

## CAMPUS FEE ADVISORY COMMITTEE

November 30, 2018

### MINUTES

#### ATTENDEES

Members:	David Ely	Dorian Diaz
	Tony Chung	Marcie Bober-Michel
	Chris Thomas	Nickolas Wohlman
	Michael Wiafe	Christian Onwuka
	Ronnie Cravens	Chloe Sabio
Non-voting Members:	Crystal Little	
Guests:	Will Fritz	Brett Michel

The meeting was called to order at 10:05 A.M. by Chris Thomas, CFAC Chair.

#### **Review and Approval of November 16th Meeting Minutes**

Mr. Thomas introduced the November 16th Meeting Minutes and asked for any corrections or additions – none were suggested. Mr. Wohlman made the motion to approve the minutes which was seconded by Mr. Cravens. The motion was approved unanimously.

#### **Informational Items**

##### a. Daily Aztec & KCR – Proposed Student Media Fee

Mr. Thomas introduced the Daily Aztec & KCR proposed student media fee and gave the floor to Mr. Fritz (Editor-in-Chief of The Daily Aztec) and Mr. Michel (General Manager of KCR). Mr. Fritz began the presentation by informing the committee that a student media fee proposal has been talked about for approximately 10 years. He noted that advertising revenues have declined over the past several years and, as a result, The Daily Aztec has been funded in part by Associated Students (A.S.). He further explained that this is not an ideal situation as the paper seeks to be an impartial/independent entity free from any conflict(s) of interest. Mr. Fritz explained that a student media fee has been discussed as a potential solution to this problem and that he and Mr. Michel are exploring ideas and are interested in soliciting feedback from the committee in order to propose a fee which would be effective Spring 2020.

Mr. Fritz and Mr. Michel presented the committee with some basic budget numbers illustrating what the needs are and how the media fee would support those needs. Mr. Michel added that KCR has never had an actual budget, so the numbers shown are a starting point. Mr. Fritz stated that they have found other campuses charging a student media fee (e.g. UC Davis, UCLA) to support student publications and the fee being proposed here would support both The Daily Aztec and KCR; the proposed student media fee would be \$7 per semester and there would be an opt-out provision for students. Mr. Fritz noted that there is some urgency in implementing this fee due to declining ad revenues and projected budget shortfalls. He explained that revenues would be used for such things as updating office space, replacing old computers, and paying staff. Mr. Michel again emphasized that KCR has never had an actual budget and has never been properly funded, so the budget numbers shown are very preliminary and include a number of repair and one-time upgrade items to bring the equipment up to industry standard. He also noted that revenues would be used for staff salaries, promotional items, and conferences. Mr. Michel also noted that he would like to see KCR remain independent and not be beholden to any particular college or department for funding. Mr. Thomas opened the floor to comments and questions.

Mr. Onwuka asked how UCLA was able to attain much more ad revenue; Mr. Fritz responded that the paper is larger and that the [L.A.] market is much larger leading to more opportunities for advertising.

Ms. Little asked if any comparisons were made to other CSU campuses; Mr. Fritz responded that there were no other CSU campuses currently charging a similar fee. Ms. Little noted that the Daily Aztec and KCR appear to be independent, but for student payroll there needs to be some relationship to a campus department for accountability of payroll. Mr. Thomas explained that the fee would be an increase to the existing A.S. fee, so the relationship would be with A.S.

Dr. Ely noted that the challenge will be convincing students of the need and asked how fee will be pitched; Mr. Fritz responded that students need an independent campus news source and Mr. Michel added that heavy emphasis is being placed on being visible on campus covering events that are important to students. Dr. Ely noted that fee referenda are always a challenge and students have a limited appetite for fee increases.

Dr. Bober-Michel asked what relationship exists with Journalism and Media Studies (JMS); Mr. Fritz responded that there currently is no relationship. He added that discussions have taken place, but the independence of the paper is a concern.

Ms. Artan noted that many students may not see a personal benefit to this fee and asked how this fee benefits those students; Mr. Michel responded that having an independent media source benefits all students. He added that KCR broadcasts A.S. election debates and holds "open mic" nights to which all students are invited. Mr. Fritz noted that if The Daily Aztec and KCR were not here, there would be no coverage of campus events such as A.S. debates. He also added that a potential scholarship to be funded from fee revenue would be open to all students as well.

Dr. Ely asked if there were any other examples of using fee revenue to fund a scholarship; Mr. Fritz responded that there were no examples he had found. Ms. Little added that she was not aware of any fee revenue being used for scholarships. Dr. Ely expressed concern over possible restrictions; Ms. Little stated that she was not aware of any restrictions but noted that students may not be supportive of the concept of paying for a scholarship.

Ms. Little asked if there were any statistics regarding readership or listenership; Mr. Fritz responded that monthly page views average 20-30 thousand. Ms. Little noted that those numbers are not all students.

Mr. Diaz asked how many staff members are employed; Mr. Fritz responded that The Daily Aztec employs 13 editors, 2 advertising directors, 2 accounts receivable, 1 office assistant, and 50-80 volunteers; Mr. Michel responded that KCR employs 1 general manager, 2 executive directors, 13 department directors, and 140 staff members.

Dr. Ely stated that straw polls and surveys may be a good source of gathering information to tailor the proposal; Mr. Michel noted that KCR has been collecting survey information during tabling events.

Mr. Onwuka asked if there was any pipeline for jobs for students; Mr. Fritz responded that there is no formal pipeline, but students are building their networks and receiving employment offers. Mr. Michel added that it is as close to a virtual pipeline as one can get through connection to alumni and potential employers. Mr. Onwuka added that emphasizing some success stories may help build support for the proposed fee.

Mr. Thomas stated that he would like to see more information regarding how the fee will be pitched to students; Dr. Ely added that he would like to see more detailed financial projections showing how the fee would lead to financial sustainability. Mr. Thomas noted that a future presentation should show detailed financial projections, a solid marketing plan, and perhaps a success story. Mr. Wiafe emphasized the importance of getting student buy-in to ensure a successful referendum.

#### **Requests**

- a. None

#### **Action Items**

- a. None

#### **New Business**

None

#### **Public Comment**

None

Mr. Thomas adjourned the meeting at 10:44 A.M.

**Reminder:** Next meeting is scheduled for Friday, December 14th, 2018 at 10:00 A.M. in the Lipinsky Hospitality Center – Room SSW 1608