The Quarterly 2017/2018 AGM Report

*The Quarterly’s* campaign aimed at renewal, continued in 2017/2018. Acting on recommendations from our comprehensive readership survey, the magazine’s content became more operationally focused, more visually appealing, and more in line with the wishes of our diverse readership.

While noticeable changes were made on several fronts, our declining readership continued to be the source of disappointment for *the Quarterly’s* management team. Subscription sales have decreased significantly in the past decade. In 2009, for example, the magazine had 9,244 subscribers and in 2018 there are 5,682 subscribers. Fortunately, the number of pensioner subscribers has remained fairly stable in recent years. And despite sales, the magazine continues to be profitable.

Readership Survey

Having regard to the readership survey results, a letter was sent to all Commanding Officers and Veterans’ Association Divisions to promote the Quarterly. In addition, we experimented with an online version to see whether there was an appetite for this format. We also reached out to Depot Division with special subscription incentives. *The Quarterly* requested changes to the exit package for retiring members, which now includes a mention of the magazine. Efforts were made to shore up our Associate Editor positions, and partnerships were developed with the RCMP Heritage Centre, the RCMP Gazette, and the RCMP Foundation. And we have implemented our new e-commerce capability for the first time in *the Quarterly’s* history that will make it more convenient to pay for magazine subscriptions online.

Financial Situation

Following a financial review, *the Quarterly* transferred $26,000 to a liability account because we had not been recording subscription sales properly. Despite that transfer, *the Quarterly* realized a net income of $4,794, which was turned
over to the Veterans’ Association. Had it not been for that one-time liability, we were on track to show a $30,000 profit for the year. The Quarterly maintains $100,000 in a special reserve and expects to increase its net earnings in the coming years. We also received $53,000 through the Heritage Canada Aid to Publishers Grant. Further, an amalgamation of administrative positions with the Veterans’ Association, has resulted in significant salary savings for both the Quarterly and the Veterans’ Association. And lastly, the Quarterly sold 300 dozen Christmas cards.

Our Content

Deliberate changes have been made to the content of the Quarterly to more accurately reflect not only what our readership is asking for but also showcasing topical news of the Force. This includes:

• More operationally-focused stories, such as “In Harm's Way: Confronting Operational Stress Injuries” by A/Commr. Graham Muir (Rtd.), which appeared in Winter 2017
• More historically-relevant stories and features that highlight the rich traditions of the Force, such as
  o “This Day in the RCMP” by Sgt. Larry Burden (Rtd.), which appears in each issue of the Quarterly
  o “The Tartan Turns Twenty” by A/Commr. Graham Muir (Rtd.), which appeared in Winter 2018
  o “An interview with D/Commr. Roy Berlinquette (Rtd.),” the director responsible for the development of the RCMP National Memorial Cemetery at Beechwood since it’s conception in 2001, by S/Sgt. Jack W. Briscoe (Rtd.), which appeared in the Winter 2018 issue
  o The RCMP’s involvement in Canada’s 150 celebrations across the country
• More features written by prominent subject matter experts, such as “Treatment a Valuable Commodity in Battling Illegal Drug Activity,” discussing the opioid crisis, written by Senator Vernon White, which appeared in Winter 2018
• More advocacy-focused stories, such as “Missing: Lindsey Jill Nicholls,” which appeared in Fall 2017, which details the cold case of a missing 14-year-old girl, written by her mother, Judy Peterson, who is advocating for a missing persons DNA databank that would allow investigators to collect DNA from missing persons or their close relatives and compare it to DNA from crime scenes and unidentified human remains.

Board Composition

In 2018, Antoine Couture stepped down as a trustee and was replaced by Al Mathews. Graham Muir is no longer on our Editorial Management Committee. Joining the Quarterly were Glenn Wright and Mark Gaillard who will fulfill our requirements for historical research and writing. Two meetings of the Board were held in 2017/2018.

Michael Duncan, Chair
Board of Trustees and Editorial Management Committee
michael.duncan@rcmp-grc.gc.ca
613 933-5282