

Board of Student Publications and Communications

Update Meeting

March 4, 2022

MINUTES

Anna Edwards called the meeting to order at 3:01 p.m.

Members Present:

Faith James (voting student member)
Sawyer McDuffie (voting student member)
Nina Brook, (voting faculty member)
Debra Rae Cohen (voting faculty member)
Carleen Maur (voting faculty member)

Not Present:

Andrew Phillips (voting student member)
Abby Zilch (voting student member)
Matthew Dunn (faculty advisor)
Scott Farrand (faculty advisor)

Ex-Officio Members Present:

Anna Edwards, Secretary
Britt Hogg (faculty advisor)

Student Media Present:

Amanda Detyens (WUSC)
Calista Pushman (SGTV)
Kailey Cota (Daily Gamecock)
Alizajane Hicks (Garnet and Black)

Guests and Staff Present:

Sarah Scarborough, Director of Student Media

Welcome and Introductions:

- Anna Edwards welcomed all and gave brief overview of agenda
- Reviewed and provided update on Cease & Desist letter that The Daily Gamecock has received. Will update the board as more information is available.

Financial Update:

- Sarah Scarborough presented a financial update reviewing July 1, 2020 through January 31, 2021 and July 1, 2021 through January 31, 2022.
- Allocations were the same as the prior year, (\$265,500 FY21 to \$265,500 FY22).
- Expenses are 52% vs. 48% last year this time and in line with budget projections.
- Actual revenue is at 35% of goal.
- Sold revenue is at 89% of goal.
- Expenditures and revenue are currently aligned with projections, overall in good shape
- Expenditure projections for FY22 will remain in line with FY21.
- FY23, we will receive 21% increase in student fees w/allocation of \$ 320,000
- FY23, revenue projection goal to increase \$ 43,450, heading to Pre-Covid standing
- Financial matters are well within approved budgets.

Organization Updates:

Kailey Cota, Editor-in-Chief, *The Daily Gamecock*

- Currently 32 on staff and hiring four more
- Extra staff and new position of Outreach Director
- Overhauled training for new members -four hours for new members, continual and mini sessions

- Stories lined up 2 weeks ahead
- Writing focused on quality over quantity
- Content highlights, new president, collaborating with SGTV for debate, localizing state politics
- More galleries, graphics and photo stories
- Training staffers to aid in layout
- Social Media success, President-Elect go 61,000 impressions, avg. 15,000 open newsletters weekly
- Culture focus on repurposing, resilience and retention
- Now seen as a nice place to work, socializing but working well together
- *The Daily Gamecock* received a Cease and Desist -Demand for Retraction and the reply is forthcoming

Alizajane Hicks, Editor-in-Chief, Garnet and Black

- 91 students on staff, up 30 from last spring
- Magazine to be more digital focused with linked pages via QR codes
- Refined the pitching process
- Hosting events outside of regular meetings helps communication
- Changing format of masthead meetings w/input from section-head members
- Mini social campaigns to interact with student body
- 2000 followers on Instagram, reach up by 45%, engagement up 38%
- Mostly juniors so good pipeline for next year
- Short term goal, hit 2,500 followers by end of semester
- Long term goal, continue to promote unheard and underrepresented voices at UofSC
- New pitching process brings 90 pitches weekly and promotes diversity and different perspectives
- Print magazine to be on rack beginning of April

Calista Pushman, Station Manager, SGTV

- Brought back Assistant Station Manager
- Removed Training Director
- Brought in 25 new members the spring and more in training
- Shift in meeting schedule reduces overlaps of branch meetings
- Fine tuned training from 3 week process to 3 day process, saving time, faster production
- 4 live shows, 5 pre-recorded, 2 in the works
- Carolina Tonight's first live show 2/24
- 3 short films to be posted by early March
- Drastic increase in Youtube content
- Collaboration with DG and WUSC
- Live Streaming for Awards Day
- First SGTV fundraiser of the year, crewnecks designed by Creative Services
- Promotion on Instagram, Tick Tok, Twitter
- Continuation of SGTV newsletter
- Consistent full staff meetings
- Goals, review of GMG guidelines on diversity and inclusion with NABJ
- Goal of better defined publication schedules for all content and producing branches
- Same content, better structure makes it more fun

Amanda Detyens, Station Manager, WUSC

- Fall fundraising week with concerts and tabling culminated to \$ 8,361 for semester
- Spring already have raised \$ 1,000 and on way to reaching goal for the year
- Better fundraising than has been seen in last 10 years
- Spring fundraiser week planned with retro theme highlighting past alumni and history of UofSC
- New system for DJs to play digital files from Audiovault staying more up to date on artists
- Music library renovation , cleaned, decorated and a hangout for DJs
- Goal of 10-15% local artists in rotation, when in past was zero
- Increasing representation in diversity, race, gender and sexuality
- Goal of starting to hold regular in-station concerts with local bands
- Collaboration with SGTV to produce their version of NPR's "Tiny Desk"
- Goal of publishing a zine to highlight DJ's music taste, personalities and creativity
- 115 DJs (35 new for spring) with 67 shows
- Creating PSA Updates to share registered clubs and organizations information
- Plan to implement weekly news show that will air every hour on Fridays, 90.5 seconds
- New News Director, Emily Okon is building a newsroom, was unstaffed previously
- Goal to create a podcast of news show
- Recently modified, updated and redesigned website and looking into future upgrades
- Looking forward to hiring and training new Station Manager and Executive staff

Applications for Editor-in-Chief of Garnet and Black and Station Manager of WUSC will be open from February 21 to March 4, 2022. Thank you for sharing information with interested students!

Next meeting-Board of Student Publications-Selection Meeting will be the Thursday, March 17 from 11:00 am to 1:00 pm on MS Teams. Invitations have been sent via Outlook.

Meeting adjourned at 4:07 p.m.