Center for Student Media Advisory Board
Meeting Agenda
Wednesday, February 8, 2012
10 a.m.
UNF Student Union, Building 58 West, Room 3602

I. Call to Order – 10:15 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Courtney Warner Student Government Representative
Carlo Fassi Student Government Representative
Dr. Paula Horvath-Neimeyer Faculty Representative
Michelle Gandee Student in non-Communication Major
David Johnson Professional Print Journalism Representative
Dave Luckin Radio Professional Broadcasting Representative

Members Absent
Michelle Moore TV Professional Broadcasting Representative
Madeline Edwards Student in Communication Major

Others Present
Matt Head Station Manager, Osprey TV
Andrew Landis Station Manager, Osprey Radio
Greg Parlier Editor-in-Chief, the Spinnaker
Lori Durham, Secretary Office Manager, Center for Student Media
Paul Fenn Digital Editor, Spinnaker
Kristen Comeaux CSM Business Manager

III. New Business
   a. Vote on Minutes from January 11, 2012
      i. Carlo made the motion to approve the Minutes from the January 11, 2012
         meeting. Courtney seconded the motion.
   b. Media Outlet Reports
      i. CSM Business Office – Kristen informed the board that January numbers
         reflected expected revenue for January to be $13020.00 which is just shy of the
         target for the month by $70.00. CSM Business is in the process of hiring one
         new ad sales person. John mentioned that Courtney Rice is trying to form a sales
         fraternity. In speaking with her, John has found that there are only two sales
         related classes here on campus. This may be why CSM has had trouble getting
         sales people hired. John spoke with Career Services and found that 67% of Psych
         majors go into sales after graduating from college. John will pay a visit to the
         Psychology classes to appeal to them.
      ii. Digital – (Paul Fenn was not able to attend. John reported on his behalf.) John
          is glad Paul is with Digital. He has needed someone to be there and on top of
          things, observing and reporting. This semester, Paul has had more availability to
do this. Digital released 50% revision of the website. On background they have what is called a sandbox with new programmer redesigning the website from scratch. (Paula arrived at 10:20.) They are working on a forum which will let the students communicate as easily as possible. Digital has raised $8,000.00 of the $10,000.00 target for this year. He is confident they will raise the remaining $2,000.00 by June 30th. The beginning funding was for $35,000.00 from Student Life and Services, with the plan to reduce that amount to $20,000.00 for next year, 2012/2013, and then to $11,000.00 the third year, before making them completely independent.

iii. Osprey TV – Matt informed the board that things were getting back to normal after the GOP Debate on January 26, 2012. OTV did their first live broadcasts on debate day and posted them on line. With regards to Channel 26, OTV is waiting on FSCJ’s attorneys to review latest revisions. OTV has been sharing programming with two other universities, one in Georgia and one in Texas. John stated that he was proud of the cooperation and comprehensive coverage of the debate. (Andrew arrived at 10:28.) Everyone pitched in and covered every aspect that could be covered. Website and Spinnaker kept up on Twitter feed. Radio was on every hour with updates and interviews. Paula gave kudos on the coverage to all outlets. Good job. John in turn thanked Paula for her contributions the week prior in sharing opportunities and helping Spinnaker to get Dargan Thompson into the press corps and on WJCT the next day. Greg was also interviewed by Action News, and our video was used by other stations. We had great cooperation and support from the PR department.

iv. Spinnaker – Greg informed board that with the debate the Spinnaker published two 28 page issues back to back, first time in a while that this has happened. Joe, News Editor, was recently on Media Bistro website for his interview with John King. CSM and Paula’s class working with Xtranormal site by taking 4 or 5 stories a week from CSM and having communication students make animated stories to be put on the Spinnaker website carousel with hopes to tease viewers to the actual stories. Greg mentioned we would talk about independence later in the meeting.

v. Osprey Radio – Andrew informed the board that Osprey Radio’s number of programs has gone from 20 to 25 each week. Andrew feels this is a result of the concert that they sponsored. In relation to that concert, he is working on the next concert, which will be on Saturday, April 21st. This will depend on fundraising. Radio already has three bands to play, but hope to have four or five. John mentioned the coverage that radio brought to the debate with the help of Spinnaker and OTV’s reporters.

vi. Paula asked if Billy Joel was really coming to UNF and if CSM could cover that? John advised we are working on this. Will depend on the contract. In the past it has been more like a learning session with questions and answers. Paula then asked about the film festival and coverage on that. Again it would depend on the contract. Carlo praised everyone on a good job and how well the website was looking.

IV. Old Business – John requested that we move item D to the beginning before item A.

a. 2012/2013 Budget Update. - All leaders did a good job in presenting their proposals for next year’s budget, especially Matt’s. OTV got much of their funding for movies back to
around $15,000.00 and an additional $3,000.000 for equipment for replacement of
aging cameras. Osprey Radio received five more hours for the promotion director after
three years of trying. Spinnaker is normally funded by SG through two means. One, in a
direct bucket with 40% for staff and the other funding source is through dedicated
advertising lines from other agencies. We have been decreasing Spinnaker’s SG funding
by $5,000.00 a year until they would be financially independent. In preparing budget for
this year there were a couple of issues. One, some of the advertising monies from one
of the agencies looked like it would not get spent and there was no proviso governing
that. It was an understood agreement that this money paid for student jobs; therefore it
should all be spent. This wasn’t happening as smoothly this year. There were
discussions between Spinnaker, SG and John to take $10,000.00 of the ad line money
and moving it back into the employee bucket. This would insure student jobs wouldn’t
be affected next year and we would still be on track. During budget deliberations the
decision was made to not move the money over. This would bring the newspaper to a
loss of $11,500.00 from Spinnaker funding, with $9000.00 from OP advertising monies
that were dedicated to Spinnaker now being in a general advertising line. A proviso was
added to next year’s budget docs that said “No cuts should be made in any year that
would harm the Spinnaker newspaper’s mission…” Spinnaker feels hindered. In regular
meeting with Betty Garris, a past discussion came up about what if this became a
subscription paid by SG special projects line in an amount of $60,000.00, 50 cents an
issue for 4,000 issues, 31 weeks per year. SG can vote on this Monday and include it in
next year’s budget. There would not be any more wages line or dedicated advertising
lines. SG would still be funding the legislative and executive branch Spinnaker ad lines so
they can pay for election announcements, etc. Title VI still gives them an incentive to
keep the Spinnaker going. This would insure that students wouldn’t be charged for the
Spinnaker newspaper. So Spinnaker would instantly be financially independent if the
vote passes on Monday and all signatures are obtained. John’s advice is to take some
action today to express the board’s wishes on how this goes. If Spinnaker names stays
here, does the board want to do anything else? If you don’t, then it’s fair to say they can
claim they are an independent student newspaper but they are part of the campus
community, they are still governed by this board and advised by a university employee.
Their bank accounts are still on campus. If you change any of this, then they run the risk
of something kicking in. You may have to pay for rent, electric and IT support, and then
costs are going to go up. Paula asked about meeting with off campus attorney. The
university has asked that the board meet with George Gable and student leaders meet
informally somewhere off campus. John will check on his availability and he will set it
up. Greg feels it is important that the newspaper can call itself independent, but it feels
riskier to have one line than two or more lines. Also concerned that Spinnaker would
print some kind of caveat saying funded or printed by SG. Greg feels like to the readers
it would look like they have gone backwards. Spinnaker would have to work on the
wording. Carlo suggested that a provision might be included to read subscriptions can’t
be altered for a certain number of years, or can’t go down but a certain percentage.
Carlo voiced concern that this was coming out of the special projects line. It would be
better if it could stay in the A&S index. As a board recommendations can be submitted
and Carlo will also do what he can to try and get to stay in the A&S index. Greg asked
about next year and cost staying the same at 50 cents an issue. John stated it should be
the same. John said that Mike mentioned that they would have some kind of proviso to
state for future years to revisit amount based on production and publication costs, etc.
Under the current method no reason to guarantee that it wouldn’t be cut. Carlo doesn’t see that happening. Greg doesn’t think we should talk about an off campus bank account now. We should wait a couple of years, but can certainly think about it. If UNF comes back and says we have to have a 501C3 for getting FCC license, would it be possible to have a body off campus just for this purpose? Carlo recused himself and abstained. Paula motioned that the Board would like to show their support for the Spinnaker’s request for a line within SG budget that would pay for student subscriptions. Courtney seconded. Vote to be taken by roll call. Paula confirmed that Michelle Gandee had Madeline’s proxy. Vote taken, six yes, one abstain. Motion passed. (Paul left at 11:20.)

b. Tabled Old Business item “e”. John explained to David Johnson what the non-compete clause was about.

c. Item “d” was covered.

d. In reference to Item “c”. Dr. G and President Brockelman have talked about the Designated Public Forum. They want more. Basically the SPLC content. Dr. G. is going back to General Counsel then will talk to President Brockelman before he goes to President Delaney.

e. Item “b”. Matt said earlier the initiative with FSCJ, they sent a couple of revisions back, Rick Buck said small part of this doesn’t conform to what we were talking about for UNF, John agreed and now going back to their attorney.

f. Item “a”. The University administration said go ahead and pay for the frequency search but it doesn’t want us to apply for the license until we decide who is going to be on the license. Monster FM made revisions that general counsel suggested that basically keep them from going ahead with the application until we give a written permission to start on the application paperwork. It was received, revised and Monster FM was asked to sign and return it.

V. Adjournment – 11:27 a.m.