



**Committee on Student Communication – Meeting minutes
Friday, May 13, 2016, 10:30 a.m., 25 Park Place (Room 1127)**

Members Present

Joey Redman (GSTV General Manager), Troi Charity (*The Signal* Editor-in-Chief), David Revzin (*Underground* Editor-in-Chief), Boyd Beckwith (Director, Student Center), Stephanie Bivins (Album 88 General Manager), Tammy Huynh (undergraduate student at-large), Omar Nelson (general student at-large), Stephen Cavallaro (General Manager, Digital Media Group)

Members Absent

Bryce McNeil (Assistant Director for Student Media), Stephanie Devine (*New South* Editor-in-Chief), David Armstrong (faculty, Communication), Josh Russell (faculty, at-large), Graduate student at-large

Guests

Wakesha Henley (sitting in for Bryce McNeil), Justin Daugherty (sitting in for Stephanie Devine)

Call to order

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

Media Heads Updates

The Signal- Troi discussed the hiring of her new staff. *The Signal* announced a new advertising coordinator position for the purposes of driving advertisement for *The Signal* and increase revenue. *The Signal* had consolidated with the Perimeter College *Collegian* editing team and a few were already working in the sports section. The August back to school issue would have the combined staff working on *The Signal* newspaper.

Album 88- Stephanie discussed the completion of her management team and the upcoming WRASFest in June. They were in the process of completing contracts but have the date and location: June 6th at the Mammal Gallery. The event was set up to hold two stages: hip hop and R&B upstairs and downstairs Indie rock music. Merchandise was ordered to coincide with the show and online payments would be made available to students. The promotions director would be giving away free merchandise and to attendees the price for the tickets was to be determined. Boyd suggested a student price of \$5 to get more student attendance.

GSTV- Joey reported that the final video upload count for GSTV was 194 videos; 122 more than previous year. He was happy with the production team delivering all 16 episodes of original creative content on schedule and with their quality. The station would be looking into advancing the technology in its studio to get closer to industry standards so to provide the best learning experience for the students.

New South- Justin reported that issue 9.2 would be submitted to the printer over the summer and that work for the Writing Contest would be submitted to the judge in the following week. The journal was closing in on its 10th anniversary and the staff was planning events accordingly.

Underground- David reported the hiring of a new Production Editor (Justin Beaudrot). *Underground* intended to use the Student Media Retreat to recruit more volunteers with general media interests. The staff also planned to overhaul the journal's website. Future endeavors included investigating the use of Submittable to make a smooth transition for submissions and to offer real world experience to the students and the participants. David hoped to move *Underground* to a quarterly online and print model.

Digital Media Group- Stephen discussed the upcoming interviews for a successor to his position as General Manager for the Digital Media Group. The DMGATL app was available on Google with Android phones. The university's IT department was currently working with GoodBarber to bringing Apple on board. The Digital Media Group's Facebook page doubled in the previous week. Stephen encouraged the students to download the app if they have an Android phone as it had the ability to send 50,000 push notifications. He explained the feed process of the app and how the podcast function had a user friendly interface that can be uploaded to Facebook.

Additional Business

Boyd discusses how the USA Today Buzz app would go away June 30th and that the DMGATL app would become the primary mobile resource to increase awareness of all of the groups. He also noted the cross-promotional potential as, for example, if a student went on the app to see GSTV content, they might end up looking at another media group within the app. Boyd encouraged the other media heads to promote DMG as a means to promote their group.

Boyd also reported that enrollment stagnation might affect media groups' budgets in the future. The Digital Media app would be a cost effective manner to advertise for the media groups. He asked members to consider different methods to promote the app.

Wakesha discussed with the leaders if they were interested in doing a Podcast and partnering with the leader of Digital Media to set up podcasts. She also suggested polling leaders to see who was aware of the information shared today concerning DMG. Stephanie noted that when the app was ready, she would transition the Album 88 staff to promote the DMG app as a primary means to access the station. Wakesha added that going out on campus and interacting with the students was still the best way to increase student media awareness: Being visible on campus is its own form of advertising.

The meeting was adjourned. The next meeting scheduled was the first General Meeting, to be held in September at a date to be determined.