



**Committee on Student Communication – Meeting minutes
Friday, January 13, 2017, 10:00 a.m., 25 Park Place (Room 1127)**

Members Present

Bryce McNeil (Assistant Director for Student Media), Troi Charity (*The Signal* Editor-in-Chief), , Tammy Huynh (undergraduate student at-large), Stephanie Devine (*New South* Editor-in-Chief), David Armstrong (faculty, Communication), Joey Redman (GSTV General Manager), David Revzin (*Underground* Editor-in-Chief), Megan Sexton (faculty, at-large), Jeannie Barrett (ex-officio)

Members Absent

Lauren Booker (General Manager, Digital Media Group), Omar Nelson (general student at-large), Adetimi Obilana (graduate student at-large), Stephanie Bivins (Album 88 General Manager), Boyd Beckwith (Director, Student Center)

Call to order

Meeting was called to order by Bryce McNeil at 10:07 a.m.

FY2018 Budget Allocation

Bryce explained that the allocation for Student Media from the Student Activity Fee Committee (SAFC) for the Fiscal Year 2018 (FY2018) was \$171,994. This represented a \$3,047 reduction from the FY2017 allocation. Bryce added that assuming *The Signal* requested \$0 per usual, this meant discussing how to divide this reduction among the five remaining groups. As a budget presentation would not be due until April, there was no need to make any immediate proposals or suggestions.

Troi clarified that there would be individual meetings with Bryce for each of the leaders to prepare drafts. Stephanie Devine reported that *New South* would likely increase its projected revenue to account for some of this reduction.

Bryce added that of the remaining groups, Album 88 could probably absorb the greatest amount and the Digital Media Group and *Underground* could absorb the least.

Troi also asked about the Perimeter Student Media allocation, which would impact *Signal* operations. Bryce reported that this presentation would be due in February and that if Troi had any suggestions for this budget, she could report it to him directly. Both anticipated a similar leadership structure for Perimeter *Signal* leaders in FY2018 as it was in FY2017.

Modern Media Conference

Bryce noted that the CSC had deferred discussing when to next hold a Modern Media Conference (MMC) until the completion of the College Media Association conference in Atlanta. Also, he noted that the consensus had been to change the event to biannual. With CMA scheduled to return to Atlanta in 2020, he suggested staging the next MMC in 2017 to put the event on an “odd years” schedule. Joey agreed that this would be the best approach.

Stephanie Devine agreed and added that the CSC should consider avoiding Saturday sessions in future MMCs, as it was difficult to attract students to attend on that day. Troi also noted that an extensive effort to advertise the event on various monitors on campus would be beneficial, but difficult.

Troi also suggested that professional development (resume building, etc.) be more central in the sessions. Megan agreed and also added that web-specific topics such as interactive creative content and podcasting were important. Stephanie Devine added that a graduate student working with an English faculty member could help in developing content.

Troi advocated that regardless of when the event would be that future leaders should be more active in helping to plan the event than in previous years, as well as the Communication department. David reported there was nothing on the Communication department's fall schedule yet in terms of either complementing or competing with MMC. He also reported that the Creative Industries Institute was tentatively slated to open in late-Spring, creating a possible relocation/additional location for the event. He stated that establishing a point person from the department would be beneficial for the event.

David Armstrong also suggested that involving the Atlanta Press Club and the Society of Professional Journalists would help. Bryce noted that he and Perimeter adviser Alice Murray were working with the Press Club to strengthen ties for such purposes.

2017-18 Student Media heads posting

Bryce confirmed the agreed upon posting dates of February 13th for the Student Media Head positions and welcomed suggestions on how to best promote the openings. David Revzin inquired about email blasts, noting that when he applied to be Underground Editor-in-Chief, he only found out through an instructor mentioning it in class. Jeannie pointed out that the university tended to limit how many university-wide emails it sent out in order not to desensitize the students to such messages. Megan agreed and pointed out that even infrequent emails had limited efficiency in reaching students.

David Armstrong recommended a strong social media campaign, including departmental Facebook and Twitter pages. He also suggested that investigating if there was any way to use social media software like Slack to help. Megan added the suggestion of the app Remind.

Troi inquired as to what it would take to put such a posting/call on the main university website. Jeannie replied that this would be a request to bring to Andrea Jones.

Media Head Updates

The Signal- Troi reported that the staff were interviewing new applicants for the month of January. The marketing department was working on a plan for Perimeter recruitment, noting that this had been the biggest challenge of the previous year. She was in communication with Perimeter English professor Susan Westphal on class assignments for potential future publication. *The Signal* website also featured a new template allowing for user-friendly ways to promote the most immediately newsworthy stories on the front page.

GSTV- Joey reported the final count of video uploads for the fall semester was 79, including new content from the Original Productions department which was ahead of their budgeted schedule of Spring semester content. The leaders were positive about using OrgSync for recruiting purposes. Joey and Bryce were still in talks with IS&T for a permanent computer file storage/server solution for GSTV going forward.

New South- Stephanie Devine reported that the December 9th reading at Mother on Edgewood was well-received. She added that there may be two Spring semester readings in light of a high number of graduating students this semester. This week, the staff was featuring a microprose series on its website and they were hoping to increase the student and local content. The staff was gearing up to participate in the Org Fair on the 31st.

The staff was going to attend the Association of Writers and Writing Programs conference in Washington on the second weekend of February. It would be staging on a public reading at the Mr. Henry venue on the Thursday of the conference. The staff had yet to establish a date for its next submission jam but was planning to hold on in the Spring. The 2017 contest was scheduled to open in mid-January with Mark Doty (poetry) and Porochista Khakpour (prose) as judges.

Underground- David Revzin reported that the publication of the next issue had been postponed to invite more student involvement. He was also in talks with Lauren for reading content for DMG podcasts in the future. *Underground* was also in talks with the GSU Writing Studio for a series of collaborations to prepare students for future submission processes.

Album 88- Bryce reported that Cameron Benton was the new Assistant Promotions Director. The staff tentatively scheduled May 27th as a date for WRASFest and were in discussions with the Masquerade on developing a contract for the event. The recruiting window was open with applications for new volunteers due on January 23rd. The next 88 Sessions would feature Shepherds on January 17th.

Digital Media Group- Bryce reported that the DMG app was now fully active on both Apple and Android platforms. The launch event would be on Wednesday, January 18th at the Court Salon in Student Center. He encouraged CSC members to download it and make recommendations to Lauren for suggestions and alterations.

The meeting was adjourned. The next meeting was scheduled to be on February 10th.