

**CALIFORNIA STATE UNIVERSITY, LONG BEACH**  
**STUDENT FEE ADVISORY COMMITTEE**  
**2005-06 Academic Year**  
**Meeting #2**  
**Wednesday, February 15, 2006**  
**12:00 p.m.**  
**BH-302**

*Members Present:* Billoo, Glumm, Hata, Hood, Latter, Mariano, Merryfield, Okahana, Pollock, Robinson, Tinoco, Wheeler

*Members Absent:* Cape

*Staff Attendees:* Eckhous, Gleason, Sanchez

*Guests Present:* Jennifer Frehn, Beverly Munson, Jamie Rowe

1. Welcome and Introductions. Vice President Robinson, chair of the committee, called the meeting to order at 12:10 p.m. Robinson welcomed attendees and asked them to introduce themselves.
2. Approval of Agenda and Minutes. The agenda for the February 15, 2006, meeting was approved (12-0-0). The minutes of the October 14, 2005, meeting were reviewed. A correction was noted for Item 3, paragraph 2. The first sentence was modified to read, "Robinson pointed out that only the CSU Board of Trustees can establish **systemwide** Category I fees **and only the Chancellor can establish campus-level Category I fees ...**" Also, Eckhous said that she was not prepared to answer the questions that the committee had regarding the Student Fee Reports (Item 3), but she will do so at the next meeting. The minutes were approved (12-0-0).
3. Request for Student Fee Referendum from *Daily 49er* Newspaper. The committee reviewed the information in the proposal. Robinson said that the committee would be voting on whether there should be a referendum. After a referendum, the result would come back to this committee, which would then give its input to President Alexander.

Frehn, managing editor of *Dig* magazine, gave a history of the *Daily 49er* and *Dig* magazine, which have been in publication since 1950 and 1978, respectively. The *Daily 49er* is published Monday through Thursday; *Dig* is published once a month. Both have circulations of 10,000. The publications were originally part of the Journalism Department, which provided funding as well as a steady source of student writers. In 2004, the publications separated from the Journalism Department. As a result, while more students now have the opportunity to write for both publications, a steady stream of funding and consistent Journalism student writers was lost.

The committee members reviewed the projected annual budget in the referendum proposal. Frehn said that 97 percent of funds come from advertising, three percent from IRA allocations. Munson explained the types of advertising revenue sources.

Frehn said that in the past year, the publications' staff asked ASI senators to consult their constituents as to what they would like to see in their campus publications. The senators conducted a survey; 75 surveys were distributed, and 34 were returned. A proposed budget was produced that would provide for more pages and staff. The proposed \$4.00 fee would result in \$270,000 coming to the publications. With that amount, the staff could publish an eight-page *Daily 49er*, with an additional four-page insert, in color. This would provide space to cover stories of campus events and student concern. As it is now, there is not enough space to cover all that happens on campus. A major problem is that there is not enough money available to pay writers, which results in a smaller pool of writers and lack of incentive to do quality work. Paid writers would ensure that there would always be writers available to cover stories. *Dig* would also be able to cover more areas of interest and be able to pay writers and the assistant editor.

Wheeler asked what the immediate result of increased funding would be. Munson said that every issue of the *Daily 49er* would have an eight-page main section and a four-page insert and would have color; *Dig* would be expanded to 24 pages (from 16 pages).

Wheeler asked if there would be increased coverage of athletics and student organization events. Munson said that there would be, and that with increased advertising there would be even more coverage of subjects of interest.

Latter said that in the past there have been increases in student fees dedicated to special projects, and asked if ASI and IRA funding had been sought. Munson said IRA funding is sought every year, and that they went to the ASI last year. Rowe said their proposal to the ASI did not pass. It was decided that coming to this committee would allow for greater autonomy for the publications.

Merryfield asked if there would be referendums on other proposals this year. Robinson said this is the only one that would come through this committee. It would be on a separate ballot from the ASI election ballot. A subcommittee would need to be formed.

Mariano asked if the papers would need ASI or IRA funding if advertising revenue were increased. Frehn said it would mean they would be able to do additional things in the publications. Rowe said that if the fee increase passes, they would rely on the fees. Munson said that if a lot of advertising came in, they wouldn't need the student fees.

Latter asked how the results of the survey can be projected to the total campus, since it was a small sample. Rowe said they went to the ASI senators, because they are representatives of the student voice, and felt they should know what students want. Latter asked if the survey respondents were mostly senators. Rowe said they represent the constituents of the senators.

Latter asked what kind of political campaign would the publications mount to promote approval. Frehn said they would talk to any interested party, including students involved in sports, Greek Life, and clubs and organizations. Munson said there had been a campaign set up last year. Robinson said the rules say that all students should understand the proposal.

Biloo asked if students would continue to be charged the fee if advertising revenue became sufficient to support the publications. Robinson said that this committee reviews the annual fee report, and if there is a significant balance, it may recommend that the fees not be allocated to the publications. Tinoco asked if this has happened before. Robinson said it has happened once before.

Biloo said that the advertising fee has been mentioned, but it is not in the projected budget; no goal has been set. Munson said that advertising revenue has not been projected.

Tinoco asked about the wording of the referendum. Robinson said that will be the responsibility of the subcommittee.

Wheeler said the ASI Senate chose last year not to hold a referendum on the fee, and asked if coming to this committee is a way of going around the Senate. Rowe said that there were extenuating circumstances at that time; now they are not working with other campus media and are speaking with more people. In addition, they feel there will be more independence for the publication if they don't have to answer to the ASI Media Board.

Robinson asked how the *Daily 49er* compares with other newspapers in the country. Rowe said it will take time to improve, but the momentum will continue, advertising will grow, and it will eventually be competitive with other papers.

Tinoco said that if this committee supports the referendum, she would like to see the publications' goals and objectives. She also would like to consider the fees as start-up money; perhaps the papers will not need the fees later. Munson said that the budget is set each year. With additional money, they can look at how to pay advertising people (they now receive a commission). A small salary would be an incentive.

Wheeler asked why the fee was being requested as a Category I fee. Robinson answered that it has to be a Category I fee, as it would be mandatory.

Latter said that once a mandatory fee is put into effect it would be disingenuous to think it would ever go away; it would be almost an impossibility.

Hata said that the publications are a business with expenses and revenue. She would like to see financial projections and a sense of what is the goal. Hata asked what the goal in advertising is if the paper is expanded to 12 pages. Munson said that they need \$3,500 in revenue to pay for each edition of a 12-page paper.

Okahana said he believes that the provision of EO 740 for a referendum is the best way for an independent paper to increase funding. Sacramento State did have a successful fee referendum and the quality of the paper improved. Student volunteers are valuable, but it is difficult to ask people to work for free. He said he believes the publications' students know what they need to build the paper they want to see. He added that the survey was small, so it is questionable.

Billoo said the survey results were handed out by a small number of senators. She said she would feel more comfortable with more financial information, and is concerned about what would happen if the SFAC doesn't hold the publications accountable. Robinson said this committee will hold the publications accountable.

Merryfield pointed out that in the projected budget, many of the line items do not change. She asked if there would be increases because of a bigger paper. Munson said yes, there would be, but she didn't look at them as the greatest expenses, which are payroll and printing.

Wheeler asked what the referendum would cost the university. Robinson said it would depend on whether it was run concurrently with the ASI elections. If it is not, the university would have to spend an amount probably equal to what a student election costs; however, the cost is not the issue for this committee.

Latter asked when the ASI elections will be held. Robinson said they will be held on March 27.

Merryfield said everyone wants a good newspaper, and no one thinks we have one now. She asked if the additional funds will produce high quality publications. Rowe said they have improved this semester, with fewer wire stories.

Pollock moved to approve the request for a student fee referendum from the *Daily 49er* newspaper. The motion was seconded by Wheeler.

Mariano asked if there would no longer be involvement with the ASI Senate in this matter. Robinson said it is possible the referendum would be conducted at the same time as the ASI elections.

Billoo requested that the SFAC be provided with some projected financial information, such as professional payroll and advertising revenue, in advance of the referendum.

Eckhous said that part of the purpose of projections is to see if the proposal is accurate.

Munson said she would provide the requested financial projections.

Wheeler said he believed that financial projections would be highly speculative.

Hood said the projected budget doesn't reflect possible changes in revenue or expenses; they may both increase.

Pollock said it is important to keep in mind that approving the request for a referendum allows the students to vote on the matter. An educational campaign is crucial.

The request for a fee referendum passed (11-0-1). (*Robinson abstained from voting.*)

The following committee members volunteered to serve on the referendum subcommittee: Robinson, Billoo, Mariano, Okahana, Wheeler.

The meeting was adjourned at 1:30 p.m.

Respectfully submitted,

/s/

Mary Sanchez

(These minutes were approved on May 4, 2006.)