GC360 Partner Briefing Memo by Emily Agi and Talia Hayes

Interviewee: Josh Galaif, Executive Producer (interviewed Oct. 8, 2026)

Organizational Structure *(Emily & Talia)*

GC360 is Georgia College's student-run news broadcast. It has four teams: reporters, anchors, technical assistants, and PR assistants. The assignment news editor, lead anchor, technical director, and PR director each lead a team and report to the executive producer and producer. Any member can pitch story ideas, and the team discusses what should air. The assignment news editor finds pitches and assigns them to a team of about four practicum reporters, who write and edit their own packages. Sports and entertainment reporters write their own segment scripts. The executive producer writes the show rundown and script, manages the pre-production timeline, and checks that all material is good enough to run. The producer co-writes the script, handles internal communication, and brings fresh ideas. These two have final say. Inaccurate or controversial wording is cut, and if the show runs short, they decide which readers the anchors will do on desk.

The lead anchor oversees three practicum anchors and two volunteers, runs anchor workshops, and sets the schedule. The tech team has about six students. It runs Xpression (the encoding software), the soundboard, and the switcher, and edits the finished show afterward. The PR team of three practicum students runs Instagram and TikTok with creative freedom.

A normal week builds toward a Thursday 4 p.m. broadcast, with scripts due Monday and packages uploaded Tuesday. The "Production Schedule" section has the full breakdown.

Target Audience *(Emily)*

GC360's primary target audience is Georgia College students who care about campus life, want to know what is happening, and want to know how to get involved. This is a niche audience, not general news consumers. A study done by Texas A&M found that only 44% of college-aged students name news as a main source of information, and Gloria Mark of UC Irvine found that average attention on a screen fell from about 2.5 minutes to about 46 seconds over two decades. Video news has to give viewers a reason to stay.

The secondary audience is Milledgeville residents, who want structured updates on the university and events open to the wider community.

GC360 reaches both groups mainly through YouTube, Instagram, and TikTok. According to Josh Galaif, social media has worked especially well this semester because of the PR team's creativity.

Production Schedule *(Talia)*

GC360 works on a two-week cycle, and reporters have two weeks to produce each package.

- **Show week**: a 30-minute newscast airs live Thursday at 4 p.m. on MBCTV-4. The edited show goes on YouTube Friday.
- **Off week**: GC360 produces *Behind the Bobcats*, a 30-minute show with two long-form studio interviews and a man-on-the-street segment, also live Thursday.

Key deadlines in a show week:

- **Monday**: anchor and reporter scripts due.
- **Tuesday**: reporters upload finished packages to the server before leaving, new pitches are assigned, and the tech night holds tech night to go through a practice run of the show.
- **Wednesday**: producers finalize scripts.
- **Thursday**: tech team encodes early; show goes live.
- **Friday**: edited show posted to YouTube.

In an off week, Monday through Wednesday are dedicated to planning and pre-recording interviews. Tuesday is still tech night, and Thursday is for final adjustments before airing.

Campus Contribution *(Emily)*

GC360 offers other campus outlets video reach through YouTube, social media, and a live broadcast on MBCTV-4. It can also trade relevant stories with other outlets so each one's coverage reaches a wider audience. In return, GC360 needs promotion from other outlets, since many students do not know it exists. It needs other outlets to tell their audiences where to watch and how to support its work, and to make clear that each campus outlet covers news in its own way.

Collaboration Ideas *(Emily and Talia)*

Idea 1: Paired interviews with *The Colonnade.*

The Colonnade can give readers detailed explanations in print but cannot show the speaker's personality. For one story before the end of the semester, GC360 would host the guest for a two-minute on-camera interview, and *The Colonnade* would then do its full interview with the same person. *The Colonnade* picks the story and books the guest by a certain date; GC360 then films the short segment and posts it to YouTube and social media with a link to the article. *The Colonnade* publishes the print piece and links back to the video. This way, viewers can see facial expressions, body language, and personality in GC360's video and then read the full story in *The Colonnade's* print piece.

Idea 2: Student Media Day (Thursday, November 12, 11 a.m. to 1 p.m.)

PRSSA hosts this event, which gives every outlet a chance to promote the others to its audience. GC360's PR team would film short social media clips of each organization at the event, and would then edit them into a recap to post on GC360's channels and share with participating

outlets. This serves as a great opportunity for each organization to advertise for each other and make sure each group's audiences are tuning into other outlets as well.

Recent Work *(Talia)*

In the past month, GC360 has published 12 episodes on its YouTube channel, ranging from 2-minute feature videos to full episodes of about 30 minutes. The content includes grand openings in Milledgeville, interviews with student organizations, and highlights of local events such as First Friday, which has a Meet the Bobcats theme. Their most recent episode of **Behind the Bobcats** aired on Thursday, October 1st, and was hosted by James Beary and Kennedy Woodard. This fall-themed episode included several interviews, among them the president of the Vampire Club and the president and vice president of the Fright Society. Eric Griffis, the interim chair of the Department of Theater and Dance, also spoke about his department's mission and approach to training well-rounded theater artists. A segment on the *Writing for Success* podcast followed, highlighting a $385,000 federal grant that will allow Baldwin County students to share their own stories as a part of a reimagining of the 1998 anthology *Everybody Has a Story to Tell: Stories of Flannery O'Connor's Milledgeville*. The episode also featured a weather report and an "On the Prowl" segment in which producer Simran Puri asked students and staff on campus about their favorite ways to celebrate fall.

Last Thursday, the October 8th **full news show** covered a range of local and national stories. Reporters covered a jazz jam session at Amici, where Georgia College students performed for the community. Also, a Meet the Bobcats edition of First Friday on Wilkinson Street was featured, where student athletes connected with residents. Another report covered GCSU's highest-ever ranking among Southern schools, fourth among public schools in the U.S. News and World Report regional category, along with its number one ranking for in-state value in Georgia. The episode also included a fall break weather forecast, a sports update, an early voting reminder ahead of the November 3rd election, and an entertainment segment.

Work Cited

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