

Spring 2018

S18RS SGCR No. 15 (Student Media Fees)

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Recommended Citation

Green, John, "S18RS SGCR No. 15 (Student Media Fees)" (2018). *Student Senate Enrolled Legislation*. 760.
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STUDENT SENATE
S18RS
SGCR No. 15
BY: SENATOR GREEN

ENROLLED

A CONCURRENT RESOLUTION

TO PLACE A REFERENDUM BEFORE THE LOUISIANA STATE UNIVERSITY STUDENT BODY IN THE FALL 2018 ELECTIONS TO URGE AND REQUEST THE LSU BOARD OF SUPERVISORS TO RECONSIDER, RESTRUCTURE, AND REDUCE THE STUDENT MEDIA ASSOCIATED FEES

- PARAGRAPH 1:** WHEREAS, THE STUDENT MEDIA ASSOCIATED FEES SHOULD BE FORMED INTO A SINGLE STUDENT MEDIA FEE; AND
- PARAGRAPH 2:** WHEREAS, THE FEE FOR THE GUMBO YEARBOOK SHOULD BE CUT ENTIRELY FROM THIS SINGLE FEE; AND
- PARAGRAPH 3:** WHEREAS, THE OFFICIAL REPORT AND RECOMMENDATION FROM THE STUDENT FEE VALUE ASSESSMENT COMMITTEE IS AS FOLLOWS:

Student Media Fee Report

Student Fee Value Assessment Committee

Background

Since 1965, students have paid some form of fee to fund Student Media. Originally, the student body paid fees for the Reveille and the Gumbo yearbook. Between then and now, those fees went through a variety of fee increases, and four more fees associated with Student Media were added—the Student Media fee, the Radio Station Fee, the LSU-TV fee, and the Legacy Magazine fee. For the purposes of this report, these fees will be referred to as the Student Media Associated Fees. Today, the fees are currently paid by students as follows:

Fee Title	Fall	Spring	Summer
Student Media	\$0.25	\$0.00	\$0.00
Radio Station	\$5.00	\$5.00	\$3.00
LSU-TV	\$2.00	\$2.00	\$1.00
Legacy Magazine	\$1.50	\$3.50	\$0.00
Reveille	\$4.00	\$4.00	\$1.75
Gumbo Yearbook	\$5.50	\$2.50	\$0.00
Total	\$18.25	\$17.00	\$5.75

Timeline

The Student Fee Value Assessment Committee was formed on February 7th, 2018 as a result of SGR No. 2 passed by the Student Senate with the explicit purpose “to review student required fees and their outcomes by weighing the value of each program, service, and entity.” This committee, comprised of members of both the Executive and Legislative branches of Student Government met weekly after its formation to review public information regarding Student Required Fees. On February 9th, the committee requested from administration in the Office of Student Media additional information regarding the Student Media Associated fees such as budgets, expenditures, and usage of any media forms associated with the fee. The committee also asked to set up a meeting with representatives from the Office of Student Media to answer any questions the committee had regarding the fee. On February 14th, the requested information was received, and the committee met with two representatives from the Office of Student Media on March 2nd. After reviewing public information and information provided by the Office of Student Media, the committee convened to weigh the value of the media outlets and services provided by the Student Media Associated Fees. The opinions expressed in this report are reflective of the majority opinion of the committee.

Opinion

After reviewing all information provided, the committee has a series of suggestions for the LSU Board of Supervisors.

First, the Gumbo Yearbook fee should be cut entirely, for a variety of reasons. The total revenue that was collected for this fee in the year 2015-2016 was \$210,583, yet the number of Gumbo yearbook sales in recent years has rarely exceeded 300 sales total. In the 2016-2017 year, less than 300 Gumbo yearbooks were sold, and because the Gumbo yearbook is not free to students, the revenue from yearbook sales was \$11,174. We believe that this massive discrepancy between the fee revenues that the Office of Student Media received and their revenues from Gumbo yearbook sales show that the yearbook is not a justified investment for students given the lack of interest among students in purchasing a yearbook. Additionally, the committee feels that in the age of social media, physical yearbooks providing memorable content is somewhat obsolete, and the content provided in the Gumbo yearbook in recent years is not satisfactory for the price we are paying for it.

Second, we would like to consolidate the remaining fees into a single Student Media fee that would be \$13.75 in the Fall, \$13.50 in the Spring, and \$5.75 in the Summer. Our justification behind this is that the Office of Student Media already has a practice of dipping into accounts to use them for purposes not stipulated in that account (ex: using leftover Gumbo yearbook money to pay for a KLSU expense), so we would like to provide the Office of Student Media with more flexibility by merging the purposes and fees into one umbrella fee to reflect how the Office of Student Media would prefer to operate.

We support the creation of a single Student Media fee with the recommendation that the Legacy Magazine also be cut, with the excess money from the Legacy Magazine supporting the remaining media outlets: the Reveille, KLSU, and Tiger TV. We make this recommendation for similar reasons for our recommendation regarding the Gumbo: low readership and interest among the student body. However, the committee does recognize that the Office of Student Media is low on funding for the Reveille, KLSU, and Tiger TV, so we want the funding that would have gone to the Legacy Magazine to go to those instead. This way, we believe the new Student Media fee's purpose should be as follows:

“Supports the Office of Student Media, which provides a variety of student-run media, offering the campus news, features and entertainment. The Office of Student Media administers the student-run newspaper, radio station, and cable television station.”

Finally, the committee recommends that the new Student Media Fee would be applied to part time students as a \$2.00 per credit hour fee during the Fall and Spring for part time students. Currently, part time students pay nothing to the Office of Student Media in terms of fees, and the committee agrees that this fee is one of the few fees that should apply to part time students, given that part time students can benefit from Student Media products just as much as full time students.

These are the reasons and ways in which the Student Value Assessment Committee Recommends the LSU Board of Supervisors to restructure and reduce the Student Media Associated fees, and raise them for part-time students.

Jack Green
Co-Chair of the Student Fee Value Assessment Committee

PARAGRAPH 4: THEREFORE, BE IT RESOLVED BY THE LOUISIANA STATE UNIVERSITY STUDENT SENATE THAT A REFERENDUM BE PLACED BEFORE THE LSU STUDENT BODY IN THE FALL 2018 ELECTIONS TO URGE AND REQUEST THE LSU BOARD OF SUPERVISORS TO RECONSIDER, RESTRUCTURE, AND REDUCE THE STUDENT MEDIA ASSOCIATED FEES, AND

PARAGRAPH 5: THEREFORE, BE IT FURTHER RESOLVED THAT A COPY OF THIS RESOLUTION BE TRANSMITTED TO LOUISIANA STATE UNIVERSITY STUDENT MEDIA DIRECTOR JOHN FRISCIA, DIRECTOR OF STRATEGIC COMMUNICATIONS JASON DRODDY, CHIEF FINANCIAL OFFICER DAN LAYZELL, AND THE LOUISIANA STATE UNIVERSITY BOARD OF SUPERVISORS, AND

PARAGRAPH 6: THIS RESOLUTION SHALL TAKE EFFECT UPON PASSAGE BY A TWO-THIRDS (2/3) VOTE OF THE LSU STUDENT SENATE AND SIGNATURE BY THE PRESIDENT, UPON LAPSE OF TIME FOR PRESIDENTIAL ACTION, OR IF VETOED BY THE PRESIDENT AND SUBSEQUENTLY APPROVED BY THE SENATE, ON THE DATE OF SUCH APPROVAL.

APPROVED:

JAMES J. MICKLER
SPEAKER OF THE SENATE

DATE: _____

JASON J. BADEAUX
STUDENT BODY PRESIDENT

DATE: _____