



**Committee on Student Communications – Meeting minutes**  
**Friday, February 13, 2015, 10:30 a.m., VIP Room, Student Center**

**Members Present**

Boyd Beckwith (Student Center Director), Bryce McNeil (Assistant Director for Student Media), Anna Yang (*The Signal* Editor-in-Chief), Warren Turner (GSTV Managing Director), Jenny Brown (*New South* Editor-in-Chief), Alayna Fabricius (WRAS General Manager), David Armstrong (faculty, at-large), Raven Neely (student, at-large)

**Members Absent**

Jeannie Barrett (ex-officio), Greg Lisby (faculty, Department of Communication), Undergraduate Representative, Department of Communication (vacant), Graduate Representative, Department of Communication (vacant), Akiem Bailum (student, at-large)

**Guests**

Casey Williams (GSTV Technical Advisor)

**Call to order**

Meeting was called to order by Boyd Beckwith at 10:31 a.m.

**Introduction**

The committee congratulated Casey Williams for being selected as the new Technical Advisor for GSTV.

**Approval of Minutes**

Due to the lack of quorum in the previous meeting, the minutes from the November meeting had been tabled. Jenny motioned that these minutes be approved, Raven seconded, motion passed unanimously. Raven then motioned that the January minutes be approved, Warren seconded, motion passed unanimously.

**FY16 Budget Discussion**

Bryce prefaced the conversation by reminding the committee of his proposal from the previous meeting to free up funds for the hiring of a Business Manager for a nine-month period. His proposal freed up \$29,200 in spending to contribute to this position.

Jenny presented a first draft of a *New South* budget. She suggested that the Undergraduate Reader position could be eliminated since it no longer fit the management flow of the organization. She preferred to keep the other positions as is. She noted that a cut in the printing budget would fit the plans of the organization regardless to shift gradually towards a digital model. She notes that more revenue comes from contest entries than hard copy purchases (which also cost funds to mail out). Bryce added that he believed having a credit card model for purchase would help *New South's* revenues and Jenny agreed. Boyd added this helped Pantherpalooza sales.

Alayna presented her thoughts on a new WRAS budget. She felt that the Program Director's stipend should reflect being second in command. She added that convention opportunities should be reevaluated and felt a modified (and slightly reduced) travel line should reflect this accordingly. She also suggested that the budget should perhaps account for two fundraisers— one small and one larger—to help the overall operations line.

Warren and Casey presented a new model for GSTV'S budget and operations. Warren introduced the proposal by arguing that GSTV continually experiences drop-offs because students volunteer project ideas that are overly ambitious and cannot be completed within deadline. This proposal would outline a structure wherein the summer would be a time period for show proposals to be considered. Thereafter, the Managing Director and staff would decide firmly upon producing four small programs.

Casey laid out a calendar of production that would fit this model and also proposed that a second stipended position be designed to help *Panther Report*. Warren proposed a slight reduction in stipends and reduction in office assistant hours. Casey added that setting targets for IMDB credits (tentatively 16) would be part of the new plan to give students incentive. Warren was also open to specifying days of the week for students to come in and use equipment/editing bays for programs that didn't fit the leadership-approved mandate. This would clearly delineate rules on when it would and would not be OK to use GSTV equipment for extra projects.

Anna presented two alternatives for a *Signal* budget for a new projected revenue line of \$60,000. In both proposals, she cut the Senior Editor position and in one of the proposals, cut the Copy Editing position. She asked for feedback from the committee on the latter suggestion. David noted that he favors having as many mechanisms for copy editing as possible. However, he also noted that if the *Signal* had problems with their current system, removing the Copy Editor would not likely make it any worse. He argued investing too much in a bad system would not improve it. Jenny agreed and noted that *New South* operated without a specific Copy Editor title due to having a very specific order of function amongst the section/production editors. Anna also proposed a slight increase in web management to account for the digital movement.

Boyd asked that the leaders return to the March CSC meeting with fully formalized presentations. The committee agreed that it would be attainable to reach at least a minimum of \$29,200 in savings to accommodate a Business Manager position.

### **Media Head Selection**

Boyd asked the committee to suggest timelines for the Media Head selection process. Jenny proposed moving the process up from the previous year so that new leaders could familiarize themselves with what would likely be radically different budgets. Casey added that he would reach out to theatre and communication classes to increase the GSTV Managing Director pool. David approved of this suggestion though added that finding the classes with the largest numbers was advisable; he suggested reaching out to Richard Welch.

Boyd proposed that the deadline for applications be set for March 6. Bryce agreed that this would make interviewing easier as it could be conducted at the conclusion of the March 13 meeting. Jenny motioned and Warren seconded this proposal, which passed unanimously.

## **Media Head Updates**

*The Signal*: Anna reported that The Signal received 15 Top 3 placements at the Georgia College Press Association awards (Georgia Press Institute) in Athens, including the fourth General Excellence award in five years. The staff was working very hard on the program for the Southeast Journalism Conference, which would be held from February 26-28; the program would be ready by February 24. The upload of the recent Sex edition had been flagged by ISSUU for explicit content; the staff was investigating as similar or more explicit publications did not appear to be flagged.

Boyd reported that there would soon be a meeting with he, Anna, Bryce and the *USA Today* representatives to discuss the potential continuation and/or modification of the readership program at GSU.

WRAS: Alayna reported that the Spring openings for new DJ applications had commenced. She was working with Hannah Frank (Promotions Director) on plan and lineup for WRASFest (with a possible name/branding change). They were aiming for a date of April 4<sup>th</sup>. They were tentatively planning on holding the event at the Masquerade. Bryce added that he, Chris Hoyt (Production Editor) and Mike Kilbride (GSU's Assistant Director for Marketing) had an initial meeting to discuss ideas to improve WRAS' web presence.

GSTV: Warren reported that the first steps for the station after adding a new Technical Advisor would be moving the station towards an On Demand system rather than live content. Casey added that he was hopeful the station could develop a symbiotic relationship with third-party web content providers where each could link the other to each other's content. Warren added the second step was for the Technical Advisor to develop a Speaker's Series to teach new GSTV volunteers a variety of skills.

The *Panther Report* staff was planning on covering the SGA debates. The staff agreed to repurpose the General Manager's office to be an area for additional storage.

*New South*: Jenny reported the next *New South* (8.1) was in printing and that the writing contest was open. The deadline for this contest was extended to account for the Association of Writers and Writing Programs (AWP) conference being held in April rather than March. The staff was excited that two first-book authors (Roger Reeves, Rebecca Kaye) had agreed to judge the contest. She added that the redesigned website was in great shape with new dynamic content (such as reviews). Production of 8.2 was ahead of schedule.

Jenny reported that the *New South* office would remain in Langdale Hall for FY16. The English department was not proceeding with moving graduate students until at least FY17.

Raven added that *Underground* hosted a "Quotes and carnations" event in the library plaza. The next issue was their first digital-themed and they had already accepted several submissions in the "miscellaneous" category (designed specifically for digital-only editions). They were scheduling a release party for May 16<sup>th</sup> at the Mammal Gallery, which would feature poetry, screenings and music.

Jenny suggested moving the next meeting and the Media Head interviews, should they fit the schedule, to the Troy Moore Library to which the committee agreed. The meeting was set for the Troy Moore Library in 25 Park Place at 10:30am, March 13, 2015.

The meeting was adjourned.