Center for Student Media Advisory Board  
Meeting Agenda  
Monday, November 7, 2011  
10 a.m.  
UNF Student Union, Building 58 West, Room 3605

I. Call to Order – 10:10 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  
Madeline Edwards  Student in Communication Major  
Michelle Gander  Student in non-Communication Major  
Dr. Paula Horvath-Neimeyer  Faculty Representative  
David Johnson  Professional Print Journalism Representative

Members Absent  
Dave Luckin  Radio Professional Broadcasting Representative  
Michelle Moore  TV Professional Broadcasting Representative

Others Present  
Matt Head  Station Manager, Osprey TV  
Andrew Landis  Station Manager, Osprey Radio  
Chance Ryan  Editor-in-Chief, the Spinnaker  
Lori Durham, Secretary  Office Manager, Center for Student Media  
Erin Ostrowsky  News Director, Osprey Radio

III. Old Business

a. Osprey Radio and WJCT initiative to broadcast DJ show from midnight to 1:00 a.m. Sunday through Thursday is still in process. It is with General Counsel’s office waiting on language regarding foul language and the FCC license. Memorandum of Understanding will go back to WJCT today for them to sign.

b. Osprey TV and FSCJ contract. Our attorney is talking to their attorney. OTV staff are going over programming. One half to three fourths have been Ok’d to air on Ch. 26. UNF media programs helped out a lot. Once rights and clearances are made, we should be good to go.

c. Designated Public Forum. John summarized this again. Matt Brockelman, Student Body President, currently has it. He had asked about legal language and it was sent to legal to review. John had sent list to Brockelman of other Universities that have one. Carlo Fassi said that he would follow up with Matt this week.

d. Long Term Independence Plan. John would like to do some work on this plan and update policies and procedures accordingly. Paula suggested we meet in January and provide executive summary with attachments to board members ahead of time for review. Carlo suggested before winter break so they would have them over the holidays.
e. Change of CSM Spring meeting dates. John asked if we could possibly move spring meeting dates to a day other than Monday or a different time. Paula suggested we wait until we get class schedules after November 14th.

f. John requested we add item “F” Spinnaker Boxes. Spinnaker has had a 2nd box stolen. This was a brand new box. As a result we have taken Everett up on his offer to have the boxes anchored down. We offered distributor’s help to show Physical Facilities around. It appears this may be contracted out. We are trying to find out if this is true. We feel like this is something that could be covered by our overhead.

IV. New Business

a. Approval of Minutes from October 3rd meeting – Carlo Fassi motioned to approve the minutes. Courtney seconded. 6 Yes. No objections. Motioned passed.

b. Paula Horvath-Neimeyer asked if we could include something online or in each media outlet about the Hope Fund is collaboration between UNF, Times Union and Social Services. Paula will see what she can do for content.

c. Media Outlet Reports

i. Osprey Radio. Andrew introduced Erin Ostrowsky as new News Director. News is done by Erin at the top of every hour. Erin is doing a great job. November 21st is tentative date for WJCT programming to begin. Michael and Andrew attended the CMJ Music Marathon. It was an incredible experience. They learned a lot and now want to improve by doing their job differently. Michelle Gander asked who was responsible for answering emails at the station. Andrew explained that he normally does. It may have just slipped through the cracks and apologized. He receives a lot of emails. David Johnson asked what came of nomination. Osprey Radio did not win the award, but again it was an honor to be nominated. Andrew explained they were up against schools, like KUSF who had been broadcasting on FM and the school sold the license out from under them, so they had been broadcasting on the internet. John mentioned that we need to keep this in mind as Osprey Radio moves toward independence and the power that the school may have over this and the LPFM license they will be applying for.

ii. Osprey TV. Matt said OTV is moving more toward getting more content on the web. News show is getting better and better. OTV has been working with the Spinnaker. OTV is a little under 3,000 hits for the semester. Trying to increase programming. May do a sports talk show with Josh Brannock, current sports anchor. Trying to do more than just news. OTV did an up close and personal with MTV. John said that the news show had reached 22 minutes the last two shows. That is comparable to a 30 minute local news show with 22 minutes of show plus commercials. May start putting in PSAs in middle of the news show.

iii. Spinnaker. All is good. Chance Ryan received the Silver Sow award for the week. This represents going above and beyond. Yearly winner with trophy going to the person who wins the most throughout the year. Spinnaker was in the top ten for Best of Show at the ACP Conference in Orlando. Conference was beneficial to all who attended. This conference opened their eyes to big stuff we are missing. Chance will be leaving at the end of this semester. They are in good shape for moving forward. John – It is a testament to the Board’s hard work and the communication program for the skills they have received. Paula commended
what CSM has done as far as convergence and that it is phenomenal and accolades to John too. Chance expressed that until they participated in the workshop they did not realize how beneficial it was to them. (Paul arrived at 10:55 a.m.) John explained travel is not just a perk; you receive a lot of instruction as well. Spinnaker will have to keep travel in the budget.

iv. CSM Business. Summer Business Manager tried dynamic pricing and trade outs for advertising. John advised against doing but it was done anyway with several pizza places. Now the pizza places don’t want to provide free pizza the same way any longer. The CSM Business office and John have to work with these advertisers to renegotiate the agreements. Pricing was so dynamic that others in CSM have to do extra work and incur extra costs. Haithem and Kristen have had to come in and clean some of this up. Haithem limited on hours due to his thesis work. Kristen picking up his extra hours. She wants to apply for the position to begin in the spring. Ad revenue is under where we need to be due to deals that were made, etc. We will review at this halfway point and we may have to cut positions or layoff. Paula asked about printing contracts if they were for entire year. Paula had seen one printing operation while passing through Starke. We are adding a couple of new printers to the bid process this year, including the Times-Union.

v. Digital Outlet Report. Paul could not take on the full hours for this position because of his schedule. He has hired John Apostol as a reporter to work the hours Paul is not able to. John will do the head hunting for three open positions. Sara, another new reporter, has hit the ground running. Aaron Adams taking on loading the web content. Aaron will graduate this semester and we will need to find someone to replace him and we will need to hire a programmer. Paula asked for us to give her the information of positions open so that she can put them in the Communication Department Newsletter.

vi. Review of current CSM leaders and preparations for Spring Leadership Interviews. The charge to the Board is to decide if those who are leading now and whether or not we want to give them a pass through to the spring semester. If we are not going to give them a pass, do we want to open the position to the outside? Also, keep in mind that those who are here through May, will they get burned out? Andrew is leaving in May. Haithem is graduating. Kristen wants to apply for Business Manager. Do we want to move her into the position if by-laws are there to do so, or do we want to interview her? Consensus is we need to interview her. Paul, Andrew and Matt are all available for the spring semester with schedules that should allow for no burn out. Paula made the move that we interview Kristen and keep on the heads of online, Osprey Radio, and Osprey TV and post online the Spinnaker Editor-in-Chief. Michelle Gander seconded motion. Vote taken by roll call. Six yes. Motioned passed. Email to be sent to Paula with job descriptions to post in Communication News Letter.

vii. John asked if anyone had heard anything about WJCT and UNF talking. Michelle and Paula both responded yes. It would be like what we did with MOCA. WJCT needs money. Discussion followed as to how this would affect Osprey Radio and whether we should be concerned. Some think it would be a good thing. Andrew believes it would be an excellent way to have a bigger audience. Andrew feels it will create more of a problem for Osprey Radio. That they would get lost.
Michelle Gander thinks this is more of an educational opportunity for students in the communications department to really reach out to grasp some real life experience. Andrew wanted to know if this would affect our relationship with them. John concerned this could be a duplication of services. John stated that if this comes to pass in the next six months, it may be the same time that Osprey Radio is making application for the LPFM license (about $35K to $45K in upfront cost) and at the same time we are asking the same University that is working on adding WJCT to be the licensee for Osprey Radio station license and to spend their time and effort on that. John wonders if there could be a conflict with this. Also concerned how SG would see this and whether it being student run would be valuable enough for them to fund it. Most on board see this as two different types of services. John asked Board to be thinking about this.

V. Announcements

VI. Adjournment – 11:43.