

## The Link Publication Society, 2013-2014 Report from the President

March 27, 2014

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 newsweire 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 35<sup>th</sup> 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 crit 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,

Laura Beeston

President. TLPS.