

The Link Publication Society Inc.
Annual General Assembly
Friday March 28, 2014 at 4 p.m.
1455 de Maisonneuve West
Room H-649

1. Call to order

Chair Laura Beeston calls to order at 4:08 p.m.

2. Election of a secretary

Motions for Colin Harris to be secretary

3. Reading and approval of the agenda

- motioned by Noelle Didierjean

- Erin Sparks seconds

Approved

4. Reading and approval of the minutes of the 2013 AGA

- minutes read by Laura Beeston

- Andrew Brennan motions to approve minutes (with grammatical changes)

- seconded by Erin Sparks

Approved

5. Constitutional amendments

BY-LAW FOUR

Board of Directors

Article One. The Society shall be governed by a board of directors known as the Link Publication Society Board of Directors, hereinafter referred to as the Board, which shall be constituted as follows:

i) Three (3) members of the Staff, none of whom shall hold an editorial position within the Link, elected at a regular staff meeting that takes place before the A.G.A. Unfilled position may be filled during the year by a by-election.

ii) Two (2) members at large of the Society, none of whom shall hold an executive position within another university group, elected at the annual general assembly of the Society.

iii) Two (2) members of the community who have been members of the Staff within the last three (3) years, elected at the annual general assembly by the Society.

iv) One (1) non-voting member from the local media or legal profession, recommended by the Editor-in-chief and ratified by the voting members of the Board, who shall serve as ex-officio director.

v) The Business Manager of the Link, who shall be a non-voting member of the Board and who shall also serve as ex-officio director.

vi) The Editor-in-chief of the Link, who shall be a non-voting member of the Board.

vii) Following the conclusion of every meeting of the Board of Directors at the request of the Editor-in-Chief, the President or Vice-President of the Board of Directors communicates with masthead to discuss the occurrences of the meeting and to field any questions or concerns that masthead may have, while also adhering to the restrictions set out by the non-disclosure agreement.

Be it resolved that we insert between point vi) et vii):

Interested candidates must submit a letter of intent to the secretary of the Board seven (7) days prior to the elections.

The secretary of the board will publish the names of the interested candidates in the issue of The Link published prior to the elections.

and

Be it also resolved that

That actual point vii) becomes point viii)

BY-LAW EIGHT

Publication Requirements.

Article One. The Society shall publish at least twenty seven (27) printed and online issues of the Link during each publishing year, starting the last week of August.

Three (3) additional online issues shall be published: one will be completed by the beginning of June; a second shall be completed by the first week of August; and a third shall be completed by the first week of January.

i) An online issue is defined as seven days of reporting and production.

Article Two. The Society may publish any other publications that it deems desirable and necessary.

Be it resolved that By-Law 5, Article 1 be changed to

The Society shall publish at least twenty seven (27) printed and online issues of The Link during each publishing year, starting the last week of August.

Two (2) additional online issues shall be published: one will be completed by the beginning of June; a second shall be completed by the first week of August.

i) An online issue is defined as seven days of reporting and production.

Article Two. The Society may publish any other publications that it deems desirable and necessary.

Motion to approve changes by Brandon Johnston

Seconded by Erin Sparks

Approved

6. Board of Directors report

See attachment

7. Presentation of the 2012-2013 financial statements

Rachel Boucher:

-financial year June 2012-May 2013

-ad revenue high because of the Mirror folding

-student fees nearly the same

-interest a little bit less on placed money because the rates are lower

-government grant money was to pay our mobile developer

-Campus Plus folds owing us nearly \$5,000 but we are expecting some money soon

-Membership and Dues budget line 0 because we left CUP

-We had \$19,000 excess revenue over expenses

-We had a good year last year

8. Appointment of the auditor

Sophie Houle CPA Inc.

Rachel Boucher recommends to continue with her

Riley Wignall motions to approve the auditor

Erin Sparks seconds

Approved

9. Presentation of financial statements as of February 28, 2014

Rachel Boucher:

- Advertising was \$37,583 really low.
- Even big companies (ie Evenko) won't pay for ads
- it's getting harder and harder
- at the end of the year we are expecting a deficit of \$12,000 in February
- but we had \$4,000 more in ad revenue than expected in March
- we sent five people to Edmonton for NASH, due to the polar vortex we received a \$1,000 refund
- so our new projected deficit is \$7,000
- this is good, taking into account the huge drop in ads

10. Presentation of preliminary budget

- we are preparing for less ads
- less commission expenses because probably less ads
- we have budgeted more for a sales rep, ad designer in case we find people to do these jobs
- money set aside for special printing of special issues
- one less issue next year, adjusted printing budget
- NASH projected to be cheaper because it is going to happen in Ottawa
- Computer consultant budget increased in case of any NUW expenses
- budgeted \$2,000 for a survey
- \$3,000 for an anniversary event/party
- expecting a deficit of \$16,000
- but this is including \$5,000 of special expenses (survey, anniversary party)

11. Election of the Board of Directors

- two society members Graeme Shorten Adams and Colin Harris
- two members at large Laura Beeston, Clement Liu

Graeme reads his letter, it's touching, we clap.

Andrew Brennan motions to vote all members in together

Erin Sparks seconds

All members are voted in.

12. Other business

No other business

13. End of the assembly

Hilary Sinclair motions to adjourn

Jayde Norstrom seconds

Meeting adjourned at 4:54 p.m.

The Link Publication Society.
2013-2014 Report from the President
March 28, 2014
Laura Beeston
President. TLPS.

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

It has been my pleasure and honour to sit on the Board of Directors at The Link Publication Society for both Volume 33 and as President for Volume 34, and to watch our paper continue to grow.

There's a lot to be proud of here, and a lot of work we have cut out for us, too. But as far as this year goes, it was encouraging to see "young, new blood" take the reigns and assume some incredible leadership roles on masthead and as contributors.

The efforts of new Linkies have made the paper more multidisciplinary, more multi-faceted, and seen a production year that has continued to move beyond the traditional, weekly paper form.

Our move into radio continues to grow and be a success, our online views are increasing, and we have continued to establish The Link's digital footprint with micro-websites, a commitment to the daily digital publishing model, more videos and blogs, and greater engagement and reach on social media.

With this move into the wilderness of the online world, however, The Board has had to make some rational financial decisions about cutting back on our circulation. As more people are accessing our content on the web and with mobile devices, we will continue to make bigger plans for these platforms.

Branching out and trying to understand the new era of print journalism (and how to remain competitive), we've seen a significant drop in ad revenue since 2006. As we have conservatively done since 1999, TLPS has decided to place part of our ads revenues in placements to obtain interest revenue.

Some promising plans, like working with masthead to have "fixed dates" for special issues might also make it easier to find and sign contracts with advertisers in the future.

Another notable financial difference this year came with TLPS Board working without the financial or ethical strain of the Canadian University Press. Though we sent five delegates to the annual conference, and continue to keep tabs on the evolution of the university papers' association, it was a big financial weight off our chests.

We are also happy to report that there is potential for a CUP-like rebirth, as the papers who have left the organization are trying to find ways to keep university campuses from coast to coast engaged with a new wire.

The National University wire is a project to build a newswire that's cheaper and more frequently updated than the CUP model. It is a group that aggregates campus paper content on theme- and region-specific feeds, available only to members. It is going to be a tool used by member papers and not a brand, and minimizing costs is a priority.

With outgoing EIC Colin Harris actively engaged in this new wire, The Link's Board continues to monitor with interest a new opportunity for university paper collaboration.

This year, The Link has also started a new tradition. To help young contributors in financial need, The Link Publication Society (TLPS) created a bursary in the memory of Doug Leslie, the first editor-in-chief to lead the newspaper, who died in 2012.

Led by Rachel Boucher and Justin Giovannetti with last year's board, the bursary in Leslie's memory consists of either two (2) awards of \$500 or a single award of \$1,000 -- taken from the interest revenues in placements -- given to any deserving undergraduate staff member(s) of The Link newspaper.

It was this year that we were happy to make this vision come through for the first time.

Some stellar alumni -- Peggy Curran, Phil Authier, Adam Kovac and myself -- came back into the fold to help choose our first-ever Doug Leslie bursary recipients. The bursary was split and we were pleased to award it to Brandon Johnston and Jake Russell.

It is our hope that this initiative will continue to help deserving future Linkies manage the long, unpaid volunteer hours that come with this dedication to TLPS.

As we're looking to the future, it's worth noting that The Link is also about to reach a milestone. We are very excited to celebrate our 35th anniversary next year and tentative plans to make this one to remember. We are also looking forward to continuing to slowly and carefully phase-in a five-year operating plan.

We are also looking forward to implementing a readers survey to see what they want, and where they're reading The Link.

Finally, the Board is happy that some small changes we've added to the production mix -- more transition time for incoming masthead members to work with outgoing masthead, an annual critical review by former editors after the new volume is a few issues deep, and overall better organizational structure -- are seeing positive results and helping institutional memory remain intact.

There is lot on the horizon at The Link in the coming year. It is a privilege to be part of such a dynamic organization that, as of March 25, saw 137 new bylines join our fray with 449 contributions.

Thank you for all working so hard. Thank you for another engaging year. Thank you for your commitment to this paper. To its continued success, now, for the next year and in the future,