Center for Student Media Advisory Board  
Meeting Agenda  
Monday, March 28, 2011  
10 a.m.  
UNF Student Union, Building 58 West, Room 3602

I. Call to Order – 10:05 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  
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

Others Present
Josh Gore Editor-in-Chief, Spinnaker  
Matt Head Program Director, Osprey TV  
Lori Durham, Secretary Office Manager, Center for Student Media  
Dr. David Deeley Professor, Department of Communications  
Tyler White Leader Candidate, Spinnaker  
Chance Ryan Leader Candidate, Spinnaker

iii. Old Business
   a. Designated Public Forum
      i. John – Talked to Giovannie, Giovannie talked to President Sitou and it was decided that best way to expedite was to not seek a joint resolution but to just go ahead and have President Sitou go to President Delaney. The bar for the minimum threshold is to have President Delaney sign this and post it, but would love to have it included the regulations/policies and procedures for the University’s website.  
      ii. Giovannie – All have signed but Shari Shuman and Mark Workman. Then Dr. Gonzalez and President Sitou will meet and next step will be to take to President Delaney.  
      iii. John – Would like to go to New Business with Board’s indulgence so that time will be allowed for interviews. (See below)
   b. Spinnaker leader Interviews
   iv. New Business
a. Spinnaker Controversy
i. Ryan Winter – Regarding email sent to Editor-in-Chief and copied John on. Felt email was as a student representative not on behalf of board. Felt March 24 cover was not in good taste, no artistic merit, without it felt like the story would have been even better. Felt it took away from the quality of the story. It is not appealing. If our aim is to offend people and/or start controversy, then the board should vote on this as a new goal for the Spinnaker. Controversy creates bad PR for the Spinnaker, a bad rap for UNF. He has heard from parents whose students were thinking about coming here and now they won’t because they heard about it. It probably makes advertisers flee away. Feels it has placed a bad taste in the mouths of students. Believes it was a mistake made on behalf of the Spinnaker’s part and believes the board’s job is to protect the Spinnaker and its staff. This is just a mistake that wasn’t carefully thought out and the repercussions weren’t thought out too well. Asked the board to factor this in when voting on editor-in-chief. Recommended that board pull all of these issues today and do a reprint without the cover or wait until next issue.

ii. John – Has received good responses, as well as negative. Paula had gone to look for one on Saturday and couldn’t find one. Racks were empty. Also, Pres. Delaney is aware and from emails you can see that Student Affairs felt they needed to apologize to many of the people in those emails. When issues hit stands, there were groups of minors in the area and a couple of folks went to Everett and he told them to go ahead and pull the issues. Intent was then to meet immediately with Spinnaker as to best how to handle this. Josh’s concern has been that those boxes are Spinnaker’s property and it’s not up to the University to decide to pull those papers without consulting the Spinnaker. John passed around a form that showed what advice given to Spinnaker staff in situations like this. They followed most of the prompts on this form but not all. This is about the learning process.

iii. Paula – Historically with the news media it has been one off their missions to push the boundaries. We always need to be pushing the boundaries to what is allowable under the First Amendment. Secondly, it is not obscene. I do think it takes away from the story. Are there repercussions? Yes, Spinnaker should think about repercussions on advertising on other things. Completely in their rights to do it and we as a board should support them and that we do not need to offer an apology on our behalf or issue an apology for the Spinnaker.

iv. Jessica – is more conservative, doesn’t think it appropriate but I would think that anyone that would have seen the cover, went and read that article and that goal was accomplished in getting the story read. Doesn’t think that we need to offer an apology but would definitely tone it down in the future.

v. Giovannie – Giovannie stated that people were demanding an apology and that something should be put into place.

vi. Michelle – She does stories everyday and no matter what the story is, somebody is demanding an apology about something. You can’t please everybody all the time. If it is something that you feel strongly about, you have to go to extremes to get the word out.

vii. Josh – Encourages Spinnaker to do a cover like this again in the future.
viii. John – Shared positive feedback from Oupa, who said that this was not worthy of outrage. Said that around the rest of the country that this falls in the middle of the spectrum for other college newspapers.

ix. Paula – proposed a motion to support the Spinnaker’s right to have independent control over their content. Michelle seconded. Vote taken by voice, majority vote.

x. Ryan - Wanted to make a motion that we look out for the Spinnaker’s best interest in regard to what are going to be the repercussions on the community and our advertising and just growing the Spinnaker. Giovannie – Is that a motion or a statement? Ryan – Motion. If we are going to support it in one way I think we need to support in all ways. The primary focus of the board is to look out for the Spinnaker’s broad reaching goals.

xi. Jessica – I think we need to do this by hiring another editor-in-chief who is going to really take these issues into concern. David – Would prefer to continue this discussion at a later time. Would be best. Business on the table. Ryan tabled his motion until we had more time to talk.

xii. Giovannie – concerned about Designated Public Forum and whether or not Pres. Delaney will be more apt to sign it after this.

xiii. Ryan Winter excused at 10:30 a.m.

b. Spinnaker Leader Interviews

i. Giovannie Medina – Current Vice President in Student Government with a lot of leadership experience. Was a manager at Jos. A. Bank. Worked in advertising. Knows how to act in a professional manner. Heart and desire is to be in CSM

1. David J. – What would you do to revamp ad system? – Giovannie – John Timpe has mentioned whether it’s going to be just for the Spinnaker or all these entities. Right now we aren’t making best bang for our buck. Would look at pricing to be competitive. Wants to approach these big targets.

2. Michelle – What about collaboration with others? Giovannie – Passion is for Spinnaker but wants Osprey TV and Osprey Radio to succeed, as well.

3. Madeline – You stated that you don’t have a lot of writing or editing skills. How are you working on those skills if you are? Giovannie – Taking Advanced Writing for the Media right now. He would focus much more on the leadership aspect of the Spinnaker. Being that public figure. Would share responsibilities with the managing editor.

4. John – What criteria would you use to find your managing editor and do you have anyone in mind? Giovannie – Two here that he would look at and one other. Does have options. Nobody would be guaranteed to have a job. Would go out and find these talented students. It’s important to be able to work well with someone.

5. Paula – What do you see in the relationship in a newspaper like the Spinnaker and the business side? Giovannie - Business side and editorial side are separate entities. I believe it should be separate. Just need to adhere to dates with advertising.

6. Jessica – Are you familiar with the current staff at the Spinnaker? Giovannie - I am. I worked for Spinnaker in advertising.
7. Jessica – Would you make any staff changes if hired now? Giovannie – Yes. Changes somewhere. Would have to find new students to fill roles of graduates.

8. David J. – How do you assure students that if there was a story on student government corruption that looked at the past administration that you would have interest of an unbiased story, an investigation of that being as your previous position? Giovannie – I wouldn’t do that story. I would stay out of that story. I can be objective. David – If you weren’t chosen as Editor-in-chief would you take another position maybe on the business side or elsewhere? Giovannie – I would probably volunteer or take a vacation. Would support CSM and John Timpe.

9. John – Are there any conflicts, concerns, that would follow you in if you are selected? Giovannie – I don’t think so.

10. Jessica – Can you describe your leadership style? Giovannie – I’m a really strong advocate for delegating responsibility. Is unique in the sense that I am very professional. I know what is expected of people.

11. Giovannie dismissed at 10:48

ii. Chance Ryan – Here because he loves the Spinnaker. Has been involved for about a year now. It has given him a lot of opportunities and he has learned an immense amount.

1. David Johnson – How do you feel you’ve been prepared as a staff writer for this position? Chance said he’s on the editorial board, actually promoted to Senior Staff writer working with more content. Josh – He is doing some editing and editorials.

2. John – Internal candidate withdrew at last minute and Chance did not have much time to get everything in (in response to concern about quality of his packet).

3. Paula – What is your course schedule like in the fall? Chance – I have one class.

4. John – If it is indeed your feeling that print comes first and online is second, how would you adjust to whatever CSM model the board creates in its next meeting? Chance – Yes, print comes first but it goes online before it goes to print. We need to have better data online. Ian, web editor, has been working on this.

5. Paula – How do you feel about the convergence and working with other two media units? Chance- I have no problem with converging. As far as CSM I feel all need to grow and help each other.

6. David J. – What would be your leadership style? Verbose when he needs to be. Transparency. Plan on meeting with all individually. Hear their concerns and ideas. Wants to discuss with each one what needs to be changed, if anything.

7. Jessica – Can you please share what else you might hope to gain in this position? Chance – I need to be able to put something together that is valuable and important to the school. Need to gain in leadership and write better editorials for the paper. Focus on strong news. Putting more of a face to the Spinnaker.
8. David Johnson – If you weren’t chosen for editor-in-chief would you seek another position with the Spinnaker? I would think my writing would still be needed here.


10. John – What kind of process would you use in choosing the managing editor or do you have someone specific in mind? Chance – I do have someone in mind for every position, but Lindsay Montgomery is who I have in mind for managing editor.

11. Josh - Where will you take the face of the Spinnaker? Chance – Plan on visiting Paula’s class, I need to recruit. Would like to have a charity event on the Green to get the face of the Spinnaker out there.


13. Paula – Would you see a place for Tyler White within the Spinnaker if you are the one chosen? Do you think that relationship would be a difficult one? Chance – No, We’ve been working together for some time and we have a mutual respect for one another.

14. David J. – What is your view on the Spinnaker’s role as kind of the watchdog for student government? Chance – Wherever we are we aren’t a junkyard dog but certainly a watchdog. We take consideration when we do editorials. We have a nice balance with our editorials.

15. Chance dismissed at 11 a.m.

iii. Tyler White – He is the current news editor and has been working for the Spinnaker for the past 1 ½ years. Feels that through his experience he has grown as a storyteller, reporter and journalist. Would like to take the Spinnaker to the next step by revamping the online portion. Would like to enhance the print product.

1. Michelle – What is your plan for online? Tyler – Wants to make the PDFs on the website more accessible and up to date. (Distributed proof of how he would like it to look). If we enhance the amount of multimedia, with video podcast, SoundSlides, we can definitely make our website more easy to use. Michelle – What about social media? Tyler – Feels Facebook page is not really used, wants to engage our audience through Facebook much more. Through discussion board, polls, photo galleries to enhance.

2. David L. – Prioritize your rank and the importance of online. Tyler- Feels that the print and the online should be equal, complement each other.

3. Jessica – How would you develop better relationship with the printing company? Tyler – Would like to get to know people on a personal level. We just switched back to old company.

4. (Tyler given a chance to respond to letter submitted by Lindsay Montgomery questioning his ability to communicate and manage staff in a diplomatic and mature way.) Tyler – I don’t think this is the case. I try to push good communication skills with the staff writers. I do believe there are things I can work on, as with anyone.

5. Paula – What is your personal stance on the recent Spinnaker issue and cover? Tyler – It was my story, negative responses were disheartening.
As a college newspaper it is our First Amendment right to put what we feel is necessary to put on the cover. If we put this on the cover, they are going to want to pick it up.

6. David J. – What is your view on the Spinnaker as sort of the watchdog for Student Government? Tyler - The Spinnaker should hold the student government accountable. Important not to show bias.

7. John T – You are graduating in the spring. What kind of selection process would you use to select your managing editor and do you have anyone in mind? Tyler – Nothing is set in stone for managing editor yet. If I get the position, I feel the managing editor should be right-hand man. So far it would be Ryan Thompson, features editor. Other considerations would be Lindsay or Ian.

8. David Johnson – If you weren’t selected as editor would you continue in a different role with the Spinnaker, and if you were chosen would the relationship with Lindsay be over? Tyler – Glad she brought it up but if he doesn’t know about it, he can’t change it. As far as coming back, I don’t want to get too far ahead of myself, but if I weren’t chosen, most likely would stay on for summer, then depending on what internship he gets.

9. Paula – If Chance isn’t chosen and you are, do you see place for Chance or any problems with the relationship? At first I would have said no, but now that I have reevaluated, Chance is good at what he does, and I would consider him for a news editor position.

10. John T – As far as schedule summer/fall, if you don’t get an internship what do you have on your plate? Tyler – as of right now nothing for summer, have applied for copy editor internship for summer, apart from the Spinnaker would just be the internship in the fall.

11. Tyler dismissed at 11:20

iv. Discussion –

1. David asked what students members have to say. Jessica – Thinks it’s between Tyler and Giovannie. Like Giovannie’s professionalism, however, concerned with lack of experience within Spinnaker. Like Tyler because he has the experience and knows the staff. Not sure who she favors right now. Madeline – All are great. Tyler initiated online focus, impressed with Giovannie’s leadership, and Chance has great writing skills which outweigh Giovannie, and he wants to keep Spinnaker the way it is.

2. John – Asked Josh Gore what happened with Chance’s digital journalism background? Why the space in between? Josh – he went to Europe for 4 or 5 months when he came back he decided he wanted to do magazine journalism.

3. David J. – Three good candidates, Tyler’s application looked strongest coming in. Liked the way he handled the letter against him. John – As you make decision today, keep in mind that when we meet in April we may be bringing additional leadership openings.

4. Paula – Very hard decision. Important to have someone who does have quite bit of experience. Giovannie just doesn’t have it yet. Tyler and
Chance both very good writers. Has seen Tyler develop in his leadership style. Chance is an older student, has the leadership.

5. Josh – Clearly this is between Tyler and Chance. Chance has the leadership; Tyler doesn’t necessarily have the leadership or the respect from the staff right now. Chance is a clear candidate who has the respect inside the paper and someone who will go out and be the face of the paper.

6. David L. – Concerned with the packet. John - For the past couple of years the Spinnaker has gone in internally to position the candidates. Tyler was a known and they weren’t too happy about it and Ian was going to run but didn’t run at the last minute because he found he couldn’t qualify. This would leave Tyler and Giovannie, and this was a concern. So they went to Chance, who was going to run but didn’t want to go against Ian, to run at the last minute. Literally hours to put this together.

7. Paula – To John. Giovannie is wonderful. Your assessments are all spot on. Hopeful that business editor position will be elevated and this will give Giovannie the elevated position that he wants. This would be perfect for him. That leaves Tyler and Chance. If we knew for sure that the board was going to create a digital hub person, then Chance would be capable of this, but Tyler did embrace the digital role, as well. Only problem with this is the relationship in working with each other.

8. Madeline – Didn’t get the feeling that Chance was professional enough to take the position. Tyler did give me that impression, but concerned now with what has brought up with the staff. Has great ideas laid out. Would give edge to Tyler.

9. Michelle – With Madeline but also concerned if someone doesn’t have the faith in the leader.

10. David L. – You have to look at the future and who has the most to bring to the table.

11. John – His advice is that if you elect Tyler, you make Chance the managing editor. You’re the editor in chief, but as a board we are telling you our wishes. After what you have heard today, if you feel that Tyler is not mature enough to handle that, if you don’t, then I think that tells you something. This may help you evaluate this.

12. John – It’s down to Tyler and Chance with each board member.

13. Straw vote done. David J., Tyler; Jessica, Tyler; Michelle, Chance; Paula, Chance;

14. John – How would you rate Tyler’s news editor capabilities? John – inadequate until past two weeks, when he no longer was active with the play. His life is at a crossroads right now, he is still discovering things.

15. David J. – Paula, You know the candidates well from teaching them; explain reason for your preference and what you know about Tyler’s immaturity. Paula – Has come to me with a lot of questions about how to deal with people. That was in the fall, hasn’t done it this semester. Doesn’t know Chance, as well as Tyler. Very professional and dependable. Chance would put on a better face for the Spinnaker.
16. Vote taken by roll call. Madeline, Chance; Jessica, Tyler; Paula – Chance; David J., Chance; Michelle Moore, Chance; David L., Chance; Five for Chance, 1 for Tyler.

17. John – With your agreement I would like to tell Tyler, there is a chance there is a role for you with this other thing, for same reason I would encourage Chance to have him as his managing editor.

18. Paula – Would like to voice to Giovannie that we were all impressed with his business acumen and leadership skills and we would love for him to take a leadership role.

19. Paula had to leave at 11:40.

20. Josh – if any concerns on Spinnaker issue and cover, please email Josh.

v. Adjournment – 11:40 a.m.