



**Committee on Student Communications – Meeting minutes  
Friday, February 12, 2016, 10:30 a.m., 25 Park Place (Room 1127)**

**Members Present**

Bryce McNeil (Assistant Director for Student Media), Joey Redman (GSTV General Manager), Troi Charity (*The Signal* Editor-in-Chief), Raven Neely (*Underground* Editor-in-Chief), Stephanie Devine (*New South* Editor-in-Chief), Boyd Beckwith (Student Center Director), Hannah Frank (Album 88 General Manager), David Armstrong (faculty, Department of Communication)

**Members Absent**

Faculty, at-large (VACANT), Undergraduate Student at-large (VACANT), General Student at-large (VACANT), Graduate Student at-large (VACANT), Jeannie Barrett (ex-officio), Stephen Cavallaro (General Manager, Digital Media Group)

**Call to order**

Meeting was called to order by Boyd Beckwith at 10:45 a.m.

**Media Fee Council Allotment, FY2017**

Boyd reminded the Committee that the allotment for the CSC to consider as the Media Fee Council for FY2017 was \$175,041. He said that he would also confirm if there would be a presentation required for the Student Activity Fee Committee regarding the use of the funds. He did confirm the budgets were due on April 1, 2016.

Based on the discussion in the previous meeting, Bryce presented a draft of the budgets as the groups could expend them in FY2017, with the following allocations: Album 88- \$58,995, Central Media- \$1,654, Digital Media- \$14,200, GSTV- \$50,372, *New South*- \$30,820, *The Signal*- \$0, and *Underground*- \$19,000. There were no questions about these amounts, although Bryce noted that the full written presentations would need to be updated before April 1, but preferably in time for the next CSC meeting so the groups could review and discuss.

Stephanie moved to accept the allocation amounts, Raven seconded. The motion passed unanimously (Stephen voted via email to confirm quorum vote).

**Timeline for Selection of Media Heads**

Bryce noted that with six media head positions, rather than four, three days of interview time might be needed. He also noted that interviews in which incumbents have reapplied should be on separate days from those without incumbent applicants. He presented a tentative timeline to present the interviews.

Troi inquired about advertising and Bryce noted that money could be used from the Central fund to advertise the CSC vacancies and/or Student Media Head positions. Hannah asked if the positions would be posted internally for Album 88. Bryce noted the practice had changed over the years but the current practice is to announce that the position has been posted but noting it has been listed internally due to

legal requirements. Hannah agreed this would probably be the best way to proceed, as did Boyd. Boyd also added that this announcement needed to be included for subsequent Album 88 leadership positions.

Bryce said it would be preferable to have recommended candidates by the end of March but that he also understood that might not be possible. Raven noted that she might be not able to make the March 12 times for interviews, as she would be leaving and thus would likely only be available for the CSC meeting itself. David added that any interviews on Friday afternoons would be problematic for him due to the Georgia News Lab.

The Committee did not move nor vote to approve the times but agreed to the posting timelines. They agreed re-evaluate the interview timeline via email based on the number of applicants. Bryce noted that there was precedent to do the interviews on days other than Fridays if need be, however Boyd noted that the posting for CSC volunteers should emphasize availability on Friday.

### **The Signal Circulation, 2016-17**

In light of the consolidation with Georgia Perimeter College and *The Signal's* merging of operations with *The Collegian*, Troi wanted feedback on an ideal circulation amount for this consolidated operation. She noted that advertisers were beginning to inquire about 2016-17 so this was important to determine soon.

Boyd inquired about the method of delivery; Troi confirmed that Walton Press currently delivered the entire shipment of *The Signal* to one location and the students then put the papers on the stands. Bryce suggested adding multiple deliveries to orders to alleviate the distribution burden as the operation budget of *The Signal* would be tenuous to support staff to handle it.

Troi noted that the system would need to go into effect for the New Student Orientation issue, which was due in June. Boyd recommended contacting Amanda Emery about how bags would be distributed across the board, including Perimeter campuses.

Troi noted that page views for the *Collegian* website would need to be considered when setting ad rates for online. Bryce noted the final goal should be to develop a plan to harness the websites into one destination to have a competitive ad sales rate.

### **Media Group Updates**

*The Signal* – Troi reported that the Twitter following is at over 300 and the staff had reserved spots in the Library Plaza for the remainder of the Spring semester to hand out *Signal* issues on Tuesday. The goal was to increase awareness of the paper's integrated stories. The staff had now produced seven YouTube videos and were including links in print and embedding the videos into online versions of the stories. The staff were hosting an orientation for new volunteers the following week and would host its last open house on March 25. Troi was hoping to make Perimeter students would participate in the summer orientations. Boyd reminded Troi that GPA policies for Georgia State leadership would carry forward to the merged operation.

Album 88 – Hannah reported that the latest application window for volunteers would close on Monday (February 15<sup>th</sup>). The staff was tentatively interested in an April 16<sup>th</sup> date for WRASFest at the Mammal Gallery but would consider additional options. They were talking to a number of acts and were hoping to increase the hip hop content for this version. Boyd reminded the group that Future would be playing at

Georgia State in April and to consider scheduling accordingly. New Concert Coordinators (Jessie St. George) and News Directors (Carlyn Pounders) had been hired for management.

GSTV- Joey reported that over 100 uploads had now been added to the GSTV Youtube page since the beginning of the Fall. Production was ahead of schedule with a new show in rotation (*Punchline News*). The staff was researching options to improve the sound of the GSTV studio and he had discussions with Building Administration about soundproofing options.

*New South* – Stephanie reported that the new issues were in transit and would be mailed out and distributed on campus later in the month. On March 25, the staff would host a “submission jam” for students to help them develop their work for submitting to various publications. The staff’s trip to the Associated Writers and Writing Programs convention would be the following week. The graduation reading was scheduled for April 29<sup>th</sup> at the Kavarna Lounge.

*Underground* – Raven reported that the new print issue had arrived. Spotlight invited Underground to participate in the Woodruff night, which was a success. The staff’s move to 25 Park Place had increased awareness of the journal and it had been informed that it would receive office space alongside *New South* in March. The publicity staff is up to four volunteers and are developing a plan to increase awareness of the journal amongst administration. Raven stated a goal was to have many issues hand delivered to offices as possible to put a face to the journal; she developed staff badges to support this goal.

The staff was looking to collaborate with the Fuse Art Center for its weeklong event (March 23-30) bringing together artists and writers that would culminate in a showcase. The final presentation of the issue (extended edition) would be hosted at Cinefest on February 16<sup>th</sup>.

Digital Media Group – Bryce reported that several podcast episodes had been uploaded, including a “Poetry Peeps” episode centered on a discussion on a work in *New South*. He reported that there were some problems getting an Apple Developer plan but once those were resolved, the staff should be in line to have an app-ready website.

Bryce added that members of *The Signal* staff would be visiting Athens for the Georgia College Press Association “Better Newspapers” awards banquet on February 12<sup>th</sup>. From February 18-20, members of Album 88, Digital Media Group, GSTV and *The Signal* would attend the Southeast Journalism Conference in Clarksville, Tn. He reported postings for the Student Media Head positions would be made on February 22<sup>nd</sup> and that members could email him with any corrections that needed to be made on the applications prior to that date.

Boyd reported that Jose Antonio Vargas would be part of the Distinguished Speakers Series on February 23<sup>rd</sup>. There would be three SGA debates on Atlanta campus, including the presidential debate hosted by *The Signal* on 7:30 p.m. on Tuesday, March 29<sup>th</sup>.

The next CSC meeting was scheduled for March 11, 2016 in 25 Park Place, Room 1127.

The meeting was adjourned.