I. Call to Order – 10:14 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Zak Varshovi Student Government Representative
Ryan Traher Student Government Representative
Jordan Dry Student in non-Communication Major
David Johnson Professional Print Journalism Representative
Dave Luckin Radio Professional Broadcasting Representative

Members Absent
Dr. Paula Horvath-Neimeyer Faculty Representative
Karen Feagins TV Professional Broadcasting Representative

Others Present
Connor Spielmaker Station Manager, Osprey TV
Lizzie Russo Station Manager, Osprey Radio
Lori Durham, Secretary Office Manager, Center for Student Media
Lantz Starratt CSM Business Manager
Jason Kellum Digital Editor, Spinnaker
Veronica Perez CSM Business Ad Sales Executive

I. Welcome – John welcomed the Board members back for spring. Spring schedule of meetings were emailed earlier. John has reached out to the professor at Coggin College of Business for a non-communication student representative. He hopes to have someone at next meeting to interview and vote. With the board’s OK, John would like to jump to the Media Outlet Reports under New Business so that students who have class can report and leave early. No objections.

II. New Business

a. Media Outlet Reports

i. Spinnaker Digital, Jason Kellum – Digital just hired a new programmer, Paul Matthews. Two employees graduated this past semester, a designer and a programmer. They are still looking to hire a database programmer and a content editor. He has a couple of people to interview. Jason has to submit the application by the end of the month for the website ACP Pacemaker.

ii. Spinnaker, Lindsay Montgomery – Spinnaker published its first issue for the semester today. They made the 11 p.m. deadline and papers will start being delivered by 7:30 a.m. They will need to make deadline to avoid additional fees.
All of the Spinnaker’s staff returned. They do have all new news editors for the semester.

iii. Osprey Radio, Lizzie Russo – Radio reported that not too much has happened in the last month. This semester the focus is to get more DJs involved. Radio has created an application for DJs so they can see the qualifications and where they are. They are still looking for an audio director to do their news show. Radio may try to do a local band showcase in the Boathouse this spring. Radio will look to have DJs submit a pilot. This will allow them to showcase shows that have more emphasis and quality since they are recognized nationally now.

iv. CSM Business, Lantz Starratt – Lantz and John met to discuss making Veronica Perez a Co-Business Manager because of the class load and other things going on for Lantz this semester. In doing this, it will allow Lantz more time to hone in on getting more sales people hired and on sales itself. Splitting the responsibilities would benefit the output for the departments. It will also allow for a smooth transition when his turn is up. Lantz will graduate this summer and Veronica will graduate in the spring of 2014. Veronica would do incoming calls, invoices, payments, making sure where the ads need to be, and contracts. Lantz would do the hiring of sales staff and training of them. Digital is at 10% of their revenue goal, which is $18K, for the year. Lantz will be dedicated to working on this goal. Lantz and Veronica will share the CSM email but would clarify who is responsible for what.

v. John welcomed Ryan Traher, Carlo’s appointed student representative, and gave him a brief update on revenue status for departments. Spinnaker will need to raise about $6k beyond their year-long contracts, SG and Student Affairs. Digital will need to catch up. We will probably have to adjust what we ask from SL&S for next year’s operating expenses. Also advised Ryan about the vote on hiring Veronica as a co-leader. Jordan motioned to hire Veronica Perez as co-leader for CSM Business. Zak seconded motion. Vote taken by roll call. Five yes, no nays, no abstentions. Motion passed.

vi. Osprey TV, Connor Spielmaker – Osprey TV is planning for news show tomorrow. OTV has had a lot of interest, with 4-5 people coming by in last few days. A couple of them wanting to take Hali’s place as anchor for Jax news. Live feeds should start next week. OTV has talked to SG about hosting one of the spring presidential debates. On Monday, John and Connor will be presenting to SG for a special request to complete the live mixing kit. This will allow OTV to broadcast, simulcast, record, and stream live campus events. This could offer a new source of revenue for them, too. After they present on Monday, the Senate will hear their request. Hopefully at February’s meeting, we will have an answer. (Jason and Lindsay had to leave at 10:53 a.m.)

b. Promotions Director Concerns

i. Terrance Brown introduced himself at the December meeting as the Promotions Director. Lantz and John laid out to Terry by Thanksgiving what he needed to get done to reach fall goals. He was told he should meet with the leaders to introduce himself and to do surveys. Terry didn’t come in and follow up on these things. Lantz met with him and told him he was going to go in a different direction in the spring. The position was then posted on unfjobs.org. When Terry came to the meeting in December, it was obvious that he didn’t understand this. After the break he met with John and still seemed to not
understand. Terry has written a letter, possibly to deliver to Student Affairs, the President’s office and the Board. Student Affairs has been apprised of this. They have a couple of applicants to look at for the position. Jordan wondered why he had come to the last meeting after Lantz said he’d told Terry that he wasn’t invited back. John was not sure why he was at the December meeting. Normally if someone wants to speak they let us know ahead of time, but Terry did not.

ii. Lantz said the he is good guy and a good speaker, but his performance just wasn’t there and he wasn’t following through. Even with the timeline he was given, he couldn’t get it done. There could have been a conflict with other things he was doing.

iii. John said that Terry told him that the supervision wasn’t there. Ryan asked if the grievance was that he was let go and the lack of direction or was it the job posting? John said that Terry should have known but the job posting may have brought a reality to him. John asked Lantz to share his exact wording. Lantz told Terry that John and he had decided that because of the lack of things getting done, that we weren’t renewing his position in the spring. John kept directing Terry to Lantz since he isn’t his supervisor. Terry had also worked with Lizzie as a DJ.

III. Old Business

a. Vote on Dec. 5, 2012, meeting minutes
   i. No modifications were suggested. David Johnson moved to approve. Jordan seconded. Vote taken by show of hands. All in favor. No nays, no abstentions. Minutes were approved by unanimous vote.

b. Non-Communication Student Board Candidate
   i. John touched on this during the welcome.

c. Spinnaker newspaper boxes with Coke logo
   i. Before the break we received a quote on the cost. Waiting on Best Bet Poker to sign the agreement. Lantz said they are good to go. He just needs to go back to Orange Park to get the agreement signed. University to decide what to do after that. Some concern as to whether the box can have Best Bet on it with “UNF” at same time. The box now has Spinnaker with UNF underneath it. We would have to put a pinstripe over UNF if the university so decides. Best Bet will pay for the decals and the advertising space.

d. Agreement with FSCJ on channel 26
   i. John emailed the FSCJ attorney before the break. He hasn’t heard back. He will email them this week.

e. Osprey Radio LPFM License window
   i. Rules were released before the break. John talked to the contracted engineer doing the search who is waiting on new rules entered into record. Should be done this month. The engineer will put us to the top of the list.

f. CSM Content Liability
   i. John is still waiting on insurance company for estimated cost. He will check with them.

Questions

Jordan asked if she needed to find a replacement since she will be graduating this spring. John said that would help and that she could work with Paula to help find someone to recommend.

IV. Adjournment – 11:15 a.m.