



Committee on Student Communications – Meeting minutes
Friday, March 13, 2015, 10:30 a.m., Troy Moore Library, 25 Park Place South

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)

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), Raven Neely (student, at-large)

Guests

Emily Lasher (on behalf of Akiem Bailum)
Rachel Pickett (on behalf of Raven Neely)
Casey Williams (GSTV Technical Advisor)

Call to order

Meeting was called to order by Boyd Beckwith at 10:33 a.m.

Approval of Minutes

Jenny motioned that the minutes of the February meeting be approved, Anna seconded, motion passed unanimously.

FY16 Budget Proposals

Boyd prefaced the conversation by noting that the Student Center was planning to post for the position of Business Coordinator for Student Media in the upcoming months. As such, the proposals presented would no longer account for making funds available for this position.

The Student Media Heads and Bryce presented the formal budget proposals for FY16, accounting for a total allocation of \$227,909. This included the formal introduction of two new Student Media groups, *Underground* (as a standalone organization) and a yet-to-be-named digital media group. In addition to the general media expenses and four existing media groups, this totaled seven presentations.

Bryce presented the Central Media speedtype request for \$7,250. This budget would still cover expenses for the Modern Media Conference and a Student Assistant, but there would be a reduction in promotional costs that would be dispersed amongst the new groups to help cover their costs.

Warren presented the GSTV speedtype request for \$86,994, consistent with the model and operations proposal given in the February meeting. This proposal would include the Post Production Lead position

presented as optional in the February presentation. This presentation reduced the equipment line to \$9,000 but the organization would be open to requesting an increase in future years as needs dictated. The new structure would also include a General Manager, News Director and News Leader, with a Head Staff Writer/Director leading three additional Staff Writer/Directors.

Anna presented *The Signal* speedtype request for \$0 with projected expenditures of \$60,496. This presentation accounted for the inclusion of a Copy Editor, but the elimination of the Senior Editor position. The organization eliminated promotional items completely and would consider reintroducing them in the future if ad revenues allowed for them.

Jenny presented the *New South* speedtype request for \$33,520. This accounted for the shift of *Underground* printing, stipends and travel to its own budget and the elimination of the undergraduate reader position. Otherwise, the budget remained similar to the previous year's budgets save for a slight reduction of promotional expenses.

Alayna presented the WRAS speedtype request for \$62,245. This included a reduction of promotional expenses but also the addition of a Concert Coordinator position. Alayna noted the cost of promotional items would likely be tied to fundraising events such as *88 Expo*, and that the station could explore increasing these events with the Coordinator position.

Bryce presented a proposal for a digital group with a request for \$18,100. This organization would include some promotional/travel costs, funding a Media Head position (Digital Media leader) that would be the chief editor of the newly proposed website and also a Podcast/New Media Coordinator and a Social Media Manager. Bryce felt that the latter position would enable Student Media to commit to one person that could ensure all media groups maximized their social media presence.

Boyd expressed concern about social media integration, noting that the other groups would likely be reluctant to allow a new leader to handle Twitter or social media accounts for them. Jenny and Anna both agreed, stating that they would not want anyone stepping in for their efforts. Jenny added that the model of promotion for a literary journal like *New South* might not match that of a newspaper or radio station so a social media manager would need to take that into account.

Anna believes the Georgia Southern "GSU Student Media" Twitter account was a potential model to emulate: the Social Media Manager could handle an account of this nature and promote general media efforts that way. Casey agreed and cited the SB Nation model, where the SB Nation housed separate blogs within its umbrella. He envisioned the new digital media account being an umbrella for the other five.

Boyd asked what might be a good name for the organization. David suggested that polling students might be a good idea and argued that the name should be intuitive to what a student would associate the effort with. Jenny argued that outside of the CSC, it would be unlikely a Georgia State student would know specifically what "Student Media" means. As such, she believed the name could act as a re-education effort of Student Media organizations as a whole. The committee agreed not to commit to a permanent name for the SAFC presentation.

Bryce presented a proposal for *Underground* as its own group with a request for \$19,800. This budget would preserve the current titles of Editor-in-Chief (acting as Media Head) and Production Editor, but raise their stipends to \$500/month, \$325/month respectively. It would also include the portion of the SAFC allocation previously given to *New South* for *Underground* printing and allocate some travel and promotional funds.

Jenny stated that spinning *Underground* off on its own would be helpful on two fronts, as it would alleviate the organization responsibility of *New South* for the journal and also increase learning opportunities for undergraduate students. She also said that initially this might create confusion amongst *New South* staffers but she believes a strong educational effort on how the budget impact on *New South* is minimal would help to alleviate those concerns. She also believed this would improve English involvement with the journal. Rachel agreed and felt an independent *Underground* would pique the curiosity of both the department and the general student community.

Jenny motioned that the budgets, with the additional proposal of two media groups, be accepted as proposed. Anna seconded. The motion passed unanimously.

The CSC was scheduled to present the collective proposal to the SAFC on March 27, 2015.

Media Head Updates

The Signal: Anna reported that the paper just released its SGA Issue, including the listing of biographies and Q&As on *The Signal* website. Boyd noted that coverage of the races for Colleges positions was lacking and that could provide follow-up material.

The staff also produced the SEJC program despite the collapse of its server storing the original design. The staff managed to recover the document but it was a hectic process. The conference itself attracted between 250-300 student and faculty from across the southeast to the Student Center. News Editor Ciara Frisbie won \$1,000 for Best College Journalist in the "Best of the South" contest results announced at the conference.

Bryce reported that a meeting with Kay Spencer confirmed that the paper's computer units were in desperate need of upgrading. Bryce suggested that the remainder of the SASPG printing budget should be used to upgrade the units as it would be essential to maintaining effective production of the paper. Anna agreed.

Anna also reported that she, Boyd and Bryce met with *USA Today* representative Barbara Hall to discuss the possibility of pulling *Signal* articles into the RSS feed of the *USA Today* app. Boyd explained that the SAFC would be considering reevaluating its subscription to *USA Today* to a digital-only model.

WRAS: Alayna reported that a full lineup for Expo 88 at the Masquerade (Heaven) on April 4th, 2015 had been announced, with Little Tybee headlining. Bryce added that a credit card store had been set up on Touchnet for those wishing to purchase advance admission to the event.

GSTV: Warren reported that there technical issues with the server. Casey was working with IS&T to make GSTV for compliant to avoid future problems. Warren reported that he communicated with staff the new structure proposal. The *Panther Report* staff was able to film the visit of President Obama and *Prime Time Sportz* staff was hoping to cover the basketball team in March Madness if they were to advance.

New South: Jenny reported that the staff just mailed out Volume 8.1 and they have been getting good feedback. The staff is almost finished with 8.2 but will delay printing to fall under FY16. She also reported that the writing contest was picking up and with AWP in three weeks, there could be an additional uptick in submissions. The staff ordered some promotional cards to increase awareness of the contest at the conference.

Boyd announced that Georgia Perimeter College-Georgia State University working groups have begun. Boyd was in working group 42, including four subcommittees. He planned to meet with the EICs of both The Signal and The Collegian to discuss the similarities and differences between the organizations and what *The Signal* model would look like in the future, after the consolidation.

The next CSC meeting was scheduled for April 10, 2015 at 1042 25 Park Place South.

The meeting was adjourned.