

March 30, 2016

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

My name is Clement Liu and I've been part of The Link since 2010 as a contributor, Creative Director, board member and as board president this past year. It has been an incredible opportunity to have been part of this publication at the start of its transition into our print and online format 5 years ago and to have seen all the incredible variety of content that it has allowed us to produce.

A year ago we hired a part time Office Manager responsible for overseeing the general production and daily administration tasks of The Link's print edition. The Office Manager would also have the responsibility of recruiting and maintaining contributors for The Link. Over the summer our first office manager, Pierre Chauvin, resigned. The board revised the job description upon receiving Pierre's report and after meetings with masthead. The Office Manager's production roles were removed and reinstated into an elected Managing Editor. In September we hired a new office manager but shortly eliminated the position. The Office Manager which had fixed hours was too dependent on a masthead who don't have fixed work hours. The duties of the Office Manager have been redistributed back to different editors.

We started the school year with orientation events throughout September where we had a meet and greet, workshops and a weekly guest editor. I would like to thank Elysha Del Giusto Enos, Adam Kovac, Damon Van der Linde and David Murphy for being great guest editors and incredible alumni. Orientation month was a success and it started discussions about having a similar month of orientation themed events and workshops in the winter semester.

Last year we created a future planning committee after our successful #Link35 anniversary. In those meetings we had discussed doing a readership survey in order to ask our readers questions that we couldn't answer ourselves. This year we looked into various firms to conduct our survey but we eventually commissioned a Concordia student from JMSB named Huong Do. It was completed in January. The information we collected will allow us to focus our attention on more specific details in order to expand our readership online and physical pick-up of the newspaper in and around campus.

Our very own Julian McKenzie, Online Sports Editor, won the inaugural Sportsnet U Recruited contest, awarded to a student journalist covering university sports in Canada this summer. The Link was nominated for 7 JHM awards at the annual Canadian University Press conference held in Toronto in January where we won the award for best website. Let's win more next year!

As of March 22, 2016, The Link had 150 new contributors and 588 contributions excluding masthead contributions published in print and online. With our organization growing into different platforms I think it's imperative that we push for more contributors outside of the typical departments we recruit in. Now more than ever students are taking more interdisciplinary routes in their studies because they know it makes them stand out once they graduate.

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. The interest from our placements funds our annual Doug Leslie Bursary awarded to

help a young contributor in financial need. We have also managed not to ask for an increase in student-levy fees since 2001.

We have had many discussions in the last year about the format of our newspaper. We decided to modify the format of our special issues but we believe we currently don't have the right production structure to justify the extra costs. I trust that this new volume will find a way to achieve the quality that can allow us to explore different formats for our special issues.

For the next year I expect to see graduating editors continue to be a source of knowledge for The Link as many past alumni have been. I expect the newly elected masthead to aim higher than any other masthead elected before them. I also expect the board to pursue more initiatives to ensure The Link stays at the forefront of student media.

I don't have a fancy anecdote from j-school like my predecessor, I'm a graphic designer, what are you gonna do about it. But I think it's worth reusing her's about the elephant in this report:

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.

Thanks Laura.

Alright! So this is it. It's my final time addressing anyone as an official member of The Link. There's just one thing I want everyone to remember: We don't all share the same path to reaching The Link, but I know we all leave it with the same collective vision; for its continued success.

I'm forever grateful for all the opportunities The Link has provided me. Thanks to everyone who's contributed this year. Good luck to everyone, I wish you all the best in volume 37!

Link for life!

Clement Liu, President, TLPS.