I. Call to Order – 10:17 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Advise, Center for Student Media
Alin Cepoi Student Government Representative
Christopher Brady Student Government Representative
Ray Dennis Student in Communication Major
David Johnson Student in Non-Communication Major
Dr. Paula Horvath Professional Print Journalism Representative

Members Absent
Dave Luckin Radio Professional Broadcasting Representative
Karen Feagins TV Professional Broadcasting Representative

Others Present
Katie Tison Editor-in-Chief, Spinnaker
Connor Spielmaker Station Manager, Spinnaker Television
Mason McGough Station Manager, Spinnaker Radio
Jason Kellum Digital Editor, Spinnaker
Lori Durham, Secretary Office Manager, Spinnaker Media
Lee Watters Spinnaker Digital Editor Candidate
Scott Young Spinnaker Radio, TV and Business Manager Candidate
Annie Black Spinnaker Radio Manager Candidate

I. Welcome – John welcomed those present.

II. Old Business
   a. Vote on Nov. 13, 2013, meeting minutes
      i. Chris B. motioned to approve the minutes. Alin C. seconded the motion. Vote
         taken by show of hands. Five, all in favor. Minutes were approved.
   b. Spinnaker Radio LPFM License Window
      i. Preliminary good news. We filed before the deadline. Next phase is to wait for
         the FCC to let us know if we qualify. Then we can start the construction permit
         with a year minimum wait.
   c. UNF Statement of Institutional Relationship with Spinnaker
i. This is currently under review by Vice President Serwatka. He is considering alternative language that was suggested. Student Affairs is aware of this and how the delay is impacting updates to bylaws and policy and procedures.

III. New Business – Suggestion was made to conduct leadership interviews first
   a. Leadership Selection for Spring Semester
      i. Discussion on interview questions- Veronica, Business manager, had emailed and recommended that a friend of hers be considered as the business manager. He started application on the 20th, with the assumption that he had until today’s date to submit it. The website states that the application review date would be Nov. 27, 2013. Position was put on hold on the 27th so when he tried to go back in he could not access his application. Does the board want to consider interviewing him. John had tried to get him to get the documents to him before the meeting but had not heard back from him yet. Board agreed not to consider at this time.
      ii. Scott Young applied for all positions, so the board would be interviewing him for all three. Specifically the Business Manager position.
      iii. Scott thanked the board for their time and consideration, briefly went over his background which included 5 years at FSCJ and the last 12 years at Gannett/First Coast News. He decided that he wanted to go back to school and is here to get his masters in philosophy starting in the fall. He would like the opportunity to use his skills. He would get to know the staff and get to know the programs. He would try to find opportunities to extend the brand to the community. He worked in sales for 8 ½ years as a national sales assistant. Of all three positions, Radio would be the most important, business would be the most practical and TV would be the most reasonable based on his background. He would like the culture of radio to be one of new ideas and new interests. He wants people to come in and get excited about new ideas. Scott left at 11 a.m.
      iv. Annie Black, applicant for Radio Manager was brought in at 11:02. Annie has worked for TV since the Summer/Fall as news director. She wanted to be more involved so she started doing a weekly radio slot on Fridays. She is starting an internship with FM 97.9. Annie would like to improve communication between the departments. She would like to add news, features, and entertainment programs on a weekly business. She would start slowly with maybe one to two shows a week. She would have no problems with this position, school work and internship.
      v. Board deliberation before interview digital candidate. The board agreed to let present Station Manager, Connor S., stay for deliberation. Connor reviewed how she notified supervisors re: applying for the radio position. According to the semester evaluations that he handed out to his staff, the feedback from her employees was that her organization was an area for development. Evaluations also showed that she could take the leadership role when necessary. He also stated that she still isn’t sure of the process as far as Spinnaker News goes. Connor felt like Scott was more excited about the radio position. Chris B. agrees that he would seem to be better at radio than business. Chris suggested that we hire Scott and reopen business manager position. Mason: If FCC license comes we will need to start promoting things more frequently. The person coming in would need to be very consistent and methodical in following all the rules for FCC. Concerned Scott may not be able to relate to the DJs coming in
since they are freshmen. Paula said that his experience might bring in a different type of DJ, as well. Connor suggested that Annie might be better as a program director for radio, where she could serve as Scott’s bridge to those freshmen. Paula moved that we select Scott as station manager for Spinnaker Radio, to reconfirm Connor as station manager for TV and the Business Manager position to remain open. Chris B. seconded the motion. Voice vote was taken. Five voted yes. No abstentions. Motion passed.

vi. Jason K., current Digital editor, spoke prior to interview with Lee Waters. He said that he felt Lee was more from the journalism side of things where Jason is more of the design side. He didn’t have the opportunity to work with him hand in hand.

vii. Lee Watters (11:26 a.m.) – He is in a career change and in graduate program to become a mental health counselor. He worked with Netscape and AOL before moving to L.A., where he did some consulting and was an executive editor. He moved back to Jacksonville and has been a stay-at-home dad and does consulting work. He also does screenwriting. He served as one of two video directors this semester at Spinnaker. He has spent time on the website and feels that the look of the site and functionality of it could be different. Content wise, we have good students and the stories are good. He isn’t the type of person to run in and start changing things. There is a reason that things are the way they are. We need some data to see why people use it. Connor asked where he would like to take digital. He wants to make sure it is as integrated as possible. He wants to make sure we are using as much of the content as we can across the platforms. Social Media presence is spread out. Lee stated his schedule will not be a conflict. Lee left at 12:40.

viii. Board Deliberation re: Digital Editor – Paula felt Lee is great. Jason likes him. A lot of it will be just sitting down working with him. Paula made the motion to hire Lee Watters as digital editor. Chris seconded the motion. Voice vote taken. Five voted yes, no abstentions, motion passed.

b. Media Outlet Reports

i. Connor - The Early Bird show has been excellent. They will be trying to do more on the entertainment side of things. They want to revamp the cooking shows. Trying to keep an ear to the ground with Athletics and the wellness channel.

ii. Jason – have been focusing on finishing out the news site so that Lee will not have to change things. They are still working on their Scene project. They have been working on page speed for the news site.

iii. Mason – Radio will be doing a trial run this weekend on their jazz rotation. Mason handpicked the music himself. Hopes to use it as a beacon for a hosted jazz show.

iv. Katie – They are in the middle of the magazine cycle. Trying to get things done before the deadline. Trying to get it done before the last minute. Katie is still transitioning. The only person who will continue is Julie Henderson. Katie did visit the printing press to see what they need. They want to get everything in the week before it is supposed to drop.

v. John – Business office has spoken with housing and housing has agreed to put the magazine in each of the mailboxes. Instant circulation of about 3,000. This is a potential for ad revenue due to readership. Pilot will be in January. Hope to reach out to food businesses in the area to put their menus into the magazine.
David J. said they used to mail issues to all the new students coming in. John would like to see them create a welcome or orientation issue to put in the orientation bags for summer, if they can. This would have to be done by April or May.

vi. John – Ad sales for online have been good in general. Ads in first two issues sold very well for magazine. November to December not so well. They have added a fundraising director to help establish a foundation to add an additional revenue source. We need $5K to start. No donors at present. They are reaching out to Spinnaker alumni to try and start their own association and to other contacts. We’ve discovered that successful sales associates have a certain personality trait. Business is trying to do a better job of screening applicants since. Other universities are seeing a difference, as well with ad sales. Media advertising hasn’t come back though the economy has come back. We suspect that they found other things to spend it on. We suspect that social media is the answer, it’s free. This can’t be giving them the same return that advertising used to. It could turn around. In our world online advertisement has shot up. We are doing the best we can by diversifying through other revenue streams.

vii. At this time of year we look at revenue for first half of the year and what we have spent and what we project to spend and project to make. We will look over the next couple of weeks to see if we need to make changes so that we won’t finish out the year in the red.

viii. We submitted the A&S and SL&S fee requests and we will email you copies of those proposals. We made the same request as last year with one to two changes. TV has asked for an increase, since they will be doing two new shows.

ix. Thanked Ray Dennis for his service to the board before he left. This was his last meeting.

x. David Johnson asked if any more we can do to get more candidates. We are getting more applicants. Average is about three. But when you sort through issues, or sort out those who are just looking for a job, then it narrows that down. The editor-in-chief is the one who would ok using the ad space to run the positions in the magazine. Katie suggested doing an in-house ad on line. We always encourage those who don’t get the position to invite them to come volunteer. It comes down to more people knowing about the Spinnaker. Even though promotions is getting there, it can be better. Courtney feels we need to get our internal ducks in a row. That’s been a factor of cooperation. Leaders have come to conclusion that social media needs to go through promotions. Katie is dealing with the last bit of resistance toward convergence. Secondly, it is a factor of time. Like preparing the magazines for the mailboxes and growing revenue so we can buy promotional items.

IV. Announcements - none

V. Adjournment – 12:21 p.m.