I. Call to Order – 10:11 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Nathanael Mercado Student Government Representative
Ryan Traher Student Government Representative
Jordan Dry (By conference call) Student in Communication Major
Ray Dennis Student in non-Communication Major
David Johnson Professional Print Journalism Representative
Dr. Paula Horvath-Neimeyer Faculty Representative
(by conference call)
Karen Feagins TV Professional Broadcasting Representative

Members Absent
Dave Luckin Radio Professional Broadcasting Representative

Others Present
Lindsay Montgomery Editor-in-Chief, Spinnaker
Connor Spielmaker Station Manager, Osprey TV
Lizzie Russo Station Manager, Osprey Radio
Veronica Perez Co-CSM Business Manager
Jason Kellum Digital Editor, Spinnaker
Lori Durham, Secretary Office Manager, Center for Student Media
Jacob Harn Candidate for Editor-in-Chief

I. Welcome – John thanked everyone present for attending this important meeting where selections would be made for leaders for the fall term.

II. Old Business
   a. Vote on January 31 and February 6, 2013 meeting minutes
      i. The vote was tabled for the February 6th meeting until the next time they meet since some of the board members had not had time to review.
      ii. Motion was made to approve the minutes from the January 31st meeting by Karen and seconded by David J. Vote was taken by show of hands for those present; all five in favor and by voice vote for those on conference call, two in favor. Motion passed.
   b. Spinnaker Newspaper Boxes with Coke Logo
i. Best Bet has pulled out of the option to put stickers on the newspaper boxes. Therefore unfspinnaker.com is sticker of choice. Digital will confirm with the Business office the specifics so an order can be made.

c. Agreement with FSCJ on Channel 26
   i. General Counsel responded. FSCJ approaching us on a quarter by quarter basis. FSCJ has slots available either in the early morning or from 5:00 to 5:30. OTV would air from 5:00 to 5:30, Monday through Friday. As it reads now OTV is giving them the content and paying them for the air time. In the beginning the University would pay for the air time. Economy has changed so OTV may have to pay and scale back to thirty minutes on Tuesdays and Thursdays.

d. Osprey Radio LPFM license window
   i. John was able to reach the engineer. They have updated the proprietary software so he can do the search now. The bad news is that a tornado had hit their building and we are waiting for them to get back to us to see where they are.

e. CSM Content Liability Insurance for Media
   i. All of the board should have received a copy of the auxiliary budget for 2013/2014. Everyone pretty much got what they asked and planned for. One of the items was the content liability insurance. This is insurance in case one of the media departments gets sued. The cost is about $4000 a year. John has a quote and can email it to everyone.
   ii. John is looking for feedback. Is it worth it to spend this out of their auxiliary savings or fund balance? It would be a recurring expense. You don’t normally want to deplete your fund balance with a recurring expense and it may take the business office a couple of years to make up that difference with ad revenue.
   iii. David Johnson asked for recap of other universities that use this. John summarized: Florida Atlantic felt because their assets and revenue was about $100K, no one would sue them. This is not a unique sentiment. Alligator’s adviser said they have it, it’s expensive, but they wouldn’t want to go without it. USF considers themselves part of the University, not editorially independent. Florida Gulf Coast hasn’t gotten back to us. FSU and UCF are owned by Gannett. FAMU didn’t respond back.
   iv. David J. asked what student leaders think. Lizzie feels it is important. Lindsay thinks $4k is a lot of money, Jason and Veronica feels it would be good to have.
   v. It would come out of savings until revenue comes up $4k. Lizzie feels if we go in this direction it is not something we would want to back out of if we do it, and the savings could dwindle over time. She would like a plan to help avoid this or maybe a three-year plan to reevaluate and see what else could be done.
   vi. It would probably be the end of the fall semester before a plan could be made or if you could be $2k ahead on your revenue projection at the end of the semester, then they could say they are on track to make the $4k and safe to say that is sustainable.
   vii. John -- no perfect answer for this. But here are three quick points that have occurred to him and he wants to share. 1. There is a healthy fund balance, but no guarantee that the University won’t come in and relieve us of some of that money. Unlikely but not guaranteed. 2. It takes only one mistake and one little issue and you are there. 3. When members met with the media attorney,
George Gable, his point made was that you “can’t have your cake and eat it, too.” If CSM thinks they are editorially independent then you have to have a plan B. You can’t just run to the University and they take care of it.

viii. There is a reserve for this, but not put in the budget lines for 2013/2014. It is there if we need it. David J. feels we need to table until the next meeting until we can get legal counsel. Marc Snow from General Counsel’s office has been invited to the fall meeting.

III. New Business

a. Media Outlet Reports
   i. Veronica – Promotions is doing great. They have purchased T-shirts, cups for orientation and yard signs. Two sales staff withdrew, but the office has made a new hire. Best Bet did make a partial deal. The District has changed ownership and Veronica will meet with them. The Flats wants to meet to change their ad.
   ii. Connor – The last couple of weeks were interesting in keeping up with Student Government. Carlo ran unopposed. There was an appeal though by other candidate. OTV tried to get into these hearings to do a live feed and they were told no cameras were allowed. It took a couple of days to straighten this out, but eventually did two live broadcasts. They have equipment coming in for the live kit. It was discussed to change the News show to a shorter show but not the format. Now when a story comes in from reporter and the story is done, it will be edited and put back on the server so Digital can put it up right away. It will make it easier for news shows so they won’t have to script it that day.
   iii. Lindsay – There are three issues left for semester and one in June. Lindsay is the only one graduating. Everyone else should be staying on. She is leaving them in good hands. John – The papers have been really good. John mentioned the issue with the Coach Driscoll story and the responses that he received. This was narrative done by Travis Gibson. Accolades continue to roll in. This is good for Spinnaker’s hope to someday be a magazine. This is a first time for them.
   iv. Lizzie – Everything is going good. John has a candidate that may be good for the audio director position. They may lose their technical director. Music Director will be off for half the summer. They will work it out. They have a good group of DJs. John and Lizzie discussed a live block from 9 a.m. to 5 p.m. This could be good for us. Will try to work toward this. There is a new record store in Riverside and they play Osprey Radio at certain times of day. DJs would have to provide a playlist to Lizzie of shows submitted to WJCT.
   v. Jason – Steve Farmer is now the content editor for digital. The yard signs are coming to place around campus for promotion. Digital still needs a programmer. Will consider bringing in another designer instead. Looking for a new host for online. Too many problems with GoDaddy. Working with Radio to get their player online from being a Yahoo web player to a streamer to actually being a player run within HTML 5. To do this they would need to get permissions to run on a .ogg format. On the second site they are starting to build, they have progress on the backend and starting to build home page for it. The budgets will affect how progress is going to be made on that secondary revenue source.

b. Review of Student Leader Performance by staff
   i. The board had no comments to make on their reviews. Several findings found. New reporters want more organized orientations when they come in and they want more communication and planning.
ii. Agenda is set to interview Editor-in-Chief then vote to pass through the current leaders but if Board wishes we can go ahead and vote first. David J. motioned to pass through the four leaders who want to continue in their current positions, Ryan seconded the motion. Voice vote was taken. Seven yes. All in favor, motion passed.

c. Interview Editor-in-Chief candidate
   i. Jacob Harn is the only applicant for the Editor-in-Chief position. Bylaws are simply stated for leadership requirements. Must take one credit hour during the fall semester and they must be in good academic standing according to the UNF course catalog. Jacob is not eligible according to the by-laws.
   ii. Jacob – If you chose not to pass him through then he would tag team with Joey. By the end of the semester he should be cleared and will be eligible again. Lindsay – Jacob would do a good job, he is very dedicated to the Spinnaker. She is very confident in him.
   iii. John – Discussion took place as to options out there for interviewing candidate under the circumstances and if he is eligible. The board can table this until we verify that he is eligible which would mean they can wait to vote until the fall, or push April meeting back to May and vote then. If you do this, is this technically a reapplication and open it back up for two weeks to see if any other finalists or decide not to do that. It could be the board’s prerogative to examine the bylaws and see if they apply always in every case. David J. says we should interview. John asked the board if they are saying that they want to waive the bylaws for this. Ryan T. is comfortable with this considering the circumstances. The only reason not to go with this is that there aren’t any other repercussions or another applicant. David J. made the motion to waive the bylaw under consideration. Ryan seconded the motion. Voice vote was taken. Seven yes. All in favor. Motion passed.
   iv. The board interviewed Jacob. Jacob is not a journalism student. He has taken it upon himself to ask for guidance from John and his peers. They suggested that Jacob take a summer class for media law. Jacob is interested in writing fiction. David J. asked about magazine look. Jacob responded they are already headed in that direction with some narrative writing. Would like to move toward a glossy monthly magazine format. Would like to see a little more communication between the platforms. Would like to have more personal meetings and more often. This isn’t serious but can always be improved. Jacob looks to commit to a year as Editor-in-Chief.

d. Vote Leader Positions Summer/Fall
   i. Questions? Jordan likes him. Karen feels that Lindsay’s comments mean a lot. John – Jacob is very good at expressing in writing. Casual conversation is good. He thinks before he speaks. Jason/Lizzie/Connor – He cares and is very loyal and is always coming in and wanting to know what is going on. In making decisions he will look at all options.
   ii. Ryan made the motion to vote on appointing Jacob Harn as new Editor-in-Chief. Karen seconded the motion. Voice vote taken. Seven yes. All in favor. Motion passed.

e. Ryan Traher
   i. Ryan spoke to the board about his editorial to the Spinnaker. He wrote the editorial as a member of the student body not a Senator. He’s always been in
support of the Spinnaker. In becoming a Senator and paying attention to the way they were covering the news, he thought they weren’t doing a good job. He decided to write it instead of bringing it up to the board. He didn’t intend to offend anyone at the Spinnaker. He wanted to express the opinion of the student body. John spoke to the board about student leaders needing the board members’ advice and the meetings are the reason and the time for this sort of thing.

ii. Ryan expressed that he shouldn’t have written this. He realized that the communication with SG was bad. They could be solved with SG having a press secretary (Director of Communication). Ryan will apply for that position. Ryan concerned that if he gets the position there would be a conflict of interest. He has no problem keeping this separate. If the board feels that he shouldn’t he will understand. Connor doesn’t feel Ryan would have had a problem, but he would worry about the appearance. David J. wouldn’t want Ryan to be conflicted in his new job and David J. would not be in support of this.

iii. Ryan wanted to know if the board needed to make a motion to remove himself from the board. But Carlo is the only one who makes that decision.

iv. Decision was made to cancel the tentative April meeting. Marc Snow couldn’t make this meeting. Wanted him to come in and speak to us about the appeals process for the board.

f. By-Law Changes
   i. Think about not only the appeals process, but the budget process over the summer. Composition of the board and what it’s made up of was confirmed by David J. If we add we will have to change quorum. Paula, David J., Ray, and Karen are all intending to stay on.

g. SL&S Budget
   i. We got what we received last year for Radio’s concert, but Digital’s request was cut to $10K from $17K we asked. Business office to help make up the $7K. John went back to talk to SL&S and explain why assuming volunteers could pick computer programming duties unfunded was a problem for us. They can’t do anything about it this year but can look at it again next year.

IV. Adjournment – 12:15 a.m.