies and bylaws.

THIESSEN raises a point of order, explaining that if there is only one nominee for a position with one available vacancy, that position can be declared acclaimed.

WILLIAMS nominates herself as the chair.

Seconded by TEELING.

There are no other nominations.

There are no votes in opposition. WILLIAMS is elected Chair by acclamation.

TEELING nominates O'NEILL for secretary.

O'NEILL accepts.

THIESSEN seconds.

There are no other nominations.

There are no votes in opposition. O'NEILL is elected Secretary by acclamation.

WILLIAMS nominates CRAIG for treasurer.

CRAIG accepts.

TEELING seconds.

There are no other nominations.

There are no votes in opposition. CRAIG is elected Treasurer by acclamation.

WILLIAMS begins the selection of committee members. She describes each committee, beginning with the Finance Committee, which meets monthly before board meetings. The Finance Committee has automatic members, including The Gateway's Executive Director, SMITH, and the Students' Union (SU) Vice-President (Operations & Finance), FLAMAN, The Gateway's Editor-in-Chief, TEELING, and the GSJS's Treasurer, CRAIG. WILLIAMS explains the Human Relations (HR) Committee, which meets on an ad-hoc basis, and typically consists of a once-a-year commitment, during The Gateway's performance evaluation season in December. The members of the HR committee meet with the Editor-in-Chief to coordinate performance evaluations, and a member of the committee sits in on each staff evaluation. Finally, WILLIAMS explains the Governance Committee, which meets to review the GSJS's operating policies and bylaws to ensure they are up-to-date.

THIESSEN makes a point of inquiry, asking where he can find the constitution of the GSJS.

WILLIAMS explains that the GSJS has no constitution, but that the GSJS uploads all governance documents, including meeting minutes, to the "about" section of The Gateway's website.

THIESSEN makes a point of inquiry, asking if board members who are outside of the GSJS can sit on the Governance Committee.

WILLIAMS responds, explaining that this is permitted.

THIESSEN nominates himself to the Governance Committee.

TEELING seconds.

TEELING nominates BROOKS.

BROOKS accepts.

JICKLING seconds.

WILLIAMS nominates TEELING.

TEELING accepts.

FASSONE seconds.

TEELING raises a point of inquiry, asking how many people normally sit on the Governance Committee.

WILLIAMS responds, explaining that it is typically four members.

THIESSEN nominates JICKLING.

JICKLING accepts.

TEELING seconds.

TEELING nominates SMITH.

SMITH accepts.

CRAIG seconds.

TEELING nominates O'CONNOR.

O'CONNOR accepts.

FASSONE seconds.

O'NEILL nominates herself.

TEELING seconds.

THIESSEN withdraws his nomination.

WILLIAMS makes a point of inquiry, asking how she should proceed with the voting process.

BROOKS responds, explaining that it may be easiest to ask the board to vote on the nomination of members all at once, rather than individually.

THIESSEN makes a point of inquiry, asking if an anonymous ballot would be useful for the voting process.

WILLIAMS explains that, since there is no limit to the members on each committee, it is unlikely that there will be votes in opposition to the nomination of members.

THIESSEN re-nominates himself to the Governance Committee.

TEELING motions to elect THIESSEN, O'NEILL, TEELING, SMITH, JICKLING, and O'CONNOR to the Governance Committee.

O'NEILL seconds.

There are no votes in opposition.

WILLIAMS opens the floor to anyone who wishes to join the Finance Committee. There are no nominations.

WILLIAMS opens the floor for nominations to the HR Committee.

TEELING nominates BROOKS.

BROOKS accepts.

O'NEILL seconds.

THIESSEN raises a point of favour about the order of nominations, explaining that the motion to nominate a member should be seconded prior to their acceptance or rejection of the nomination.

TEELING nominates FASSONE.

JICKLING seconds.

FASSONE accepts.

WILLIAMS nominates herself.

TEELING seconds.

TEELING nominates JICKLING.

FASSONE seconds.

JICKLING accepts.

TEELING motions to elect FASSONE, WILLIAMS, JICKLING, and BROOKS to the HR Committee.

O'NEILL seconds.

There are no votes in opposition.

Reports to the Board

TEELING presents the Editor-in-Chief (EiC) report.

TEELING says she is excited for her first board report. Things have been busy on the editorial side of things with training. O'NEILL has just returned from Italy, while O'CONNOR has just left for a study abroad program in Italy. This has made staff training complicated, but not impossible. She explains that she and O'CONNOR have been improving The Gateway's training process, making it more vigorous, with an additional round of training happening in August, upon the hiring of the Staff Reporter. TEELING shares that the deputy editor positions have been posted, and that she has conducted one interview so far. She explains that she has largely been focused on strengthening connections with other student groups — something she also did during her tenure as opinion editor — and has met with the Editor-in-Chief of both the NAIT Nugget and The Griff. She also met with The Alberta Public Interest Research Group (APIRG), and has plans to meet with the International Students Association (ISA). She and SMITH have been working on the media package, advertisements, and budget logistics, which have been slow moving due to some issues with the bank. She and O'CONNOR have been working together on management strategies. They have standardised the way The Gateway approaches volunteer relations, tackling staff burnout, and staff accountability. She and O'CONNOR have worked on a more standardised publishing schedule, as well as incorporating mental health days into staff vacation schedules.

SMITH presents the Executive Director (ED) report.

SMITH says him and TEELING have started off the month with some introductory training procedures. He reiterates that there have been some difficulties in dealing with the bank, but that he and TEELING have been working hard to ensure that the issues are resolved. SMITH explain that one of his central focuses as the Executive Director is to improve advertising, especially advertising on The Gateway website. Thus, he and TEELING have met three different clients regarding advertising opportunities. He explains that he has re-vamped The Gateway's media kit, and thinks it looks good so far. He and TEELING have begun the very beginning processes of

budgeting, having multiple meetings planned throughout the month dedicated to budgeting logistics. Wrapping up his report, SMITH explains that The Gateway will not be hiring a deputy photo editor during the summer, but he explains that — seeing as he was the deputy photo editor prior to becoming the ED — he should be able to fulfill all photo needs for the summer.

THIESSEN raises a point of inquiry, asking if questions are permitted.

WILLIAMS responds that they are, and opens the floor to questions for TEELING's Editor-in-Chief report.

CRAIG asks TEELING about the standardisation of training at The Gateway, asking for an example.

TEELING explains that training last year was quite different, as staff was trained in an initial training round, but then joined the deputies for their respective training sessions. She explains that this year's training took three weeks, was limited to staff only prior to the hiring of the deputies, and was structured in longer sessions. Training was more interactive, including homework for each section, and tasks such as reading the *Canadian Press Stylebook* and creating presentations for deputy editors. TEELING also explains that The Gateway will be doing a mock production week to mimic what a pitch meeting and workshops will look like, in order for staff to practice.

WILLIAMS opens the floor to questions about SMITH'S Executive Director report.

THIESSEN asks if there have been efforts for joint advertisement between all university and college newspapers in the Edmonton area.

SMITH explains that, while The Gateway has never done so, the logistics of such a procedure would be rather complicated. Multi-university newspaper advertising would include collaborative payment, as well as collaborative payout, which could be very difficult.

WILLIAMS adds that companies have done this before through the Canadian University Press (CUP), but it did not go well.

TEELING adds that all of the other student newspapers in Edmonton have very different mediums. The other papers (such as the Nugget and the Griff) are owned by their respective students' unions, meaning that they also advertise through their SUs. This would make it difficult for collaborative advertisement, as The Gateway is independent from the University of Alberta's Students' Union (UASU). She adds that other papers go through advertising firms, while The Gateway does their advertising independently. All of this would complicate joint advertisement.

THIESSEN inquires if there have been efforts to pursue multimedia advertising opportunities, such as a collaboration with CJSR.

SMITH explains that this is something that is in the works, and it is definitely something that he is interested in exploring. SMITH explains that in previous years, advertising logistics were typically worked on once, especially during print runs. He is hoping to transition the advertising strategy to being more all-encompassing and constant. SMITH explains that, all in all, The Gateway has five different slots to offer advertisers, and that these spots could be used diversely throughout the year. He adds that part of this strategy may be approaching other groups on campus and offering the possibility of advertising with The Gateway, possibly offering a discount for student groups.

CRAIG adds that there has been a difficult shift in advertising after COVID-19, and after the Gateway ceased publishing in print.

SMITH adds that it is hard to sell folks who have already had hard copy ads (such as in The Gateway's magazine), towards the online medium. Some groups will be entirely hesitant, but some are worth re-approaching.

WILLIAMS adds that, in the past, she tried to make a deal with the SU about having joint advertising between SU TV and The Gateway, but the deal never made it to fruition.

O'CONNOR presents the Managing Editor report.

O'CONNOR runs over key points from the analytics report for the month of April. The view count for the month was 32,413, and the current top ten articles list included some articles from April 2023. O'CONNOR has been settling into the role, and settling some technological hiccups with The Gateway website with TEELING's help. According to the advice of Arthur Macatangay, the previous managing editor, O'CONNOR has changed the frequency of the campus roundup newsletter from bi-weekly to monthly, to accommodate the new publishing schedule. Deputy hiring has also been happening, and O'CONNOR explains that she will be present virtually for any additional interviews, as she is headed to Italy tomorrow. She will also be recording her Arts & Culture training, so that new deputies can be trained while she is away. O'CONNOR and TEELING have been working on training, and training O'NEILL during a tight overlap of time in which they are both in-office. O'CONNOR explains that, while she is leaving, she will be holding regular office hours for all staff and volunteers, and will be maintaining regular communication and editing as normal.

WILLIAMS opens the floors to questions for O'CONNOR's Managing Editor report.

THIESSEN asks if there is a peak season for articles.

WILLIAMS explains that peak season for pageviews would probably be in February, thanks to the release of the provincial budget and the SU elections.

THIESSEN asks how many people read coverage of student council meetings.

WILLIAMS answers that it is difficult to decipher which page views come from bots, and which come from readers. She states that it would depend on the particular student council meeting, but that view count ranges from 100-800.

THIESSEN asks how many people receive the biweekly Campus Roundup newsletter.

O'CONNOR answers that it is about 500 people, with an open rate of about 66 per cent.

For discussion:

TEELING presents her Editor-in-Chief vision.

TEELING begins by introducing the incoming staff. TEELING shows the four corners of her vision, which all connect to one central question: what should students think when they hear the name “The Gateway”? She details what she believes students should think: a connection to their community and campus, a hundred-year-old legacy, a voice for when they can't speak for themselves (or a possibility to uplift their own voices), and an opportunity to be a part of their community, and to gain experience they wouldn't be able to gain elsewhere. TEELING then presents her plans for the 2023-24 year, which are guided by the four corners of her vision. Regarding opportunity, TEELING plans to extend deputy editorships and create campus-wide workshops for all students, not just volunteers, and improve outreach to students across campus. Regarding legacy, she plans to focus on The Gateway's upcoming DFU campaign, including diversifying coverage, cementing the historic value of the Gateway, and improving community relationships. TEELING further explains that her focus on legacy includes efforts to professionalize The Gateway, workshops from outside sources, lengthening training — including a practice production week, where staff can practice the skills they have learned in training — and increasing coverage of marginalized communities through guest columns. TEELING continues, explaining that, with regards to opportunity, she plans to improve the deputy editorships, including the creation of a Deputy Illustration Editor, and a French-Speaking Deputy Editor, who would help run the Mouton Noir column, which is a collaboration with Campus St. Jean (CSJ). She explains her plans to standardize deputy editorships, and making them more mentorship-based. TEELING explains that outreach is a big emphasis for the Gateway this year,

and expands on plans for tabling across campus, and bringing back class talks. She explains her plan to improve community relations for students outside of The Gateway by expanding guest columns to groups who haven't contributed yet, and continuing a relationship with those who have. TEELING states that she plans to cement The Gateway's physical presence on campus through a print edition in the Fall, the only edition The Gateway has committed to printing thus far, by providing papers off-campus as well as on.

BROOKS asks if having a Winter print edition available while students vote for the upcoming DFU campaign would be advantageous.

TEELING says that a print edition in the Winter would be a great idea, but that she is unsure about the capacity that The Gateway will have between election coverage and the DFU campaign, but that she is open to the idea.

TEELING continues her Editor-in-Chief vision presentation, explaining that both she and O'CONNOR included hosting fundraisers and events on campus in their job pitches, and that she has had quite a bit of interest from other groups to collaborate on events, which she is excited about. She explains her plan to improve community relations by hoping to work with groups such as the Indigenous Students' Union (ISU), the International Students' Association (ISA), APIRG, CSJ, and the UASU more broadly. TEELING explains her desire to capitalize on the legacy of The Gateway to emphasize the history of students' voice on campus. Finally, TEELING explains plans to diversify The Gateway's income through fundraising, contra deals and agreements, and focusing on advertising.

WILLIAMS opens the floor to questions for TEELING's Editor-in-Chief vision presentation.

THIESSEN asks TEELING to elaborate on efforts to collaborate with CSJ.

TEELING explains that The Gateway has historically had a column with CSJ, but since there were no French speakers on staff last year, it fell through. This year, two members of staff speak French, but TEELING explains that she wants to plan for the possibility that there may not be French speaking staff forever. She plans to meet with Taylor Good, one of the co-presidents of Association des Universitaires de la Faculté Saint-Jean (AUFJSJ), to work together to find a way to cement CSJ and The Gateway's relationship. She explains that the French deputy editor would be someone who currently goes to (or has gone to) CSJ, and is able to bridge the gap between the two campuses. Although TEELING and Lily Polenchuk, The Gateway's news editor, do speak French, they are not students from CSJ, and thus can't understand the issues that they face. TEELING explains that she wants to give the students at CSJ a voice and a platform, rather than speaking on their behalf.

THIESSEN asks about efforts to engage with Augustana campus.

TEELING explains that she did offer the Augustana Students' Association (ASA) the opportunity to do a guest column the previous year, but that it fell through due to shuffling roles at ASA. She explains that The Gateway plans to offer the opportunity for a guest column to the ASA again.

O'NEILL adds that, as opinion editor, she is overlooking guest columns, and she has plans to get into contact with someone from Augustana.

SMITH adds that, for The Gateway's print run, he is hoping to find a method to distribute copies of the newspaper to Augustana.

THIESSEN asks about engagement with the Gateway to Cinema events.

TEELING explains that the engagement varies depending on the placement of the movie and the movie itself, but that engagement is generally good. She explains that she is hoping to get a new slot for The Gateway to Cinema events, in order to encourage more students to come to the events.

THIESSEN asks if there is a possibility for a collaboration with The Myer Horowitz Theatre in the Students' Union Building.

WILLIAMS explains that the deal with Metro Cinema is advantageous, as students can get in for free, but that the Myer Horowitz could be a potential venue when it is no longer under construction.

SMITH explains that The Gateway currently has a contra deal with Metro Cinemas, so this makes partnering with the theatre preferable. However, he explains that the convenience of The Myer Horowitz Theatre makes it a potentially advantageous venue.

CRAIG asks for clarification regarding campus-wide workshops.

TEELING explains that these workshops could cover the importance of student journalism, an idea which had appeared in the past. She explains that, in light of the upcoming DFU campaign, workshops would be equal parts experience and outreach.

O'CONNOR adds that she envisions an illustration or photo-based campus outreach event, or a Journalism 101 workshop.

THIESSEN asks if TEELING can comment on DFU efforts.

TEELING states that the campaign efforts are in the very, very early stages. She passes the question off to WILLIAMS, who is the campaign manager.

WILLIAMS explains that as the chair of the campaign efforts, she has established a core team of six members, and they have met once. She explains that the campaign desires to do testing of the DFU's message on the Board, a student at large group, or a Gateway alumni group. They are still nailing down most of the details, but WILLIAMS explains that the group has been discussing changing the amount of the DFU, and campaigning towards graduate students.

WILLIAMS begins discussion of the applications for the Student-at-Large position.

BROOKS motions to move in-camera.

THIESSEN seconds.

There are no votes in opposition.

WILLIAMS presents the candidates for the Student-At-Large position.

THIESSEN motions to move ex-camera.

FASSONE seconds.

There are no votes in opposition.

WILLIAMS declares DANNY KURANI as the Student-At-Large Representative.

WILLIAMS asks about meeting logistics, asking if in-person or hybrid meetings are better. The group agrees that while in-person is preferred, with the right technology, hybrid meetings work as well.

Adjournment

TEELING motions to adjourn.

THIESSEN seconds.

The board unanimously votes to adjourn.

The meeting is adjourned at 9:13 p.m..

Minutes submitted by: Olivia O'Neill