



**Committee on Student Communications – Meeting minutes
Friday, January 15, 2016, 10:30 a.m., 25 Park Place (Room 806)**

Members Present

Bryce McNeil (Assistant Director for Student Media), Joey Redman (GSTV General Manager), Troi Charity (*The Signal* Editor-in-Chief), Raven Neely (student, at-large), Stephanie Devine (*New South* Editor-in-Chief), Jeannie Barrett (ex-officio), Stephen Cavallaro (student, at-large), Boyd Beckwith (Student Center Director), Hannah Frank (WRAS General Manager), David Armstrong (faculty, at-large), Greg Lisby (faculty, Department of Communication)

Members Absent

Undergraduate Representative, Department of Communication (VACANT), Graduate Representative Department of Communication (VACANT)

Call to order

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

Media Fee Council Allotment, FY2017

Boyd informed the Committee that the allotment for the CSC to consider as the Media Fee Council for FY2017 was \$175,041. He noted that the employees paid through Student Activity Fees were due raises to match those given to state-funded employees. As such, many student groups had received smaller allotments as the increases in money coming in did not match the amount needed for the raises. He also added that the CSC members would not be expected to make a formal in-person presentation discussing how it would disperse this allotment. He did not yet have a date for the written proposal deadline.

David inquired about the Georgia Perimeter-Georgia State consolidation and how it affected this situation. Boyd noted that it would not affect it at all, as the Atlanta campus students would pay different activity fees from the various Perimeter campuses and each would support separate activities. He noted that as *The Signal's* operation budget was derived from advertising funding, it could incorporate involvement from each of the campuses' students as it saw fit per the recommendations it laid forth.

Bryce noted that the cut in funding was significant but did not account for the money allocated to the Technical Supervisor for GSTV (\$31,750), which would be accounted for in a separate budget. As such, the remaining difference between the FY17 and FY16 allocations was \$21,118. David suggested that the Committee should decide if it could agree in principle on if it could make cuts to various budgets that would support this allocation. He argued that if the group leaders could first do this in such a way as to support the existence of all six groups, then the Committee could formally approve the new proposed bylaws later in the meeting. The Committee agreed.

Boyd suggested that Central could absorb some of the cut, especially as there would be no Modern Media Conference in 2016. Bryce also suggested that in the future if the new Media Center was willing to host MMC, it would reduce room reservation costs. He also suggested cutting the funds for a Student

Assistant, noting that all of these funds had not been used the previous budget year and none had been expended yet this year. He suggested retaining the Central speedtype but reducing it to \$1,000 for miscellaneous funds plus reserving the speedtype in case funding improved in the future.

Hannah agreed and additionally suggested the Modern Media Conference should be permanently established as a biannual event, rather than annual. She argued this would allow for more time to develop promotional efforts while most students would still get a chance to attend at least one. It would also support long-term structural budget shortages. Raven and Jeannie agreed, with Raven arguing that it would alleviate some of the organizational burden on the central office as well.

Hannah argued that WRAS' travel could be cut in half (from \$6500 to \$3250), either by sending less people to either CMJ or South by Southwest, or simply cutting one trip out altogether. She noted that this would allow for more careful in its consideration of who represented the station in travel.

Stephanie argued that the Assistant Editor position could be removed from the FY17 New South budget, noting that the two sections would retain editors (a reduction of \$2,700). She was also hopeful that the English department could support an additional Assistant Editor if needed. Raven added that *Underground's* travel line could be cut out (a reduction from \$800 to \$0). Boyd inquired about the personnel budget for the Digital Media Group. Stephen argued that the team could be reduced from three to two if need be, a reduction of \$3,900.

Joey added that based on the interest level of the students he observed, he believed that GSTV could eliminate Student Assistant positions, saving \$4,872. He noted that the station was already transitioning to a structure of this effect.

These proposed budget changes were not put to a vote, but based on these suggestions, the Committee agreed in principle that they could support all six groups under the FY17 budget. Bryce agreed that he would work with the leaders to present a printed first draft proposal of these changes in the next meeting so that the Committee could discuss, potentially modify and be ready to vote for the changes no later than March.

Troi added that given the new consolidation with GPC, the Committee should decide upon a timeline for picking new media heads, keeping in mind that the position postings would need to be revised. Bryce noted that it was typical for the application deadline to pre-date Spring Break. He suggested that in the reminder for the next meeting, he propose a timeline and the Committee could come to an agreement by the end of the next meeting. The Committee agreed.

CSC Bylaws

With the Committee agreed that the six groups would be supported by the new budget amendment, Stephanie moved that the CSC Bylaws be approved, with the corrections and amendments laid out in the previous three meetings. Raven seconded. The new bylaws passed unanimously.

Media Group Updates

GSTV - Joey reported that the news team's video count is now at 79 uploads. Bryce complimented the team for prompt coverage of an armed robbery on campus. Three episodes of programming from the Production team were ready to go (*Stuck, Love & War* and *The Morning Show*). Joey expected there would be sixteen episodes between four programs (the fourth being *Stuff and Things with People*), all told.

The Signal – Troi reported that the paper uploaded accompanying video for its neighborhood guide (Buckhead). The paper remains on budget, and the first issue for Spring 2016 accrued approximately \$3,000 in revenue. The staff was in preparation for eventual consolidation with *The Collegian* staff. Bryce added that the paper had received 19 nominations in 16 Georgia College Press Association's "Better Newspapers" contest, with results to be announced on February 13.

WRAS – Hannah reported that the staff took a longer break with automation over Christmas break for three reasons. First, the station revamped its schedule to better accommodate the transitions from and to analog time at 5 a.m. and 7 p.m. Second, the station also installed and began to implement Zetta software for its featured rotation hours. Third, the staff worked on cleaning up the office areas leading into the first week of classes. Hannah was still interviewing candidates for the News Director and Concert Coordinators and was expecting these positions would be filled by the time of the next CSC meeting.

Boyd recommended promoting the programming changes, to which Hannah noted that a newer DJ, Binh, was filming recollections from old staff members for the station's anniversary. She also designed a program card that would work for advertisement in print, including *The Signal*. Boyd suggested that inserts were another possibility.

New South – Stephanie reported that issue 9.1 was under review at the printer. The Spring 2016 contest was now open to the public. *New South* received notification that they would be moving offices to 25 Park Place over Spring Break. The staff was contacted by *Passages North* (University of Northern Michigan) on potential collaboration at the Association of Writers and Writing Programs conference in Los Angeles.

The staff has increased its distribution days on campus from once to twice a week as past issues were being picked up quite frequently. There has been new content weekly on the website. The Tap Room Coffee reading in the fall attracted over 40 people.

Underground – Raven reported that staff applications were due at the end of that day. The position of Public Relations leader was being added to the volunteer staff to help the promotion, which has attracted preliminary interest. She reported that *Underground* will have office space adjacent to the new *New South* office space in 25 Park Place. She was in preliminary talks with C4 Atlanta for a contest in March.

Issue 6.1 was delivered and the second phase of release (print) would be celebrated at an event in Troy Moore Library. At this event, the production staff would provide some publishing insights for students that were looking to understand more about why pieces are accepted or rejected. In particular, they were hoping to better explain the miscellanea category. The third and final phase of release would be the release of digitally exclusive content (this event would be February 16 at Cinefest).

Digital Media Group – Stephen reported that the first podcast episodes had been recorded. He was reserving rotating rooms in Student Center to record these. He was developing the website and app through Goodbarber.com but logistical challenges would probably pre-empt this launch until February. The group hired Christian Bowman as its On-Demand Content Coordinator. He reported that if any groups wanted help with a social media campaign, the Group was open to helping with this.

The next CSC meeting was scheduled for February 12, 2016 in 25 Park Place, Room 1127.

The meeting was adjourned.