Center for Student Media Advisory Board
Meeting Agenda
Monday, February 7, 2011
10:00 am
UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 10:10 am

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Ryan Winter Student Government Representative
Madeline Edwards Student in Communication Major
Jessica Parker Student in non-Communication Major
Giovannie Medina Student Government Representative
Michelle Moore TV Professional Broadcasting Representative

Members Absent
Dr. Horvath-Neimeyer Communication Department Faculty Representative
David Johnson Professional Print Journalism Representative
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Professional Radio Broadcasting Representative

Others Present
Nadine Robertson Station Manager, Osprey Radio
Ian Albahae Web Editor, Spinnaker
Matt Head Program Director, Osprey TV
Lori Durham, Secretary Office Manager, Center for Student Media
Dave Luckin Radio Broadcast Candidate

III. Introductions
   a. Introduction of Board Members and Dave Luckin with WJCT. Dave here to observe today. Would like to interview and vote for radio broadcast professional position at next meeting. Waiting on Dr. G’s approval of by-law changes.

IV. Approval of Minutes from January 10, 2011 Meeting
   a. Motion to approve made by Madeline. Giovannie seconded. Five in favor. Minutes approved.

V. Media Outlet Reports
   a. Osprey Radio – Station Manager, Nadine Robertson
      i. Special Request hearing went well. President Sitou to sign soon.
      ii. Funding was requested for speakers in the plaza, money for promotional items and mp3s for f-tunes.
      iii. General Station Meeting to be held February 16th, 12:00 – 1:00 p.m.
      iv. Will be DJing this Wednesday, February 9th at Market Day.
      v. Have completed redirects of our website to the other media outlet websites.
      vi. Radio and Josh have run an ad to promote radio.
vii. Continuing to receive freebies: Movie tickets to Just Go With It, Raw Comedy Tour, Salt and Pepa Legends Tour, Afro Man and Slightly Stupid

viii. Trying to get interviews with some of the bands featured at Jack Rabbits and Freebird.

ix. More volunteers coming in due to promotions showing that we are indie rock and speaking in Professor Neimeyer’s class.

Questions?
Giovannie – Where are we with LPFM broadcasting?
Nadine – Waiting on FCC to post rules and regulations.
John – Agreement was routed through General Counsel, approved and sent to the engineering firm that we have been working with. As soon as they approve it hopefully we will sign and pay and they will review the regulations and tell us whether we are better off going with a translator or LPFM which would offer protection to Osprey Radio. However, last week the engineering firm got back to us and explained that they usually help primarily churches and schools but their concern is part of UNF addendum that says they won’t discriminate because he said we are here for Christian broadcasters we don’t help other faiths. We tried to contact General Counsel to see if it’s an issue. If it is, we may have to find another engineering firm. Have heard from other nonprofits out there that it will be sometime this year when FCC will release the rule and regulations.
Giovannie – suggested that Nadine get on the agenda for Club Alliance to promote themselves and get some revenue generated.

b. Osprey TV – Promotions Director Matt Head
   i. Hired three new producers.
   ii. Revenue is up 3000 percent from last year.
   iii. Special Request for Office Supplies, editing machine, and a new computer to be submitted to SG Senate.
   iv. FSCJ – Still trying to get on Comcast Cable, Channel 26, and develop programming.
   v. Little healthy competition going on with other TV station on campus.

Questions?
Giovannie – What percentage is original content?
Matt – 30 to 40 percent like cooking shows, concerts, news show on Tuesdays and Thursdays, debates, lip sync, home coming pageants.
Ryan – How are we analyzing viewership?
Matt – Surveys. Last fall showed that 92 out of 100, 80 percent wished to view movies and 50 percent news. OTV will do another survey at the end of spring semester.
Giovannie – Would like to see more original content.
Matt/John – OTV hasn’t had the personnel or the funds to hire additional staff to produce original content. New Student Life fee may help with these initiatives.
Matt – Created initiative to possibly share content with other schools in the country. Looking for a way to achieve this in the short term.
Giovannie – Requested that it be noted in the minutes that after reviewing the broadcast of the BOB concert, that he did not see any mention of “Funded by
Student Government” anywhere from beginning to end. If you plan or do plan on recording any featured concert with us, especially with Rodney Atkins coming, this should be mentioned.

John - This was discussed already with Justin Lerman and John Simms.
John – Two thirds of special request was approved for finishing the studio. Editing computer was requested, but denied. OTV eager to produce, but not enough equipment. May seek grant from Parent Association.

c. Spinnaker – Web Editor, Ian Albahae
   i. Has been a big issue with the product quality in last issues. Starting to get better after meeting with printer. Printer compensated us for the last issue, but still trying to get compensation for other issues.
   ii. New marketing strategy seems to be working. Revenue is up since last semester.
   iii. More online viewers. Online viewers up 22 percent from last semester’s 13% in November.
Questions?
Giovannie – How much is the ad revenue up?
John - Ad revenue is 25% better overall. Kristen implemented the new ad campaign and a new box was put at Applebee’s. Hopefully this will bring changes in the revenue.
Giovannie – Why do we follow the format we do? He had been to other schools with New York Times style format (broadsheet) and brought that to view.
John – We went with the Folio (tabloid) style to draw more students’ attention. This format allows for the Spinnaker’s strengths to be shown.
Giovannie – Noticed that not much in the Spinnaker about the new Student Life Fee. Why aren’t there any political articles in the Spinnaker?
Ian – We try to stay bi-partisan and not try and prop up anything.

v. Old Business
   a. Amendment of By-laws
      i. Timpe – We need to vote on by-law changes approved in recent past without specific public notice that we missed at last meeting. Need to formally vote on semester to semester leadership.
      ii. Ryan – What is the reasoning for the semester to semester change.
         John- One, the Editor in Chief position very tough one. Wanted to create option for board to keep them through the spring, if they aren’t tired, if they want to stay through spring they can. Editor in chief last year was delegating more and more to his managing editor in the spring. Same scenario this year with Josh Gore.
         Ian – Would it be optional if they wanted to stay on?
         John – Yes. Idea is to have staff members do leader evaluation sheets along with John’s view. If the board says they are ready to move to a different role, then they just won’t be voted through to next semester.
      iii. Motion made by Madeline, seconded by Ryan. Vote by show of hands, four in favor, one nay, motion passed. Change will be taken to Dr. G. for approval.

b. Designated Public Forum
i. Timpe – Statement completed and sent to General Counsel for review. General Counsel approved. Dr. G. to meet with President Sitou. Hope is that Ryan and Giovannnie will get together with President Sitou to ask for joint resolution, which will then go to President Delaney to sign. Hope this will be included in UNF policies.

c. Email Votes/by-laws update
   i. Timpe – Email votes for language for Designated Public Forum was voted on and approved.

d. Leader evaluation form
   i. Timpe – Will pass out at beginning of March to Students. Then will be returned to the board. We will meet between now and March 21st meeting to give you the information on the leader candidates. This will help on the long interview process and hopefully cut down on the time. Suggested that we meet the first Monday in March. Suggestions for changes on the evaluation form should be emailed to John.

e. Comcast/FSCJ/OTV update
   i. Timpe – Basically agreement is just between CSM and FSCJ. Per OTV staff and Student Affairs, Communication department will have to go through Osprey TV for review of what will be broadcast. Waiting on first draft response from FSCJ.

f. LPFM bill
   i. John - covered above in media outlet report.

g. Spinnaker Theft
   i. Timpe – In the interim, spoke with Laura Fox. She suggested to try and get original police report to see if it is structured enough to take to Student Conduct to investigate.

h. Collaboration Models
   i. Last meeting some issues with collaboration between the media outlets.
   ii. Primary concern, if I'm educating them properly they need to be able to do many things well once they graduate. They need to be able think about stories told in different media forms. Steps have been taken like the Breaking News Team and the Round Robin training in the fall. Day to day operations in CSM do not reflect this training yet.
   iii. Gave reasons for complications for this, then let board decide whether they like the things they way they are or whether they want to direct current leaders and next year’s leaders to make changes.
   iv. Request if you don’t want things to stay the same, that you ask specific questions of these leader candidates about how amenable they are to this change.
   v. Stories should be put on the web along with pictures as soon as the stories are done. Editors are print-minded. Students still want to read, take papers to class with them. So editors see print as value, “so let’s keep doing it this way.” Editors also have to make tough choices with the staff. Stories need to be more divergent and send out in different ways
   vi. If pool resources we can get to more things and cover more things. Opportunities are being missed. Spinnaker reluctant to do this. It is consensus that they should be moving more toward their independence. Typical for University newspaper. 51% independently funded and 49% on Student Government.
vii. It would be easier to become one big media organization, but problem is that Spinnaker’s funding will get mixed in and this will pull them back from achieving their independence.

viii. Once independence is achieved they can remain on campus and pay rent or move off campus and pay rent, they still have their own bank account, but they are also still run by a board. You would maintain a similar structure by acting as a 501(c)3 and set up a mission statement saying that you are here to educate students and inform and entertain the University community. Or you could get in there and say how can we make money. So problem is mission can get lost if you are not careful. Can lose the core of journalism. If we as the board don’t plan well enough right now on how this model can go, then we run the risk of having this run out of control.

ix. Last year’s editor in chief’s advice was to make sure that we make Spinnaker a 501(c)3. John adds to stay on campus and pay rent and keep the mission the same.

x. Would like board to consider this and maybe next meeting we can formalize some language in case we need to change the bylaws.

xi. Collaboration model is if you can keep the money separated on the back end and on the front end; (can use Vanderbilt’s model) you have a board of directors, then you have the individual media units, you have collaboration in the business office, content areas, then there is assignment, then you disseminate it. Everyone should be able to perform in all aspects.

xii. Matt – Why can’t this be applied to the situation now? John- Because there is no collaboration. Matt - Lack of collaboration seems to be because of personalities. It’s about giving all opportunities to get better. Dave- lack of cooperation is a lack of professionalism. Ryan- It’s about the growth, so that you can go out into the real world prepared.

xiii. Returned to model, after you gather content, disseminate downstream at the pipeline level where jobs don’t change, like music director, program director.

xiv. All three leaders will not be able to come back next year.

vi. New Business
   a. WJCT – Radio candidate visit
   b. Golf cart sharing/usage (put off)
   c. Policies review element
      i. Policies/approval by Student Affairs (put off)
   d. Spinnaker Business Manager supervision arrangement
      i. All spending decisions are made by editor in chief, business manager and adviser. If two of three approve, it’s enough to make the purchase. The business manager is hired by and reports to the editor in chief. This could present a failure in checks and balances. Interviews for leaders are so long, but do you want to hire an independent business manager that reports directly to you? This could also put us closer to meeting the model of collaborative sales.
      ii. Concerns from Ian over combined website with Spinnaker as name. They have worked too hard to get where they are. There could be a hub then branch out.
   e. CSM Leader Selection n March
      i. Online Commitment
      ii. Emphasis on public face aspects of job
In picking the next leader the board should be very careful of applicants’ ability to be the public face; the past has shown that there have been issues. There have been several meetings where leader was not there. In case of the leadership selections in the past, we only had one candidate and their strength was journalism, not the rest of the job descriptions. This was the same case in the prior year. Leaders not showing up for meetings has become a pattern. One thing we can do correctively: At the end of next fall please make the assumption that there is a good chance they are burned out and that you assume they shouldn’t continue into the spring. That is unless the board is confident they have the energy and the attitude to do their organization and their employees good that spring semester.

Ryan – We need to come up with a game plan and go over it at the next meeting. Suggested we have an additional meeting.

Giovannie – said we needed another meeting to finish new business.

John – Most was gone over. Brought up again that there have been problems, January shows that Editor in Chief is delegating work to the Managing Editor, Max. He wished he had asked the board to ask the two of them to switch roles, and is looking at asking Josh anyway at this point; Josh is tired and would love to get back to reporting.

Bylaws say that any kind of leadership changes or request is a very slow process due to the way the bylaws are constructed. Best case is beginning of March before you go to him there is a month left of the semester.

Ryan – Suggested we meet again we could recommend voting on going ahead with new plan or keeping current system. John will send out material ahead of time.

Michelle – Suggested that we visit her news station to see how things operate now. Things are constantly changing. This would help make the decision of where the plan needs to go next. David made the same suggestion.

iii. Shortening the interview process – previously discussed.

vii. Adjournment – 11:50 a.m.