I. Call to Order – 10:20 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
Jessica Parker Student in non-Communication Major
Giovanie 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

Others Present
Nadine Robertson Station Manager, Osprey Radio
Josh Gore Editor-in-Chief, Spinnaker
Matt Head Program Director, Osprey TV
Justin Lerman Station Manager, Osprey TV
Lori Durham, Secretary Office Manager, Center for Student Media
Dr. David Deeley Professor, Department of Communications
Tyler White Leader Candidate, Spinnaker
Andrew Landis Leader Candidate/Music Director, Osprey Radio
Chance Ryan Leader Candidate/Spinnaker
Greg Parlier Staff Writer, Spinnaker
Mike Tomassoni Art Director, Spinnaker

I. Call to Order – 9:10 a.m.

II. Introductions

III. Attendance

III. Media Outlet Reports
Giovannie – Motion to strike Nadine and add Andrew Landis as representative
a. Osprey Radio – Music Director, Andrew Landis
   i. Osprey Radio currently holding on to DJ’s which is great.
ii. Osprey Radio currently partnering with Jack Rabbits and Freebird, because they host Indie Rock acts. Receiving tickets to draw more attention to Osprey Radio.

iii. Two-hour Open House was held to attract more volunteers. Allowed more time for staff to talk to visitors one-on-one. This was more successful than 30-minute General Station Meeting held once a month. Will probably continue to hold to Open House in future.

b. Osprey TV – Station Manager Justin Lerman
   i. Osprey TV has grown since he has been here.
   ii. Working on numbers for the news show.
   iii. Studio now has the news desk and working to complete the rest.
   iv. Employees worked over the break on editing content for Channel 26.
   v. Trying to bring in more revenue. District continues to be happy with our advertising.
   vi. Working on podcasts and ways to get students to watch.

c. Spinnaker – Editor-in-Chief Josh Gore
   i. Not much has changed since last meeting on the 7th. Issue for this week will be distributed on Thursday instead of Wednesday due to elections being over on Wednesday.
   ii. Giovannie – Will deadlines for ads be held a day over? John – Kristen would be one to say on that. All will be done as normal and ready except for coverage on election.

v. Old Business
   a. Designated Public Forum
      i. John asked if Giovannie had a chance to broach the subject with President Sitou yet. Giovannie – Would need more information with documentation to bring to him. Will discuss this after the meeting.
   b. LPFM/Translator update
      i. Michael Boylan at WJCT has concerns using full digital side channel for Osprey Radio right off the bat. They want to take an intermediate step first. Reason for this is he on the board at the Department of Communications. Concerned with instruction there and what has happened at FSCJ and the 4-year communication degree. Competition with FSCJ and UNF a concern also when this happens.
      iii. Will continue to work on LPFM. Couple of firms that may work and see if other digital carrier can be found.

vi. New Business
   a. Policies review element
      i. When each CSM unit makes changes policies, they come to the board for review only and then to Student Affairs for approval.
      ii. Is there a concern that we are having the university approve the policies and therefore possible how we are telling our news? (Also could add to university’s liability.) Board felt there was enough difference because policies govern behavior, not content.
   b. April Meeting
i. Would like to schedule an April meeting after tours at First Coast News and WJCT. We would treat this as a workshop and work on new CSM model. We would then follow up and vote in the fall at first meeting. We would also update and vote on by-law changes then.

ii. Jessica- Will need to find replacement since she will not be returning in fall.

c. CSM Leaders Interview

i. Each candidate will have one minute to tell a little about themselves and why they are running. Try to stay to five minutes with questions from the Board. All applicants were asked to leave the room. Ryan and Giovannie were asked to stay as voting board members for Osprey Radio interview.

ii. Andrew Landis – Current Music Director for Osprey Radio for a little over a year. Has grown to love Osprey Radio and has become very involved. He wants to take it to the next level and grow the program.

1. Paula – What changes would you make? Andrew – Problem this year was identifying ourselves. Traditionally we are indie rock. People don’t realize the format is indie rock. We want to go all the way to indie rock.

2. Giovannie – How do you plan to get more of your peers involved? Andrew – Plan to identify ourselves by finding a niche and promoting in the Department of Communication to get people interested in Radio.

3. Jessica – How else would you change to get your name out there? Andrew – Main thing I would keep it more clear. Not a lot to change.

4. Ryan – How do you feel about collaboration with other units? Andrew – It only helps us. It would only make radio stronger.

5. David Luckin – How do you see Jazz with UNF, why not have that as part of the programming? Andrew – Has been working with to get a jazz student over to Osprey Radio. He has had no reply from them. David Luckin – Perhaps you could take an ad out in Spinnaker.

6. Jessica – Your class schedule looks full. Andrew – This is current classes. 4 classes on Tuesdays and Thursdays.

7. John – If it came to it and you had to make adjustments for new CSM model, would you consider making changes? Andrew – yes.

8. Justin – You seemed focused on DJ’s what about news? Andrew – We currently have someone that does world news and campus news.

9. Andrew – Through his experience as a band leader he has learned to take the initiative and go for it. Getting LPFM is ultimate goal 24-7.

10. Questions closed 9:50 a.m. Andrew dismissed.


iii. Matt Head – Current program director for Osprey TV. Feels he is the only candidate with the experience (three years total) to run OTV. He has helped develop content of the news shows and grow the business. Wants the chance to lead and help manage and to develop further.

1. David Johnson – What sources do you see bringing to OTV to entertain? Matt – Has plans to increase the number of movies. Movies create revenue by picking movies that students want to see, advertisers will pay because they know students will watch movies that they like.

2. Paula – Do you see any changes ahead in staffing? Matt – Would continue to keep same staff. New ones we have are good and younger.
3. Justin – How will OTV mission statement impact you? Matt – Marketing is his mission. He was challenged to do the business side. First Coast News helped him with this.

4. David Johnson – How would you balance your time? Matt – If he gets the position, internship will be after OTV. Or he would cut his hours to get a managing editor to train to take over next year.

5. Jessica – Why a managing editor? Matt – This would give him someone to be there when he is not. He intends to work office hours 9:00 to 2:00 and (ME) 2:00 to 7:30 for news show. He will make it work.

6. Madeline – What to you want to get done? Matt – Increase revenue, more content, collaboration efforts, and get internships.

7. Michelle – What are your ideas on collaboration? Matt – Would like to see a meeting as a whole to share ideas once a week, possibly discuss story options. Believes they will watch if we have a universal site to go to.

8. David Johnson – Would you continue to work with OTV if not selected? Matt – Would depend on some issues. Wants this opportunity to grow revenue.


10. John – If Board decided that the center website would be Spinnaker could you go with that? Matt – Yes. He has a working relationship with Spinnaker.

11. David Johnson – How would you increase ad revenue? Matt – He would hire a full-time ad person or use interns to work. If we can make money, we can fund what we want to do.

12. Matt dismissed at 10:10 a.m.

iv. Samantha Rambeau - Transferred from Florida State as a junior. Technical Stage and production experience. Feels this is her area.

1. Paula – What do you see changing in OTV? Samantha – OTV is making great strides. We need to foster a greater environment for volunteers. Create opportunities. Reach out to freshmen.

2. Justin – Have you volunteered with OTV? Samantha – No. Only second semester here. She is with Department of Communications with Morning Show.

3. Justin – How would you improve the volunteer system? Samantha – In her experience we show that we are “clique-y”

4. Paula – Working on TV show and DOC, do you see collaboration between two? Samantha – The more shows and more content the better. Wants the show to be a lab practice for program. They are training them to come to OTV.

5. David Johnson – What would you cast on the news show? Samantha – With the way the media is going, we need to cater to what they want to see. Not just news. Politics, talk segment, cheap travel. Not necessarily news but interesting to see.

6. Madeline – How would you get them to watch online? Samantha – Through Facebook, Youtube.
7. Jessica – What is your leadership experience? Samantha – In high school, was in charge of plays, helped with budget and sets, actors. Learned to interact with people. It wouldn’t be a problem for her to come in here and work with people that she hasn’t interacted with before.

8. Justin – What tangible things on the mission statement would you bring to OTV? Samantha – Bring in as many volunteers as we can. Online, by reaching out to other broadcast schools. With more people involved we will get more people that are experienced.

9. Justin – Have you seen the collaboration model? Samantha – Just the online with Spinnaker.

10. Justin - Why haven’t you volunteered with OTV? Just got to DOC first and involved with them first.

11. David Johnson – If you weren’t hired, could you see taking another position with OTV? Samantha – Willing.

12. John – How many hours outside of class do you devote to the Morning Show? Samantha – 10 hours week.

13. Paula – Asked Samantha if she had questions for the Board? Samantha – Asked Justin what his style was for training. Justin – Being welcoming to all students, nurturing, allowing for growth. Wants it to be a learning experience. Making sure things are getting done and getting their name out there.


15. Samantha dismissed at 10:35.

v. Ryan Winter – Advertising major, served in student government, broadcasting and production experience in high school, directed and camera experience. Self-employed wedding videography and photography. He has drifted away from broadcasting. His passion for UNF is what has brought him here to apply for the position. CSM is fascinating to him. Worked with Matt Head on the Did U Know project. Would like to use his connection to work with the Banner Center, to help student outside the classroom. Would like to add a new line to auxiliary budget for staff. Feels he could quadruple the advertising.

1. Michelle – How can you be a station manager if you aren’t passionate about broadcasting? Ryan – Doesn’t want to do so much on the technical end of it.

2. David – How would you improve the product quality? Ryan – Workshop with Banner Center through extracurricular opportunities.

3. Jessica – Do you volunteer or watch the news? Ryan – Watches the news program, and keeps up through Facebook. Talent is there. Hasn’t volunteered on a regular basis. Helped with student government and Matt for 6 weeks.

4. Justin – Why haven’t you volunteered? Ryan – Would not have been a good fit because of technical end, would rather be on budget and managing end.

5. David J. – With past relationships, how would you approach it if student government came to you to do a story? Ryan – For a leader to be
effective you have to be a true servant by putting yourself last. Honesty and integrity is important.

6. Justin – What tangible things would you do to meet OTV’s mission statement? Ryan – CSM units in perfect condition to inform through collaborative efforts. Social media is huge right now. We can’t ignore it. Use Website as a tool for students.

7. Justin – Concerned that he hasn’t been involved at all. Ryan – Has been to OTV several times and through his involvement on the board.

8. David – What ideas do you have on news programming? Ryan – Certainly is important. We don’t have an entity for news on campus. Wants to make it so out there and in your face.

9. Paula – As a member of the board what do you feel about attempts at collaboration? Ryan – focus should be on learning and preparing. Ownership we can work through. Need to work together.

10. Justin – Can you see yourself working with OTV if you don’t get the position? Ryan – Would consider it.

11. John – Asked about schedule for next semester. Ryan – one or two classes.

12. John – Asked about relationships with student government would it be good or bad? Ryan – Willing to compromise and would put OTV first.


14. Discussion – Jessica – GPA concern on Matt. Michelle – Tangibles make a difference. John – Matt committed to 9:00 to 2:00 p.m. David – Asked to hear from students. Matt has been there in OTV, if he can make it work with his schedule. Madeline – Experience is good. Some may not have as much passion as others. Samantha should take some time to gain more experience. Michelle – Overall, Matt has done it all.

15. Jessica made motion to hire Matt, Michelle seconded. Vote 6-0 for.

16. Discussion to reconvene on Monday, March 28 at 10 a.m. to continue interviews for Spinnaker Editor-in-Chief.

vii. Adjournment – 11:10 a.m.