

## The Link Publication Society, Board of Directors Report

Prepared by Clare Raspopow

To be presented on Friday, April 8 2011, 4:00pm, at the Annual General Assembly.

### Representatives

*The Link's* Board of Directors for 2010-2011 is represented by:

### Voting Members

Clare Raspopow (President, Staff)

Les Honywill (Vice-President, Member at large)

Matthew Gore (Former Staff)

Jake Epstein (Member of the community)

Matheiu Biard (Staff)

Dale Corley (Member at large)

Matthew Brett (Former Staff)

### Non-Voting Members

Rachel Boucher (Business Manager)

Justin Giovannetti (Editor-in-Chief)

### Volume 31

*The Link* is an independent, student-run, not-for-profit newspaper at Concordia University in Montréal, Québec.

This year, *The Link* published its 31th volume since the merger between *The Georgian* and *The Loyola News* in 1980. Twenty-nine issues of the volume have been published, and the final issue will be printed on April 12, 2011.

*The Link* continues to deliver on its mandate to publish stories that are not usually covered by mainstream media, and to give a voice to silenced, marginalized, and oppressed people and communities.

### Student Participation

As of March 18 – the new masthead election- *The Link* received contributions from 104 students for a total of 323 contributions (excluding all masthead contributions throughout the year, with 56 students becoming Staff members of *The Link* during the year. As of –March 18 today we have 24 staff excluding the 14 masthead members.

### Finances

*The Link's* financial statements for 2009-2010 have been audited by Bourgeois Marsolais & Associés and approved by the Board on September 19, 2011.

For its 2010-2011 budget year, *The Link* anticipates a deficit of \$18439. A student levy of \$0.19 per credit, unchanged since 2002, is the *The Link's* primary source of revenue, advertisers have continued to spend less on print marketing. However, because of years of fiscal prudence by *The Link's* business

manager, Rachel Boucher, the Board finds itself in the exceptional position of maintaining expenditures for 2010-2011 and 2011-2012 –without asking more fees from Concordia students . The Board is committed to providing a consistent, high-level experience and service to members of the Society.

### **Annual Review of the Board of Directors**

#### Canadian University Press (CUP) Conference Support

The Board approved \$5,158.00 to send 11 staff members and editors to the national CUP conference in Montreal. Conferences allow delegates to network with other student journalists and to develop their skills through workshops. The reports issued by the delegates concerning the national conference were mixed.

#### Canadian University Press Membership

The Board, with the encouragement and support of masthead, has undertaken a review of *The Link's* membership in the Canadian University Press.

#### Revision and Additions to By-Laws –

##### Changes to Editorial Positions –

The Board, together with masthead, have overhauled all the editorial positions as well as the production schedule. These changes have necessitated alterations to By-Law 1 (the definition of the editorial positions). The new masthead positions are: Editor-in-Chief, Managing Editor, Current Affairs Editor, Opinions Editor, Culture Editor, Lifestyle Editor, Creative Director, Graphics Editor, Photo Editor, Copy Editor, Community Editor, Coordinating Editor, News Editor, Assistant News Editor, Fringe Arts Editor and Sports Editor. Additionally, masthead general elections have been moved earlier to allow a greater period of overlap during which new masthead members can learn their positions (By-Law 6 Article 12).

##### Emphasis on Online –

Along with the changes to the editorial positions the Board and masthead have decided to increase the emphasis on *The Link's* online edition. Two issues of *The Link's* published edition have been eliminated and the schedule of the online edition has been amended (By-Law 8 Article 1, definition of the printing schedule, physical and online). The definition of what constitutes an online issue has also been added to the By-Laws (Article 8 i)) Changes in the printing schedule have necessitated adjustments in the number of meetings required during the course of a volume (By-Law 5 Article 7, how many times masthead must meet each year).

##### Board Membership –

In its By-Law review the Board also reviewed its own membership policy. New By-Laws have been added concerning attendance and procedure during meetings (By-Law 4 Article 5, point v), vi) and vii)).

##### Finances –

In the case where the financial future of the paper is in jeopardy and an agreement as to ad placement cannot be resolved between Board of Directors and Masthead, the Board has

created a By-Law stating that a committee will be struck containing members of both masthead and Board of Directors who will be charged with finding an equitable solution that addresses the financial needs of the paper (By-Law Seven Article Nine).

#### Policies

The Board has revised, updated and approved *The Link's* policies, including the Copyright agreement, the Honorarium Policy, Grievance Policy, Code of Ethics, Code of Conduct, and Mandate. This initiative was undertaken by the previous board.

#### Technology

The Board purchased two new computers to replace those that were no longer operable.

#### Website

Recognizing the need for a more accessible, versatile and user friendly online presence the Board, in conjunction with masthead, undertook a complete redesign of *The Link's* website. Web designer Derek Hogue was retained for the contract. The new website has added considerably to the presence and versatility of The Link. Since its launch on June 1, 2010 the new website has seen 150 927 visits, 108 526 of them unique visitors, totalling 285 350 page views.

#### Distribution Boxes

The Business Manager arranged the replacement and refurbishment of many of *The Link's* distribution boxes. The boxes will be located on Sir George William campus until the introduction of stall-style distribution boxes, at which point they will be moved to the Loyola campus.

#### Closing Remarks

On behalf of the entire Board, it has been an honour to serve you. As the President, I would like to thank the members of the Board for their hard work and diligence.

Yours truly,

Clare Raspopow  
President, Board of Directors, 2010-2011.