I. Call to Order – 9:35 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
Michelle Gandee Student in non-Communication Major
Madeline Edwards Student in Communication Major
David Johnson Professional Print Journalism Representative
Dave Luckin Radio Professional Broadcasting Representative
Dr. Paula Horvath-Neimeyer Faculty Representative

Members Absent
Michelle Moore TV Professional Broadcasting Representative

Others Present
Matt Head Station Manager, Osprey TV
Andrew Landis Station Manager, Osprey Radio
Lori Durham, Secretary Office Manager, Center for Student Media
Paul Fenn Digital Editor, Spinnaker
Kristen Comeaux CSM Business Manager
Matt Brockelman Student Body President

Leader Candidates
Alexander Koby Digital Editor
Robert Starratt CSM Business Manager
Erika Cunningham CSM Business Manager/Editor-in-Chief
Josh Whitston Osprey TV Station Manager
Michael Radcliffe Osprey Radio Station Manager
Lizzie Russo Osprey Radio Station Manager

III. Welcome

IV. New Business
   a. Vote on February 8, 2012 Meeting Minutes
      i. Carlo made a motion to approve the February 8, 2012 meeting minutes. Paula seconded. Approved by Unanimous consent.
   b. Leadership Interviews
      i. John thanked the board for their time dedicated to this important meeting. John announced that Michelle Moore has moved from FCN to YMCA
Northeast Florida. She will not be present today but hopefully next week so that we can thank her and because by-laws also require that she has to have a broadcast replacement.

ii. Today’s meeting is for candidate interviews. John asked that the candidates leave the room while the leaders take about 10 minutes to inform the board members of any questions or concerns that they may have, so the board can direct the questions to the candidates directly. Only voting board members should be asking questions because of the time constraints.

iii. Paul – Asked if we could direct question to digital candidate as to whether or not he designed all of the sites by himself. David J. confirmed question: which websites built by him and which one he had help with.

iv. Greg – Ericka Cunningham, is she running for editor-in-chief or business manager? John - She is applying for both. We agreed to have her interview for editor-in-chief because this allowed the board to have two applicants with qualifications.

v. John – Keep in mind leadership positions are normally about leading people, developing true leaders, about organizations and being the public face for the organization. They don’t have to be the best reporter, or solid programmer for online, or a videographer, but if they know something about organization it tends to work best for leading. John mentioned that we have sort of restructured after convergence. John wants to make sure that whoever is selected for the job has the time to do the job. There is a little more balance in the Editor-in-Chief position. Their primary role is production now that Business office and Digital office has been moved out. Vote will be done after each of the department interviews are done.

vi. Greg – Concern with Erika is with her experience. Concerned about her newsgathering experience. Needs good news judgment. With Lindsay the concern is with time and flexibility. How would she handle this and what would she change if any?

vii. Matt – Questions. What would they change about current format? How would they promote an urgent newsroom? For business candidates, how would they sell Osprey TV and Osprey Radio? Also, what is their understanding of convergence? John will give Andrew time right before radio to ask any questions.

viii. Kristen, - Question, What background knowledge do they have of CSM. Based on the contingency of stepping down from her position and still wanting to be involved, is it appropriate to ask them if they will keep the current staff on board?

ix. All of the candidates were brought back in. Board decided it is best if only the candidate being interviewed is in the room. Remaining candidates asked to wait outside.

x. Interview with Alexander Koby – Alex stated he has a broad interest in business politics, news and a great interest in Internet and web development. It started out as a hobby but turned into his job. As one can see on his resume, he has had a number of positions throughout this field. He has a Master’s in Public Administration. David J. asked what he would change compared to what he has seen on the web. Internet has come full circle. Now it has gone back to more simple but more user activity. Would be important to get their interest and
feedback and share those and learn from them and kind of guide where the
newspaper wants to go or very much engage the opinion of the audience you
are reaching. Maintaining the usability, making sure everything works. Making
sure the flow is useable. David J. asked if he did all of the things on the resume
or what kind of coding did you use? Worked on the Spinnaker before. In the
past it was very much coding and emphasis was on getting stories uploaded
within 24 hours of the newspaper going out, and that took a lot of work.
Progression has made things easier, like Wordpress that he now uses. David
asked again if he was responsible for all of the coding on the links he provided.
Alex responded yes with some explanation. Paula asked about the company he
has. Does he have employees under him or just himself? Alex responded
primarily it is himself. Paula asked about his leadership skills? Alex’s experiences
are in project management and meeting deadlines and fulfilling the goals of the
organization. Paula, Will you have time to do this job and do your graduate
program? Hasn’t had any problem this semester managing work. Thinks he
would be of some benefit to the CSM. David L. – What will you gain if you get
this job? As CSM evolves and grows he would like the opportunity to be part of
our goals. David J. – Will you be here for the summer and would you be able to
spend time with the current web staff and work with them? He believes he will
be here for the summer. Absolutely available to collaborate.

xi. Lori left at 10:05 and returned at 10:08.

xii. Deliberation- Alexander Koby. John did confirm he previously worked for
Spinnaker. Some felt he avoided answering the questions directed at him. Paula
felt there may be some social skills work ahead. He would have to be able to
work with the other leaders. Paula asked if Digital could carry itself over the
summer until new leader hired. Paul said that it could with John Apostol
helping. John said it is better to leave the position open if we have serious
qualms. When we find a solid candidate, leaders can meet and approve then the
board can reconvene in fall and vote. Carlo motioned to leave position open.

xiii. Interview with Lantz Starratt – Lantz transferred in from UF. He is a senior with
an economics major, specializing in marketing and management. Carlo asked
how he sees CSM working. Based on his research CSM runs OTV, Radio and
Spinnaker. Not sure about the revenue goals. This was a question he wanted to
ask the board. CSM is like an umbrella organization. John informed him
business office is a pooled resource for all by going out and getting sales. It also
includes marketing and promotions. David J. asked about his management style
and how would he motivate the staff. Lantz responded with he would get on a
personable level with the staff, having good organizational skills, and
multitasking and making sure the job gets done. No experience in media sales.
Through his sales skills he would bring knowledge of how sales work, customer
service, personal relations with customers, making sure they are satisfied at the
end of the day. Paula asked what his goals would be with the current staff. Lantz
would keep the staff that is there if they are effective. He would make his
schedule work with his class schedule.

xiv. Interview with Erika Cunningham – Business manager position: feels this would
be a great opportunity. She wants to be involved with the paper and feels that
she would be better candidate for Editor position. She had done her own
managing through her modeling experience. David J. asked about her management style and how she would motivate the staff. Erika tends to work better in a team setting. She is good at setting goals. Time management would be a general focus. She is also a perfectionist when it comes to her work. Paula asked what her draw to the paper was since she is currently in nursing. This has been her passion since high school. This has been a goal of hers. She has not worked with the Spinnaker. She wanted to get involved but started out with SG, where she currently works. She didn’t know that CSM took volunteers. She is a freshman but technically a sophomore with her credits. David J. asked about classes and scheduling. Erika has enough time and energy to do the job. Paula asked her if she would still work for the Spinnaker if she didn’t get the position. She would definitely get involved in whatever way she could. (Andrew Landis arrived at 10:40.) This will give her an opportunity to explore journalism to see if she would change her major. On a scale of 1 to 5 Erika responded with a 3 as to her familiarity with Associated Press style. David J. asked about how she sees the role of the Spinnaker as watchdog on campus for covering UNF administration and student government. She believes that the newspaper should give informative, palatable information to the students that would also cover UNF occurrences, as well as community situations. Michele asked what she thinks she could bring to the table as Editor. Erika feels she could bring a different energy and a different perspective. She could do great things for us.

xv. Deliberation between Lantz Starratt and Erika Cunningham – Kristen explained that she reapplied to give them the option if there were no qualified candidates. Kristen would also like to stay on as the promotion director. Paula feels although Lantz has no media sales experience he seems more than qualified. Michelle G. feels that Erika has no real experience in either, that she needs to build some steppingstones first. John mentioned that she did come around on her own and introduced herself to all the leaders. Paula moved to offer the position to Lantz. Michele G. seconded. Vote taken by roll call. Motion passed by 6 of 6 votes.

xvi. Interview with Lindsay Montgomery – Lindsay is a journalism major with a minor in Spanish and French. Lindsay has held several positions with the Spinnaker. She is currently managing editor. She currently writes a sex column for the Spinnaker. She has seen this position as one that she wanted to head toward since she first started as a staff writer. Winning the Pacemaker award the first year she was here inspired her. David J and David L asked what changes she would make. Since the transition to convergence this year she would like to improve upon the solid foundation. Lindsay would improve on what they have already done. She would like to break down those last few boundaries and reach out to the journalism and English departments to bring in new writers to Spinnaker and bring an interest to the Spinnaker and to CSM. Lindsay says she gets along with the current staff and that a lot of them are willing to move up. Lindsay feels there is not as much pressure for the editor position since they are moving responsibilities. Lindsay would want to improve on deadlines across the platform and getting the paper in on time. Paula asked Lindsay about her schedule. She is confident that she can handle the work load. David J. asked her feeling on the Spinnaker being the watchdog on campus. Lindsay feels they have already started to improve by not only going to Senate meetings but to
individual committee meetings, as well. Feels it should extend university-wide. The goal is to keep the students aware of what’s going on.

xvii. Deliberation between Lindsay and Erika – Greg – Obviously, Lindsay is the best choice. She has been around the Spinnaker and knows the staff and has had a head-start on convergence ideas and making them better. Carlo made the motion to hire Lindsay as editor. Paula seconded. Vote taken by roll call. Passed 6 of 6. Board asked that we try and get Erika involved in CSM.

xviii. Interview with Josh Whitston – Josh is a current OTV employee. Josh feels if something is already good, one way to make it better is to make it more efficient. One of his goals is to give everybody a work ethic that will better them in life. Josh has been around OTV for a year and knows the work flow and wants to make it more than it is today. Josh would like to see more movies for the station. Get problems fixed with the new server. Help employee’s get hands-on with the convergence in the real world. OTV has given him the most experience since he has been in Jacksonville. His experience at First Coast News will help with the students at OTV and helping them to be ready when they graduate. His management experience is limited to filling in when Matt is not available. His schedule for summer will be: here in the morning and early afternoon, then will go to work. School is first as far as his GPA is concerned. He will spread out his remaining 6 classes and internship over the next couple of semesters. Paula asked how Josh would see working around that so that OTV is there when it needs to be. While he is at OTV he will be able to get people there, especially with the new capability to cut in live now. A lot of people are coming back and they will have the experience to handle that.


xx. John – Andrew Landis was given the opportunity to advise the board of any questions or feedback for Osprey Radio applicants. Andrew responded by informing them there were two candidates. Michael Radcliffe, current music director, and Lizzie Russo, who is a current DJ for Osprey Radio. Michael wants to continue on from May to August, with Lizzie taking over in the fall when he graduates. They are both agreed on this. Michael will be there to give her guidance on some of the things that DJs don’t see, like monitoring content and FCC guidelines as they move forward toward the LPFM license.

xxi. John – The other applicant did not have a complete packet. In reviewing the packet he realized the links they were supposed to provide referenced “n/a”. John contacted him and he directed him to his Facebook page and John could not pull them up. He also did not provide the required recommendations. John did let him know that he may qualify for the technical director position that will open soon. John let board know that Michael and Lizzie did apply separately. There should be enough funds to pay Lizzie for over the summer. They will interview together. David L. asked if any rules negated doing it this way. John said there is room for the board to consider it this way. Board will interview them together.

xxii. Interview with Michael and Lizzie. –Michael has been with Radio for two years. He has had experience as a tech director, as the music director (current) and some DJ’ing. Michael hopes to impart on Lizzie his experience gained at events they have held on campus and his visit to the CMJ conference in New York.
Lizzie started in the fall with Osprey Radio and fell in love with it. Michael has 9 credit hours left. Lizzie has 5 credit hours this summer plus 2 credit hours online. In the fall she will take 9 to 12 credits and has no other obligations for the summer. Michael fills in as acting manager when Andrew is not there, and this, along with the experiences gained from CMJ conference, are some of the skills he can bring Osprey Radio. Since Lizzie has been with Osprey Radio, she has been around enough to learn to help others record their shows, or record audio, or receive visitors when others aren’t around. She can deal with and work with people really well. Paula asked Lizzie if she would continue working at Library over the summer. During the summer she may continue to work there. Carlo asked Michael how his leadership qualities varied from Andrew’s and what would you do different with the station. Michael wouldn’t stray too far from how Andrew runs the station. He networked with other stations at the conference to find out how they operate. He has maintained relationships with some of those he met. Promoters he has worked with are other contacts that he has. He would continue to get students involved, getting information out to them like news and new music. John has kept all of the staff aware of where we are with applying for LPFM. If the window opens up, Michael will jump on it immediately and do what is necessary to get it done. Lizzie feels summer is enough time to learn what she needs to be station manager in the fall and effectively manage it. She has already observed and been asking questions. She has read our minutes to update herself on LPFM. Michael would like to get to a daily news update and not just the weekly news and music updates they have now. He would like to see music-related stories for features in the Spinnaker. Lizzie sees news is important and students listen a lot more than we realize.


xxiv. Paula left at 11:42.

V. Announcements
   a. Final CSM Advisory Board Meeting
      i. The board will meet next Wednesday, April 4, at 10:00 a.m. to review Policies and Procedure changes.
      ii. John – If Madeline has someone she wants to recommend then please have them attend. Term is year to year. David Luckin will continue on. Carlo would like to remain on even though he will be the Student Body President. Board can discuss this at the next meeting. Bylaw reads differently, that Student Body cannot do this. Lori Durham to email copy of the By-Laws to Carlo for review and he will propose something to the board at the next meeting.

VI. Adjournment – 11:45 a.m.