Center for Student Media Advisory Board
Meeting Agenda
Monday, April 18, 2011
9:30 am
UNF Student Union, Building 58 West, Room 38042

I. Call to Order – 9:40 am

II. Attendance – Lori Durham

Members Present
John Timpe, Chair  Adviser, Center for Student Media
Dr. Horvath-Neimeyer  Faculty Representative
Madeline Edwards  Student in Communication Major
Giovannie Medina  Student Government Representative
David Johnson  Professional Print Journalism Representative
Ryan Winter  Student Government Representative
Dave Luckin  Radio Professional Broadcasting Representative
Michelle Moore  TV Professional Broadcasting Representative

Members Absent
Jessica Parker  Student in non-Communication Major

Others Present
Matt Head  Station Manager Elect, Osprey TV
Lori Durham, Secretary  Office Manager, Center for Student Media
Dr. David Deeley  Professor, Department of Communications
Tyler White  Leader Candidate, Spinnaker
Nadine Robertson  Station Manager, Osprey Radio
Andrew Landis  Station Manager Elect, Osprey Radio
Matt Brockelman  Student Body President Elect, Student Government
Courtney Warner  Vice President Student Body Elect, Student Government
Dr. Dave Deeley  Department of Communications

iii. Introductions
iv. Old Business
   a. Ryan Winter – Spinnaker Controversy
      i. Ryan – To finish the discussion on Spinnaker controversy, wanted to make sure that the board didn’t have anything they wanted to take action on or discuss, since it was not just the cover they were dealing with, but that SG took action as well.
      ii. Paula – Thought it inappropriate for SGA to make move to hold funding. Understood it was a free ad. So it had nothing to do with getting money back for ad that was not run on time. Simply retribution for what the majority of what SGA saw as improper content. That is censorship.
      iii. Matt B. – For the record, committee didn’t base if off of content at the time, didn’t know that it hadn’t been paid for at the time. In talking with a few of
Senators, they admit it was a rush decision. Matt didn’t think funds were actually frozen.

iv. John – B&A committee met and proposed that because ad didn’t run on time, that funds equal to 3 days of SG funding to the Spinnaker be frozen and that it be taken off after 3 days. Spinnaker couldn’t access but would be unfrozen in time for Spinnaker students to be paid. Ad was taken out by SG Judicial, Spinnaker worked with SG Judicial to work out payment after ad was run. Sen. Scorza felt ad shouldn’t have run late. John’s understanding they were advised not to do this. The vote took place but freeze never happened. Paperwork got lost in mail. If freeze had taken place, it would have been a federal violation, because if students work, they have to get paid. President of Senate working to change financial code.

v. Matt B. – At time of vote, senators didn’t know that it hadn’t been paid for. To them it was funds lost on their end.

vi. Ryan – Should board take a position on whether issue was wise choice even if it were allowed? John - Four to one ratio from parents and staff that were angry and four to one from students that cover was good. He made calls back to people who wanted board to take action. Also shared with them that the board made their decision to support the Spinnaker.

vii. Ryan – Wanted to know if we need to have a game plan if it comes up again next year. David J. – Mixed reaction with his constituents. Some good or some bad. Ryan – Maybe a statement as to the board’s duties, some people think the board has the power. John- Has talked to the people about the role of the board, and the new CSM website will have this on it.

viii. Ryan – Wanted to encourage board to get students more involved like a public forum if this situation were to come up again next year.

v. New Business

a. CSM Model Workshop – Merged Model

i. John – Four Potential Models; Merged, Converged, Collaborative, Competitive. Collaborative/Competitive is what we have now.

ii. John – Thanks to those who went on the tour at First Coast News. Thanks Matt and Michelle.

iii. John – Merged Model is like one big happy organization. 1 CSM editor, student leader would meet with news and features producers once a week and discuss what is coming up and coordinate the best way to tell these stories, whether online, print, TV and Radio. Then set deadlines and get it out there as soon as possible. Breaking news part of it is similar to what happens now. CSM business office would have sales and marketing staff under them. One organization with a shared space. One student leader over news operation/delivery pipelines. One student leader over business.

Pros and cons. Pro for board: two sets of interviews, easy to monitor, sharing, budgeting, and funding redundancy. No territorialism. Cost savings in eliminating redundancies in digital operations and costs. Everyone would have regular access to the tools in CSM. Student employees will be better prepared for cross-platform demands of employers upon graduation. Audience members get more information and entertainment, and get it in formats they want. Cons. Students will have to be better organized and work more. Some offices will have to move within CSM. All pipelines affected if there’s a funding catastrophe. Less
attractive to students who want work experience/resume that show work in specialized field. Loss of tradition. Lastly, funding. You can decide to combine all the A&S indexes and all the auxiliaries. This would simplify things. Spinnaker closer to their independence now than Radio and TV and this would pull Spinnaker back. It is possible to keep the funding straight as if flows in and keep track of it. Making sure to as the funding is made that any money made with SG funded time/man power, has to go back into A&S SG funds, and any money made with auxiliary funded manpower/equipment has to go back into that department’s auxiliary.

iv. Andrew – As far as leadership roles for each, will they remain the same, or would you hire one for each one or a couple of leaders for the whole thing? John- There would be one overall leader.

v. Ryan – Concerned with time frame for this to take place. John- If we vote on one today, we have to wait until fall for the by-law changes to be approved. If we vote today for a merged model, we could start looking for someone to fill the positions until bylaws are voted on to change. Smart thing to do would be to pick someone now within CSM on an interim basis to be the top dog, then in August change the bylaws and have the official hiring.

b. CSM Model Workshop - converged

i. John – Converged Model. We create a 4th department which will act as the Digital Hub. We select a fourth leader to be the digital editor. The Business Office leader would elevate to a CSM level, board-chosen position. We would elect five leaders each semester.

ii. Paula – Where would the staff come from? John - Spinnaker currently has two web staff, OTV has tech director, and radio has tech director. We would have to create a funded line for the digital editor. This can be tricky. Hopefully for next year, the digital model will succeed in selling online advertising. Then they could turn around and use that money to fund the position.

iii. Paula – Have to think about not just online but mobile. John - Spinnaker has Android app now and have applied to get their iPhone app. What they don’t have right now is a tablet. We know we have to deliver the news in five ways. Next, we get together in an assignment meeting; digital editor makes sure he gets stories he/she wants, Spinnaker, Osprey Radio, and Osprey TV asks for their versions of the same stories. Roles stay pretty much the same. But they will get a lot more content.

With a combined business office you can sell bundled packages, and individual pipeline buys are offered to clients. Next, you take the unbundled sales and pro-rate according to each pipeline’s rates. Individual sales just like they are now. Four departments are separate but interwoven through digital and business areas. We will have to plan what to do if Spinnaker gets to its independence before the others.

CSM spaces are separate but shared and open to all CSM members.

New online ad revenue will go into auxiliary that will fund digital department personnel and OE in growing proportion, leading to reduced expenses to Spinnaker, TV and Radio over time.

Spinnaker, TV and Radio don’t have to run content they don’t want to: they do have to make assigned contributions to digital hub
Pros and Cons. No territorialism. Cost savings in eliminating redundancies in digital operations and costs; will hasten independence drives for each department. Everyone has greater access to all of the tools in CSM. Student employees will be better prepared for demands of employers upon graduation. Audience members get more information and entertainment, and get it in formats they want. Tradition maintained. Cons - Students will have to be better organized and work more. Some offices will have to move within CSM. Board must make more hires, monitor more operations and budgets, and referee disputes.

c. CSM Model Workshop – Collaborative and Competitive

i. John – This is what we have now. Pros. Few Adjustments. Tradition still maintained. If one news department passes on a story, another may pick it up. Each website may improve if joint web meeting are held and material is better shared. Cons - Graduating student employees are less likely to have cross-platform skills employers demand. Board must make more hires, monitor more operations and budgets, and referee disputes. Potential revenue generated through bundled sales or a stronger web presence may be lost. Funds will be spent on redundant web operations and redundant business operations.

ii. Paula – What do the students think? Nadine – Converged would still give Spinnaker its independence yet we all work together. Matt – converged lets people still specialize in one thing and they can learn more skills. Andrew – Likes converged model. It would greatly benefit Radio. Good that we have the lines in between. Merged is too blurry and confusing. Matt – converged allows them to still be themselves.

iii. Madeline – Likes converged model, as well. Feels like the open-mindedness of sharing everything and being one needs to be more congealed into it.

iv. John – I’m not married to anything other than better outcomes for the student’s audiences.

v. Paula – Likes converged because it maintains independence a little more and selecting five different leaders, this gives them more opportunities for experience.

vi. David J. – Can’t imagine having only one leader, there is a balance between student development and pleasing the audience. Student development is more important. Doesn’t want this to be presented as an either/or situation. Leaders should make the decision.

vii. Giovannie – There should be more synergy within the units.

viii. Dr. Deeley – Has been in this situation before. The key is the leaders; you have to sell it to your guys. You have to sell it to the constituents. Maybe in fall you can grab onto something and plan collaborative coverage of and get everybody on board and have success you can build on.

ix. Paula – Wished Spinnaker was here for their input.

x. John – Courtney had to leave at 10:55. Expressed her liking would be converged.

xi. Madeline – Please explain how budget would work. John - Sales force and marketing would be one. Funding coming in would still be separated. Revenue would be divided out.

xii. Paula – What if we the Board put together an intensive one week training where all students would come together and learn audio, video. They can bond and get
to know each other. Like a boot camp. Dr. Deely - This would have to become
the norm for those that follow after.

xiii. Dave Luckin – Likes merged model. Those who like the converged model, like
their comfort zones.

xiv. Ryan – Merged model would be better. If we vote for converged, then we would
probably end up merged in the next few years anyway.

xv. Michelle - Suggested the final shuttle launch as a collaborative event the week
of June 28th. Could cover it all different ways and then come back and continue
afterward. Great idea.

xvi. Giovannie – If this convergence is to be successful, the catalyst will have to be
the Spinnaker. OTV and Radio are still growing, doesn’t have the resources.
Actions speak louder than words, leaders here may want it, but you have to go
back and say “what am I going to do about it?” You will need direction, need to
work together. Future success of CSM lies with collaboration.

xvii. John – Saw two problems coming into this. Students driving this and Spinnaker’s
willingness. How to do this? Bylaws call for us to give them this kind of
independence. We are charged with overseeing and monitoring and making
sure they get what they need to out of it. What do we do when they don’t?
How do we change this without stepping on their freedom, but at the same time
they are clearly not in a position to take up the reins themselves.
David J - Explain a little about their reluctance. They have sacrificed for 7 years,
pushing toward their independence. No member here to give their opinion
about this sacrifice versus what can be gained through this. The Spinnaker has
the most to lose.
John – This, what’s happened today is my problem. If they choose not to
participate, we’ve got this and this to deal with and they’re not here to voice up.
When I try to represent them it doesn’t go well. Invitations were sent, no one
relayed they weren’t coming.

xviii. Andrew - Suggested the three leaders elect sit down and talk about it.

xix. John – Board has the ability to consider the Spinnaker independent right now.
Spinnaker issues are being funded by SG right now, but if you charged 50 cents
per issue it would work out to be the same amount that SG pays for wages now.

xx. Paula – Options are we could choose one and recommend you choose one of
these, or step aside and let all student leaders meet and tell us what you want.

xxi. John – We can vote to table to August, but would prefer you vote for a model as
a suggestion.

xxii. Matt – He and Andrew would support board voting for converged model, but
give them a chance to make this happen.

xxiii. Paula - Made motions that the board select the converged model as the model
we would like student media, Giovannie seconded motion.

xxiv. Vote taken by name, 5-2 for.

xxv. John – asked David Johnson’s concern. Not against it. Hesitant to vote without
Spinnaker representation. He would table discussions until leaders meet. David
Luckin likes merged model but agrees with David J. that they need Spinnaker
representation. Paula left at 11:42 a.m.

xxvi. John – What is your interpretation of the by-laws? David J. - has power but you
have to be judicious. Would not remove a leader because they had a view
against the board’s view. Madeline feels board has power to influence the Spinnaker, Radio and TV to accept it.

xxvii. John – Wants board to start talking about this now. Do we have a yes or no to the Spinnaker on anything or do we just advise them and select a leader. We give them a vision and hold them to the standards. But what do we do when they don’t meet those standards?

xxviii. Michelle – Since we voted on convergence do we need to go ahead and pick that digital leader?

xxix. John - We can take the Spinnaker web editor and in the interim give them the interim power to run this. Or I can go to SG and special request money to add to what is already there.

xxx. Michelle – What about Business manager?

xxxi. John – Take business leader, and ask them to set up this new office and start moving people into that office on interim basis until we meet in August and change the bylaws. Do we want to hold an open interview or if person has been doing a good job we just let them continue until December?

xxxii. Suggestion made to meet again in two weeks after leaders meet. Michelle left at 12:08 and David Luckin left at 12:10.

vi. Adjournment – 12:10 p.m.