Center for Student Media Advisory Board  
Meeting Agenda  
Monday, March 7, 2011  
10:00 am  
UNF Student Union, Building 58 West, Room 3601

I. Call to Order – 10:20 am

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media  
Dr. Horvath-Neimeyer Communication Department 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  

Members Absent
Ryan Winter Student Government Representative  
Michelle Moore TV Professional Broadcasting Representative  

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Others Present
Nadine Robertson Station Manager, Osprey Radio  
Josh Gore Editor-in-Chief, Spinnaker  
Matt Head Program Director, Osprey TV  
Katrianna King Senior Producer, Osprey TV  
Lori Durham, Secretary Office Manager, Center for Student Media  
Dave Luckin Radio Broadcast Candidate  
Berrin Beasley Professor, Department of Communications  
Tyler White Leader Candidate, Spinnaker  
Andrew Landis Leader Candidate/Music Director, Osprey Radio  

III. Introductions

IV. Introduction of Board Members and Dave Luckin with WJCT.

V. Approval of Minutes from February 7, 2011 Meeting
   a. Motion to approve made by Giovannie. David Johnson seconded. All in favor. Minutes approved.

VI. Media Outlet Reports
   a. Spinnaker – Editor-in-Chief, Josh Gore
      i. Spinnaker getting boxes out now at town Center, Applebee’s and Mellow Mushroom. Some hold up due to stickers not being applied yet. Waiting on Starbucks corporate to get back to us for one at town center.
      ii. Sports team was sent to Macon, Georgia for the A-Sun Conference coverage of UNF’s basketball team.
iii. Spinnaker applied online for the Pace-Maker award last month.
iv. Spinnaker was recognized for their ASU story.
v. Josh Gore acknowledged to the board that he docked himself a week’s pay for an undisclosed policy violation last month.
vi. Questions. Giovannie – What kind of recognitions did we receive on ASU story? Times Union used their photography. Daily code in UK cited us for the interview we did with Gio?? And First Coast News gave them some attributes for the same. John – Silver Sow award given for above and beyond for coverage to Tyler White, Aryn Mooney and Andy Leverett. Made news from here to London and were cited. Giovannie- Congratulated John and Breaking news Team. John – Before we put anymore boxes out, we are trying to work up an agreement regarding security of the boxes and client responsibilities.

b. Osprey Radio – Station Manager Nadine Robertson
   i. Osprey Radio will hold an informal open house on Wednesday from 12:00 – 1:00 p.m. continuing to DJ on Market Days from 10:00 a.m. to 2:00 p.m.
   ii. Waiting on phone to come in to allow for call-ins for requests and interviews. The amplifier and amps have come in for the plaza.
   iii. Aryn Mooney interviewing the SG candidates that running for the upcoming election.
   iv. Current give aways are for MMA and Wild 8?? Tickets in April.
   John – We have worked out a memorandum of understanding with the Student Union about the speakers down in the Plaza. Copy can be emailed if they want it. Basically it says because student run radio stations are an important part of the college atmosphere and because the Student Union is the hub for student activity it is a natural fit therefore Osprey radio will be played during normal business hours in the plaza except for when there is paying client and they want something else played. Then volume would be turned down and give them priority.
   Questions? Giovannie – has funding been a problem or what could have been done better? Nadine - Last semester was different. When we started charging, a lot of the people we had been DJing for, we were doing it for free. Once money became involved people said they didn’t have the money. They have been passing out promotional packages to businesses. Market Day is free. Giovannie - $80K for marketing if Student Life Fee passed. Radio needs to get in on this. Giovannie – confirmed Student Life Fee to be voted on week of March 21th.

c. Osprey TV – Senior Producer Katrianna King and Program Director Matt Head
   i. Osprey TV doing amazing. OTV now has two anchors on the news show which has helped us in length and worked on some style issues, camera angles etc. OTV has cut production time to 30 minutes.
   ii. OTV had ASU protest on First Coast News and Action News.
   iii. Andy Leverett, new News Director, doing great job.
   iv. News show has over the last few weeks had a new promotion effort behind it. The ASU show had over 500 hits. Average is 200 hits in 24 hour period for our show.
   v. District is happy with OTV show and the advertising. Advertising revenue is up 12000% since last year.
vi. John – Due to SG not approving the requested A&S funding for movie rentals. We can only budget for about 3 movies a month on the $10K funded. If we get enough feedback from students we may have to ask for special request funding. Part of the business plan proposed to the station manager would allow us to have about 4 movies a month. Housing cannot help fund the movies. We would have to rely on sponsorships but those sponsorships would only want to do it if we played movies that students want to watch.

vii. Matt – Matt was approached by the Editor-in-Chief and the Station Manager of Osprey TV to start working on an ad packet that worked for all three forms of student media. Still working on way to make it work for all three of them.

v. Old Business
   a. Comcast/FSCJ/OTV update
      i. Timpe –Rick Buck and FSCJ’s attorney on draft language for Memorandum of understanding. John talked to Professor Beasley, Everett and Dr. G. As it stands the language and memorandum of understanding is between UNF and FSCJ. Internally trying to work through what will get played and when.
      ii. Meeting with appropriate people to see how they can get fiber connected so that the Department of Communication programming can come through Osprey TV. Osprey TV would review and puts it out through their campus cable or and/or Channel 26.
      iii. If redundancy occurs, what will happen? Some overlap between the morning show of Department of communication and Osprey TV News Show. Department of Communication feels that there is room on Channel 26 for more than one UNF news show. John has talked to Osprey TV staff and Student Affairs and OTV concerns are that they don’t want to air the same news show on two different channels. Channel 26 will have blocks for UNF. FSCJ will want to hang on to the 6:00 p.m. to 9:00 p.m. block and the 6:00 a.m. to 10:00 a.m. block. The rest can be discussed.
      iv. As far as The Morning Show and Osprey TV on channel 26 there is still some difference there. Osprey TV and some in Student Affairs still feel that they put in the work on getting this. There is another option in Channel 28. The problem is that copies have to be driven over there. The cost upfront to create a new delivery system is over $20K. Professor Beasley shared with John that is not something that Department of Communication can do at this time.
      v. Still some discussion happening about how to work all of this out so that everyone is happy. They have talked about this body (board) to sort of referee if differences of opinions. Professor Beasley’s concern that the Board does not have any representation from the Department of Communication other than faculty representation with Paula and the Student from the Department of Communication. Professors Beasley’s concern is that someone has the Department of Communications best interest in mind.
      vi. Madeline- What would be viewed? With what we are paying we should be able to have some prime time. John – Funding is coming from student affairs not OTV’s budget. Surveys show that student’s don’t really get home and start watching TV until 9:00 p.m. This will be prime time for us and we will get noon spot as well.
vii. This will open the door to students off campus and to the public. Will bring a lot of new opportunities.

viii. David Luckin – Can we air promos during FSCJ’s air time? John – It will be up to FSCJ. It will be the news shows, events, and guest speakers. It has to be educational in nature.

ix. Giovannie – What is the next big step for this to come to fruition? John – the MOU will need to be signed and Student Affairs will get back to John and give John their review of how they feel they are going to work out the part of channel 26 that involves OTV and the Department of Communication. Will student government still be a key note in the educational requirement? John – yes.

x. Professor Beasley – The more she and John talk the more impressed she has become with Osprey TV and all of the work they have been doing. They are having the same success as OTV. There program has been growing as well.

xi. Natural fit that the academic side works with the student side to create programming for UNF that is representative of the UNF body and that is really truly quality programming. So the two of our outlets together can provide double the programming related to UNF and its educational purpose.

xii. We would like to continue that discussion with the student body to find a way to have a very successful program collaboration and part of that would be sharing Channel 26.

xiii. We have absolutely no interest in controlling the editorial content of the student media. We firmly believe the student media should be independent in its nature. On the academic side we provide the programming, we have the academic expertise and what we want is for the students to have the independence to use their academic knowledge in whatever way they think is appropriate.

xiv. We are completely supportive of what Osprey TV, Osprey Radio and Spinnaker are doing. What we would like is to be recognized as an academic unit and the work we are doing and the television shows we are creating are always formed by work the students do in the classroom. We are able to take that work and provide it through our morning shows. There is some overlap and the news stories on campus are limited.

xv. We would like to find a way to work with Osprey TV to make sure that we can provide real quality programming through both outlets for all UNF students and to get that programming out to the community. So we would like to share access to channel 26 as well.

xvi. John and Professor Beasley have been talking about the fact that they have lots of air time and perhaps one block of time could be designated for each department. That way there is no problem about who controls what editorial content. What we do need to work out is the overlapping coverage of the same news story. By having separate blocks of time this will solve this problem. The other concern and unfortunately we do not have $20K out of our department to get access to Channel 28. What we can do, using our student fees, this part of one of the reasons we have student fees, is we can pay for the programming air time. We can afford to pay for our own programming but we can’t pay for access to Channel 28.
xvii. What we would really like to do is to share to collaborate and make sure that UNF is fully represented on Channel 26 by the academic side and the independent media side.

xviii. Matt – This can work. Both sides are putting out their best efforts.

xix. Professor Beasley – Friendly competition is a good thing. That’s why collaboration is so important.

xx. Giovannie – With the student life fee, there will be $600K to be generated to TLO’s, Transformational Work Opportunities. Could potentially be opportunities there. Maybe an alternative.

xxi. Madeline – Does Osprey TV have any preliminary ideas as a means to avoid duplication of stories? John- attempted to create something last fall with an assignment desk, but this did not succeed.

xxii. Paula – We have talked about this before, there might need to be some kind of umbrella organization that represents student media, department of communication and a neutral body to get together to talk about collaboration and problems if they come up, but not news assignment.

xxiii. Professor Beasley left at 11:10.

b. Amend the bylaws
   i. John – Student Affairs reviewed and approved the bylaws to add a radio position.

c. Designated Public Forum
   i. John – Dr. G and President Sitou met and discussed. President Sitou will take it and move forward. Concern that election may interfere. Giovannie – Suggested that with schedule being as busy as it is, then perhaps he could take baton on this and move forward.

d. LPFM bill
   i. John- we had to find a new engineering firm who can meet the non discrimination clause. We have found two of them. Seems that one is very busy, and other is very eager. Hopefully we will get back on track with this and have ready by the time the rules and regulations are posted.

e. Spinnaker Theft
   i. Timpe – Forwarded all information and reports, and invoices to Student Conduct.

f. Collaboration Models
   i. Email was sent on Saturday for review by board. This Kent State model is wonderful. Please be sure to review if you have not.
   ii. Two main things, if you are minimal to doing more collaboration or a full convergence model, that when you chose leaders at the next meeting, it be a paramount consideration.
   iii. Katrianna – Noticed the large space. Is it possible with the space that we have right now? John – 3 possibilities. One you can have what you have. Second – A website is the hub for all this happening. 3. having someone designated to oversee the three areas. Or you could have an open door policy. We can reorganize the way we think about this.
   iv. Madeline - Do you see it as possible to have someone like an assignment manger? Maybe not a realization on this campus yet, but there will be.
v. All of this is possible. Just a question of us discussing, meeting, getting student input and deciding how we want to go about this.

vi. Madeline – Where are we with hiring of Business Manager? John – Old Business they have a business manager hired by editor in chief. Pros, is that we don’t have to interview. Con is that when you have a check and balance with three people and one of those three people reports to the other. It’s no longer a check and balance if one person reports to the editor. By-law change would be required so this is something we would address at the first meeting in the fall.

vii. No matter what you choose to do including adding an assigning manager, they will have to be a “para-manager”.

viii. Tyler – Teamwork on the AASU story worked really well. John – there were some problems, more work on front than needed to be. Tyler stressed effort was made to get the video footage.


x. John – Collaboration time line such that we want to schedule a tour with First Coast news and WJCT. When we have first meeting in the fall we know where we want to go.

xi. Jessica – asked the leaders if they thought it was necessary to begin a collaborative model as we go into hiring the next leaders. Katy – it is the only way to go. Josh – This collaborative thing is evolving, doesn’t think we should get set on one of these now. Breaking news team works. Doesn’t know if this assignment position is feasible with budgets right now.

xii. John – The charge he has given to the board is this; because there isn’t enough cooperation, collaboration, (there is some), there are problems, primarily we do not have our students cross trained or platform agnostic in some ways to be prepared to see stories and decide which is the best way to tether them and to put that together in a digital media form that is superior.

xiii. Keep in mind while hiring. Mindful when looking at packets. It’s about being a manager, guiding staff, developing people and being a public face.

xiv. Also, assume that it’s for one semester and not assume for the full year because of burnout factor. Two of Spinnaker candidates will be graduating in December.

xv. Board agreed to accept the applicants for review who did not have all their requested documents in on time. Both the student board members will recues themselves from the meeting.

xvi. Discussed whether or not to have stock questions or tailor to each candidate. Consensus was tailored, but could ask an unstructured question. Each member to take packets and review over the next two weeks.

xvii. Giovannie – Dismissed himself upon that question being asked. He asked that next meeting be for two hours.

xviii. Agreed to interview all seven and change time to 9:00 a.m.

xix. John – It is up to the board to discover any agenda or anything that would motivate the candidate beyond the good of the unit they are supposed to be representing.

xx. Policies and Procedures will be emailed for review for qualifications beyond 2.25 GPA and good academic standing.

vi. New Business
   a. 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.

b. Discussion regarding Osprey Radio’s music director accepting a job with a record company
   
i. Andrew Landis, Osprey Radio Music Director, was asked to work for a part of Warner Music Group, handing out flyers and promo material for concerts. John spoke with him about the conflict of interest. Only way to work out is that what he is represented on the side job did not touch on any of the music he makes decisions about as music director. John, spoke with Warner Music and they had him sign a document saying that this isn’t going to happen. John didn’t see a conflict but wanted board to know about it. Osprey Radio is Andrew’s top priority and if it came down to it, he would leave the position at Warner Music.

c. Interview with Dave Luckin, WJCT Radio Broadcast
   
i. Graduate from UF, news photographer for 13/14 years, promotion manager for channel 17 for 3 years, promotion producers for channel 25 for 3 years, creator of Electro Lounge, in charge now of everything on program except the news with WJCT.
   
ii. Questions? – John – David what is your vision for Osprey Radio? David Luckin – Help facilitate and come up with fresh ideas for students. Collaboration seems to be lacking from what he has heard. We should look at a oneness and all work together. Help to facilitate putting Osprey Radio on possible HD channel.
   
iii. Giovannie – Motion to approve David Luckin. Seconded by David Johnson. Vote taken, approved unanimous vote. Paula exited at 11:35.

d. Golf cart sharing and usage
   
i. As of January 25th: spinnaker, 39 usages; OT, 21 usages; Osprey Radio, 10 usages.
   
ii. When purchased Spinnaker bought half and radio and TV bought a quarter each. The idea from then on was radio and TV would foot all the maintenance till they bought in equal third shares. So the idea was equal ownership for equal access. As we set up budgets for next year we can tailor it according to usage or tailor it according to shared access. We will keep it the way it is.

vii. Adjournment – 12:12 a.m.