

## The Gateway Student Journalism Society — Board of Directors

September 18, 2024 — [Google Meet](#)

### Attendance

Leah Hennig

Lily Polenchuk

Omar Habibzai

Katie Teeling - **Chair**

Anna Rudge

Dylana Twitney - **Secretary**

Nathan Thiessen - **Treasurer**

Levi Flaman

Unees Hassain

Zeyana Ramji

#### 1. Call to Order

TEELING calls the meeting to order at 7:02 p.m..

#### 2. Approval of the Agenda

THIESSSEN motions to approve the agenda. HENNIG seconds.

#### 3. Approval of the Minutes

THIESSSEN motions to approve the minutes. HENNIG seconds.

#### 4. Reports of Officers and Standing Committees

##### a. Editor-in-Chief

Busy month with the start of school Clubs fair successful. Went through alot of merch, had a lot of sign ups for Campus Roundup and the pitch emails. 16 people attended the first open house and second open house. *The Gateway* has received good feedback on the September print and has started working on the November print. Staff is working on increasing post count. POLENCHUK says she and Twitney decided to switch Campus Roundup to weekly. Isabella is working on outreach through eClass and canvas. The Gateway to Cinema Instagram post got a lot of engagement. The audit is underway. ATB taking a while to respond about opening a new account. She needs to talk about the project deficit with the Finance Committee. POLENCHUK says she and TWITNEY are working on setting up scholarship guidelines.

##### b. Executive Director

5:08 — HABIBZAI says August was less busy. He was focusing on advertising and marketing outreach. WOW was a success and he personally talked to a lot of students. Instagram followers have increased, as well as subscribers to the pitch email. He had to restock print edition as it was popular. He is working on transferring accounts to ATB. The DFU money isn't coming in until September 30 so they've projected their cash deficit for October. Projected deficit is under 20 grand. He is reaching out to various organizations for advertising. It is looking like they'll have more ads for the November print edition. Voice Magazine wants a quarter ad. He has several interested parties for the print. With online ads sold

out people are more interested in print ads. It's been going better than he expected.

c. Managing Editor

TWITTEY reiterates that Campus Roundup will now go out biweekly. Open houses were packed and staff is slowly working up to publishing three articles a day Monday through Friday. TWITTEY mentions that this month's top article is a Loblaws boycott opinion article, which she says was reposted onto the Loblaws boycott subreddit, leading to a lot of unexpected foot traffic.

d. Finance Committee

Thiessen says a red line in a budget is never good, referencing the deficit. He says that the good news is that *The Gateway* is just waiting on money, they're not broke just "not liquid right now." Three options are available, he's been told by Gateway staff; a loan from the UASU but he says this isn't politically savvy as it would need to go through council. Additionally he says he thinks the council would be more than happy to pass it. Second is wait for the DFU money to hit but unfortunately relying on the university being speedy is maybe not the best idea. Third option; don't pay rent. There are obligations in the budget item that they can hold out on — such as rent. This needs approval from the UASU. TEELING says they're not talking about it today because so many members are absent. The board will hold a special meeting. POLENCHUK adds they could send their projected deficit and budget to the general manager of the UASU, Marc Dumouchel, and see how he could help out. THIESSEN asks if they could send the projected deficit to the general manager now before the special meeting. FLAMAN asks how it's calculated that they're facing a deficit. POLENCHUK went to the UASU offices and spoke with Marc. He asked them to draw up their expenses until the end of October because that is when the DFU check will come in. He said they will help look over their options. FLAMAN asks her to open the deficit projection. FLAMAN says *The Gateway* could wait to pay the UASU for rent and salaries. The UASU already loans out money to other DFU's and "what's one more at this point?" he says.

e. Governance Committee

HENNIG says Gov Com met the previous day and elected a chair, which is Hening. She says they're aiming to go through all of *The Gateway's* operating policies and bylaws throughout the year. If they flag anything they'll bring it to the board with recommendations.

f. 5 Year Strategic Plan Committee

The Strategic Planning Committee had a second meeting. They began discussing publications to interview on their planning. Hoping to hammer our questions for the interview next meeting to begin hammering out a strategic plan.

#### Motions

FLAMAN motions to send an updated fixed deficit planning document and budget to Marc. THIESSEN seconds. The motion passed unanimously.

#### 5. For discussion: The Gateway Volunteer Scholarships

POLENCHUK says a scholarship was a talking point during the DFU campaign. POLENCHUK says she and Twitney wanted to keep the scholarship simple and thought about what kind of candidates they wanted for the scholarship. They have budgeted 2,000 for this year. They

decided on two scholarships of 1000. To qualify applicants must be a U of A students, have contributed to *The Gateway* on five occasions at minimum between the period of Sept 1, 2024 and March 31, 2025 on a volunteer basis. Contributions include writing an article, completing an illustration, and/or taking photos of an event for an article. The applicant can not be a former Gateway staff member and must be in good standing the GSJS under the Gateway Content Copyright Agreement. The applications will be open from March 1 to March 31 giving people time to submit a portfolio and a cover letter. In terms of receiving applicants POLECHUK says they will draw from their current hiring process.

TEELING says its possible someone who is applying for staff could also apply to the scholarship which could create a conflict. POLECHUK suggests the scholarship could close before March and instead open in February. TEELING suggests specifying what contributions qualify. FLAMAN asks if the scholarships will be adjudicated internally and not with the UASU awards. THIESSEN says The Gateway is an independent organization. FLAMAN says they were independent last time there was a scholarship. TEELING asks if they went through the UASU, if someone from the UASU would sit on the panel or if it would still be independent run through The Gateway. FLAMAN says it would be student adjudicators. THIESSEN suggest leaving the decision to The Gateway as they're invested in the day to day operations of *The Gateway*.

THIESSEN asks how they're adjudicating. POLECHUK says TWITTEY and her would adjudicate with relevant line editors. Because she and TWITTEY aren't in contact with volunteers it would reduce conflict. THIESSEN and HENNIG says this sounds appropriate. HENNIG says they're aware of volunteer contributions even though they don't have personal relationships. TEELING says it doesn't really make sense for people who aren't involved to help make the decisions.

TEELING asks about how they would pitch this to volunteers. POLECHUK says they will advertise as pitch meetings and in pitch emails. She says that by winter semester she hopes all consistent volunteers are aware of the scholarship. POLECHUK says as soon as its approved they would start advertising. RUDGE says it makes more sense for TWITTEY and POLECHUK to decide since they're most connected with The Gateway. TEELING asks how they came up with the number of 5. POLECHUK says they decided on 5 because of the amount of the scholarship. HABIBZAI asks if there will be a more formal version of the document. He says it is well written but says a few areas could use added clarity. POLECHUK says this is just a rough draft and it can be reworded. FLAMAN pitches putting the award through the UASU awards portfolio. TEELING says they could do it either way. She also suggests creating a portal like a google form. THIESSEN says it's a lot of bureaucracy and to leave it to The Gateway. FLAMAN argues the platform and infrastructure is already there. Because of the timing of the awards TEELING says it makes more sense for The Gateway to do it separately. She mentions that The Gateway sees volunteering peak in February and March and that many volunteers do not start volunteering until their last years at the U of A. By going through the UASU she argues The Gateway would miss a lot of people. FLAMAN says there's never been a year where a Gateway scholarship was not awarded. TEELING clarifies her original point which is that less people may apply. RUDGE says that as a volunteer she stopped paying attention to a lot of The Gateway after the semester ended. She says she would be more

likely to apply in February versus in June. HENNIG says The Gateway doesn't need the reach of the UASU because committed volunteers, the ones who would qualify for the scholarship, are already opening pitch emails and attending pitch meetings. HENNIG motions to approve, THIESSEN seconds. The motions passes with 7 in favour and 1 opposed.

6. Adjournment

POLENCHUK motions to adjourn, THIESSEN seconds. The meeting adjourned at 7:42 p.m..