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
Dr. Paula Horvath-Neimeyer Faculty Representative

Members Absent
Michelle Moore TV Professional Broadcasting Representative
Michelle Gandee Student in non-Communication Major
David Johnson Professional Print Journalism Representative
Dave Luckin Radio Professional Broadcasting Representative

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 Comeux CSM Business Manager

III. Carlo made motion to move Media Outlet Reports to after attendance. Courtney seconded motion.

IV. New Business
a. Media Outlet Reports
i. Digital – Paul informed that digital has made a number of significant changes to the website although you can’t see them yet. Digital now has an intern learning to write stories and upload content. John explained that Student Life fees help pay for these positions. Paul expressed we need people that will apply themselves. He will visit the computer school again to pitch openings for programmer, web content.

ii. CSM Business Office – Kristen has hired two new ad executives. Still looking for a few good people. Business office has several full page ads and they made more this semester than last semester. John – Spinnaker had lost the Flats, a prominent advertiser, but Kristen pursued them and waited to talk to them. As a result, she secured a full page ad for the semester. With this and new sales, we feel we won’t have to cut expenses. Will monitor month to month.
iii. Spinnaker – Second issue for semester will go out today. Spinnaker is working on the GOP debate coming up. Working with OTV to cover. Staff is looking good with some new contributors coming in. John explained Greg did research on other schools and how their media handled debates. Oakland University was a good example for us to model after.

iv. Osprey TV – Matt has been talking to other schools trying to collaborate with them by sending some of their reporters here to cover debate. Spinnaker and OTV will be sending reporters to Tallahassee to cover the Rally in Tally with live broadcast throughout the day. Matt has been talking to other schools to share content. He is proud of his staff this semester. Staff is full, with a good response to volunteers and internships. (Paula arrived at 10:45 a.m.) Courtney asked if SG elections would be covered. Matt responded yes. GOP coverage will be a good test for this. Madeline advised of contest with Good Morning Jacksonville and opportunity to win $5000 and spot on Super Bowl. Paula asked if OTV could show the documentaries from the OP Film Festival. As of now OTV has not talked with anyone about it. John suggested they do so today. (Andrew arrived at 11:30 a.m.) Paula is partnering with the Digital department and one of her classes using Xtranormal for making cartoons. Spinnaker sharing cost with communications department.

v. Osprey Radio – Andrew reviewed the concert promotion with Surfer Blood and how well it went. The turnout was better than they hoped for, with 372 attending. OTV filmed the entirety. Spinnaker took photos and did interviews. This has resulted in bands coming out of the woodwork. Band was well pleased with UNF saying this was their favorite school so far. Already planning for who can come next and looking for ways to fund it. Facebook and Jamall Little, promotions director, contributed to success. John advised that the outdoor speakers on west side of plaza should be up and playing by January 12th. In addition, Spinnaker boxes are being bolted down now on campus. Radio has its MP3 stream up and going. They will soon have 6 options to listen to Osprey Radio. Paula asked if a non-alternative show could be done. She made suggestions.

V. Old Business

a. The discussions at all levels on what’s going on with Osprey Radio and WJCT. Officially no deal yet. Particulars are being worked through as to what opportunities might be out there. They are to hopefully ask John to represent CSM at the table and if need be Paula. Since WJCT owns the license for their digital side channels, they feel responsible about what goes on the air and won’t allow Osprey Radio on without content review.

b. There are concerns about Osprey Radio and the LPFM license and whose name will be on the license and whether it would be the UNF board of trustees or whether it would be a 501©(3) organization. Timeliness of this is a concern. FCC window should be first half of 2012; when that window opens, you only have 3 or 4 days. If you miss it, it could be another 10 years. John did research and sent to all of the board and has shared with Rick Buck and Everett Malcolm.

John requested to follow up on the vote from last meeting, which said that the board’s preference was for a University affiliated 501C3 to be on the license for LPFM. From email sent to the board, they will see that there are three possibilities for this, Board of
Trustees on the License, university affiliated 501C3 and a non-university affiliated 501C3 on the license. There are pros and cons for each of these. This meeting was to be about the long term independence plan. At first we were talking about the Spinnaker newspaper but now Osprey Radio is even more so on the front burner for this.

As you can see from Vanderbilt model, departments can still be financially independent from the University and this does not preclude them from having a board that is independent but interwoven with university’s educational mission. John wants to get as far as we can with the dialogue about this plan for Spinnaker’s Independence, for Osprey Radio’s license, on what the board’s wishes are. If possible John would like to take a vote today or continue at next month’s meeting. John wouldn’t like to go any longer than next month because of the LPFM license issue and because we only update policies and procedures once a year.

First document reviewed by John shows that the Spinnaker buys down $5000 from Student Government each year and increases its ad revenue. At this rate it would be about 12 years before they reach their goal to SG independence. For Digital it is completely their own revenue and the Student Life Fee and their plan is to be completely independent of the SL&S fee in three years. Osprey Radio and Osprey TV are heavily dependent on Student Government revenue right now. Osprey Radio, if they get an LPFM license, could dramatically increase underwriting for revenue. They could be independent within two to three years, as well. Osprey TV’s equipment costs are so expensive and they operate at a very low budget already. With equipment cost being great, their independence plan is gray at best. If there were a model to encompass all, it would be to set up the 501C3 in such a way that you create a general media name and as the other organizations become independent, they could move into the 501C3 without having to change its name. Or, we could create one like Vanderbilt, where you are still receiving University funding for Osprey TV but start moving the others out together right away. If you wait for all of them to be financially independent then it becomes problematic.

Basically like Vanderbilt, an independent 501C3 could have one member -- the University. Reason is that the University still feels like they have a part of this. University doesn’t have influence on content, only on any changes to the structure of the board.

Next model is the University of Illinois. Even though they were independent from the beginning they have a good relationship with the University.

Next, John spoke of his conversation with Julie Morris, an Academic Affairs VP at New College. She serves on Board with the LPFM station in Sarasota. The Student Association at the college was independent when they applied for the LPFM license. When the station was on campus, they had problems with students getting on air and taking care with FCC regulations. When the station moved (off campus), it increased control over students broadcasting. As they went along, student participation dipped. Two of the prominent members of this community group sort of kept it going, and they started talking to them. Students agreed to sign the license over to this community group, with the condition that a New College radio chair (an elected SG position) would
always be on the board. Students still do the programming and they have a couple of
internships there. Today, the school is involved with the station but the administration is
“glad they don’t have a formal relationship (with the station) because it doesn’t expose
them to risk.” Questions? Andrew said that the more he is enlightened and the other
stations he talks to, New College seems to be a good thing and may be the best way to
go, with professional staff working, as well as students. Matt has some concerns
because TV is different than Radio and Spinnaker. If Board acted as it does now, then he
would be ok. Paula asked if the board could bring in a community person to come in for
advice, someone to help that isn’t biased and work pro-bono. Suggested they start with
the leaders and talk to them. Carlo made motion to open all options for any media
outlets for future governance of media outlets. Paula seconded.
Show of hands vote taken to allow Madeline to vote on behalf of Michelle Gandee per
Michelle’s text message giving authorization. Vote taken by name, six in favor, motion
passed. Paula suggested we get a media or business law attorney to see about
incorporation and liabilities and let that attorney speak to the leaders. Michelle will try
to talk to attorney at her work and see if he has any suggestions. John, as staff member,
has to be careful of what the University’s staff expectations are for him and seeking
legal counsel. He is not doing this for himself or on behalf of the university but of the
board that has requested this and do all three of the student leaders wish for him to
seek this kind of legal counsel? All leaders responded yes. Motion was made for the
board to seek outside legal counsel for advisement on governance models. Motion
made by Madeline and seconded by Carlo. Vote taken by show of hands, all six in favor.
Motion passed.
c. Designated Public Forum. This is still in General Counsel’s Office. Update should be
given soon. Carlo is staying on top of this.
d. John explained that we had a sales person that was active and suddenly stopped. He
came in wanted to go to commission. Then he came in and he stated that he had started
his own business. We then realized he had called on our clients and that we did not
have noncompete clause in our policies and procedures. Kristen came up with one that
John read to the Board. Paula motioned to review and convey. Seconded by Courtney.
All six in favor.

VI. Motion made to approve meeting minutes from November 28, 2011 by Carlo. Seconded by
Courtney. Vote taken by show of hands. All six in favor. Motion passed.

VII. Adjournment – 11:25.