

The Link Publication Society 2014-2015 Report from the President

March 26, 2015

To members of The Link Publication Society, the Concordia University community and whomever this may concern,

My name is Laura Beeston and I have been involved at The Link since 2008. It has been my pleasure to serve as a contributor, editor, board member and as board president over these years, and it is a privilege to see first-hand how our publication continues to evolve.

There is a lot to be proud of this year, and a lot of good work coming for us. It's an exciting time for student press

I'd like to start by thanking Rachel Boucher, Board and Masthead, past alumni, and Concordia University for their help in throwing #Link35, an anniversary that saw generations of Linkies return to our roots and party together.

From most accounts, #Link35 was a wild success: we strengthened our network of alumni and re-introduced amazing people into our organization; we picked a brain trust of four Link generations on a panel about the media landscape and our place (and potential) within it; there was a lot of nostalgia, food and fun. And most importantly, we have a sharper short-to-mid-term vision moving forward.

After #Link35, a future planning committee was struck. We are so fortunate to have members like Phil Authier, Elysha Del Giusto Enos, Heidi Modro and Damon Van der Linde back in the fold. Already holding two productive meetings, the committee has identified ways to strengthen the paper moving forward, and will be an invaluable working group for the larger, long-term vision of our organization as we try to stay relevant reaching 40.

The other big news this year is that the Board hired an office manager to help masthead with weekly administrative and outreach responsibilities and hopefully secure a better workload and dynamic for Masthead; we are planning a readership survey and looking into R&D opportunities with members of the Concordia community; we are implementing a workshop program to ensure proper recruitment and training of contributors, staff and masthead. Another promising initiative is a decision taken to bring "special issues" to new levels next year — getting creative with planning, production and paper.

With our board and alumni's help, our legacy as a learning space will continue as we strive to innovate where we can in the field.

As of March 26, our organization saw 114 new bylines appear in the paper with 418 contributions. For next year, we must continue to work hard and push for more contributors to join us, more readers to engage with us and more distribution points to get us out there.

Despite a significant drop in advertising revenues since 2006, *The Link* managed not run to a deficit this year. Rachel will present the numbers in detail, but we were careful in our spending. As we have conservatively done since 1999, TLPS has decided to place part of our ads revenues in placements to obtain interest revenue. We have also managed not to ask for an increase in student-levy fees since 2001. Always looking for new business, however, we are hoping that the new special issue format will help to entice new advertising clients and broader community partnerships to give their time and talents to *The Link*.

For the next volumes, there is a lot on the horizon and the opportunity for many joint projects and exciting initiatives between Masthead, Board and the Future Planning Committee. We have also recognized a need to strengthen our brand in both the Concordia University and Montreal communities. We hope there will be many possibilities for collaboration.

I'm optimistic, but realize that there is a lot of work ahead of us. I encourage everyone to show up to the office, to get out there in the broader community, to keep lines of communication wide open, to check in often with each other, to be generous with what you know and what you can share (and learn), and to remember the elephant.

Remember the elephant? An anecdote from j-school that stuck with me:

Three blind people approach an elephant. One person grabs the trunk, one grabs the tail, and one grabs its side. They all have different perception and experience, yet they're touching the same animal. *The Link*

is like an elephant: we have to continue to ensure everyone sees the big picture and not just the piece of the elephant they are in contact with. So verbalize your plans; ask for support when you need it; keep each other honest, hungry and working hard. We are a team.

So with that silly story, I end my time as an official member of *The Link* but will always remain a very proud alumnus, and to continue reading and helping out where I can. I have been blessed to love *The Link* like a second family over all of these years and encourage you to do the same. It's worth it.

Thank you for another engaging year and for your commitment to this paper. And good luck to the incoming staff, Masthead and Board! Link for life.

To its continued success,

Laura Beeston, President, TLPS.

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