



Committee on Student Communications – Meeting minutes
Friday, November 14, 2014, 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), Akiem Bailum (student, at-large), David Armstrong (faculty, at-large), Raven Neely (student, at-large), Alayna Fabricius (WRAS General Manager), Jenny Brown (*New South* Editor-in-Chief)

Members Absent

Jeannie Barrett (ex-officio), Greg Lisby (faculty, Department of Communication), Warren Turner (GSTV Managing Director), Undergraduate Representative, Department of Communication (vacant), Graduate Representative, Department of Communication (vacant)

Guests

Hannah Sauber (sitting in for Warren Turner, GSTV) , Rachel Pickett (*Underground*)

Call to order

Meeting was called to order by Boyd Beckwith at 10:37 a.m.

Approval of Minutes

Anna moved that the October minutes be accepted; Alayna seconded. Minutes were approved unanimously.

FY 2016 Budget and *Signal* shortfall

Boyd explained that, as per usual, the CSC would be expected to plan a division of its FY2016 allocation throughout the Spring Semester for the Student Activity Fee Committee. He noted that the most important element for the upcoming budget presentations would be very clearly written rationales for each of the media groups, particularly *New South* and GSTV as the SAFC did not note great visibility of these products.

Bryce added that *The Signal's* budget would present a problem moving forward. He explained that The Signal traditionally operates with a budget of \$0 and off of advertising funds, whereas only the printing was funded through Essential Services. However, he was projecting a severe deficit for FY15, between \$20-30,000. The paper had hoped to add an ad salesperson to its staff for FY15 but state rules regarding commission for full-time employees made the proposal they originally presented unfeasible.

David asked if it was possible to establish a foundation or underwriting model to assist *The Signal* with its problems. He believed the Alumni Association could help with outreach on such an endeavor. He noted that if there was an established 501(c)(3), you would have to change some of the funding rules for

The Signal but you would still have tax exemption; he cited *The Texas Observer* as a possible model. Hannah stated this idea had promise for GSTV also, and that she would expect the Operations Manager would be a good candidate to talk with past alumni if such a project were to become a reality.

Bryce noted that recent alumni have explored a foundation for *The Signal*. He also noted that some papers, such as *The Red & Black*, have operated completely independently of either academic departments or the university, thus increasing independence. However, he worried that this would not address the funding issues. He stated his emphasis to have a full-time employee to help with overall Student Media business but especially sales. However, as it was unlikely the SAFC would increase the Student Media funds, this money would need to arise from a variety of cuts and reassignments in various groups' budgets.

Boyd noted that there was a Program Contingency Fund to help *The Signal* with FY15, but that the structure for FY16 could not account for such a solution (as the PCF is only used as a one-time solution for any budgetary problem). He noted that some of the unused funds for vacant positions within other media organizations could be transferred to help make up some of the difference. However, this would require advance notice so that the funds could be properly re-assigned. Otherwise, there was no need for immediate recommendations, however, he reminded all members to be aware of the current budget reality.

The FY2016 allocation was placed on the agenda for further discussion at the next CSC meeting.

Media Head Updates

The Signal: Anna reported that *The Signal* placed 5th in the Special Issue category at the Associated Collegiate Press/College Media Association "Best in Show" contest. Alec McQuade placed 4th in the ACP Awards' Best Sports Story category. The paper did a series of themed issues, including Food, Campus Tradition and "StateNotSouthern," the latter of which was the most popular online edition. Boyd suggested that the paper incorporate a link to the library archives of *The Signal*. Akiem noted that the online advertising still needs to be increased as the paper increased its online-only content.

Boyd added that the collegiate readership program was being researched, particularly for online options. He said he was willing to set up a presentation for the SAFC if any CSC members wanted to argue for or against the program in any way.

WRAS: Alayna reported that six staff members travelled to the College Media Journal conference in October, speaking to a variety of promoters and attending various panels. Alayna had spoken with *Creative Loafing's* promotions director Courtney Marshall about expanding its partnership with WRAS.

The staff was also planning a series of shows for the Spring semester, including the WRASFest fundraiser and a show to coincide with the Southeast Journalism Conference. The GSU basketball broadcast schedule, in light of the GPB partnership, had been reduced to 16 games.

Various management members met with GPB CEO Teya Ryan. This meeting did not produce any new solutions to the students' grievances regarding the GSU-GPB partnership. She, Program Director Alex Jackson and Promotions Director Hannah Frank met with GPB's VP of Radio (Tanya Ott) to discuss promotional avenues for Album 88 on GPB. This meeting was productive although Alayna believes it will take several months to implement some of the ideas discussed, such as 88 News Updates at the 7pm

break and various promos designed for GPB.

Bryce noted that TuneIn switched its original Album 88 streaming to the GPB feed and created a new feed for Album 88. However, the followers of the original feed had not been notified. GSU's legal department had been notified about this change. In the meantime, Bryce had been "assigned" each stream by TuneIn, through which he had been attempting to use the echo function to notify followers of the switch.

GSTV: Hannah reported for Warren. She reported that the station had shot a pilot for a sports talk program. Also, the staff screened an episode of *Side Effects* and is expecting to air episodes in the spring. Four of the station's management members attended the College Broadcast Institute in Seattle. Warren and Bryce co-chaired a panel discussion on promotional ideas that over 20 students attended.

New South: Jenny reported that the staff would be holding its final reading for 2014 at Kavarna on November 21. The staff would also accept clothing donations during this event. The staff was continuing work on both Volume 8 issues. Raven reported that she attended the CMA/ACP conference and co-chaired a panel with Bryce on launching undergraduate literary journals. The journal's Facebook likes went from 36 to over 200 after this. The proofs were in for the next issue which would account for the costs of two issues (the second issue would be online-only). The back page poem was based on student contributions to the "Pop Your Problems" exercise the staff did on the National Day on Writing. The artwork featured in this issue would be displayed in the Student Center Art Gallery on the first week of December.

The next CSC meeting was scheduled for January 16, 2015 in the VIP room (second floor, University Center).

The meeting was adjourned.