I. Call to Order – 10:01 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair    Adviser, Center for Student Media
Alin Cepoi    Student Government Representative
Christopher Brady    Student Government Representative
Ray Dennis    Student in Non-Communication Major
David Johnson    Professional Print Journalism Representative
Dave Luckin    Radio Professional Broadcasting Representative
Karen Feagins    TV Professional Broadcasting Representative

Members Absent
Dr. Paula Horvath    Faculty Representative

Others Present
Jacob Harn    Editor-in-Chief, Spinnaker
Connor Spielmaker    Station Manager, Spinnaker Television
Mason McGough    Station Manager, Spinnaker Radio
Veronica Perez    Spinnaker Business Manager
Jason Kellum    Digital Editor, Spinnaker
Lori Durham, Secretary    Office Manager, Spinnaker Media
Carlo Fassi    Student Body President

I. Welcome – John welcomed those present. John advised that Paula would not be present. With the board’s permission, they moved to new business first to allow time to interview the Editor-in-Chief Candidate, Katie Tison. Alin C. and Chris B. would need to leave early, as well.

II. New Business
   a. Interview Editor-in-Chief Candidate
      i. Katie Tison – Candidate was asked to step outside while board and leaders discussed questions to ask. Only the voting members can ask questions of the candidate.
      ii. Jacob Harn, present Editor-in-Chief said that finding Katie last semester was like finding a lump of gold. She is well versed in AP style. She was originally hired as the news copy editor. When copy went to all platforms, she became the chief content editor. Jacob feels good about handing the reins to her.
Mason- Katie is very on top of things. Jason feels this is a good opportunity you move on with convergence.

iii. John spoke on Connor’s behalf regarding his concerns with the last three issues of the magazine not being delivered to the printer on time. He is concerned that we are telling the readership it will be delivered on Wednesday and it isn’t actually delivered until Thursday. We expected this to be a challenge since it is a new process. Connor is just looking at the public side and delivering to readership.

iv. Katie was brought back in at 10:12 a.m. David asked her to speak about herself and why she wanted this position. She is a senior and has been with Spinnaker since last fall. She feels she has enough organizational skills to run it. Katie explained how she implemented new procedures over the summer for the copy editors and stories online by looking at the process before and figured out the best way to make it better. She hired four content editors and trained them.

v. David J. addressed the deadline troubles. Katie would like to set progressive deadlines to start; giving grace where needed, but also be hard when needed.

vi. Katie isn’t as strong in the design and layout areas but she would work with the art director and team to learn more about the tools needed. (Connor arrived at 10:20 a.m.)

vii. John addressed as point of information her schedule for spring and planning. Katie will take 4 classes in the spring and is involved in a campus ministry. Katie would be willing to step back at the ministry if needed to do this job. Some discussion as to how to deal with if there was a conflict of interest and policies and procedures. Some board members feel student shouldn’t have to give up organization completely. They should be able to recuse themselves. (Katie left at 10:24) (Carlo F. arrived at 10:25)

viii. Discussion continued regarding whether or not Editor-in-chief should step down from other organizations if there’s a conflict and who would make the content decisions. The board agreed to take it on a case-by-case basis, should such a conflict arise. If the leaders ever have a concern about a fellow leader not handling a conflict well, they can bring it to the board.

ix. Karen – Katie seems prepared and would put job first. Karen made the motion to hire Katie Tison as Editor-in-Chief. Alin C. seconded the motion. Voice vote was taken. Five yes. Vote passed.

III. Old Business

a. Vote on October 2nd and October 14, 2013 meeting minutes
   i. Alin C. motioned to approve the minutes. Seconded by Ray. D. Vote was taken by show of hands for those present; all in favor, motion passed.

b. Agreement with Comcast on Channel 26
   i. Contract with Channel 26 not moving forward at this time, university staff are concentrating on the LPFM and other concerns

c. Spinnaker Radio LPFM License Window
   i. The last we heard from UNF General Counsel’s Rick Buck was that they currently have two issues. The engineering side has two issues they are working on and the legal side has one or two issues regarding possible conflict of interest with WJCT and one of our UNF board members and the vice president. Window for application will close tomorrow at 6 p.m. Rick is confident they will apply in
time. If deadline is missed, an application appeal won’t happen and most likely another such window never will.

d. UNF Statement of Institutional Relationship with Spinnaker
   i. John – Vice President Tom Serwatka came back and said he wanted to insert a clause in the institutional statement that explained Spinnaker Media responsibilities to uphold ethics and follow university policies. When John got the copy back to sign, he saw the language and immediately got back with Tom and Dr. Gonzalez and asked if we could approach this one of two ways. John recommended we use responsibilities language that comes straight from our bylaws or the original language that the this board voted on, which says the students are still subject to student conduct. The student handbook and conduct codes says you have to behave ethically. John spoke to them about this three weeks ago. He made it clear to everyone that this will affect immediate concerns that include policy changes and bylaws/hiring leaders for the spring.

IV. New Business
   a. Semester Evaluation Reviews
      i. Questions or concerns? Karen addressed TV reviews and communication concerns. Majority of the staff is coming from the newer staff from UNF Now. Connor gave out his own evaluations and found that these people aren’t used to his way of critiquing. He had also been traveling and hadn’t been here to do the critiques. He agrees he needs to work on more feedback to the staff. John as well stated that he himself hasn’t given a lot of critiques, either, to the new TV staff. Karen also gave glowing reviews to business.
      ii. The one leader who wants to continue is Connor. This is time where we can discuss or give feedback to let him continue through to next semester. We can’t vote to reconfirm him since there isn’t quorum at this time. Discussion as to whether to open up the position. Jason voiced his concerns that as a student we should open the position for other students to apply. By not allowing them to apply takes away from what we are trying to achieve as far as leadership opportunities for multiple students.
         Carlo agrees since especially they are student positions and that opportunity should be available to others. Board agreed its OK to post the positions with the understanding that there could possibly be quite a few finalists to interview.

   b. Editor complaint – re: Leader
      i. An editor was concerned that his interim replacement had information disclosed to him that shouldn’t have been. This in turn made his job difficult when he returned. The leader, who disclosed the information to the interim editor, felt it was appropriate to give the information to him. The interim editor came to the leader to ask if the position was permanent. The leader explained the editor’s status, and that if the position ever opened up the interim editor could apply like anyone else. John had talked to everyone involved and they agreed that the editor was open about his situation, so that disclosure to the interim editor was not an issue. Second concern from the editor was that the leader also shared that the editor had concerns about the interim running for editor in the future. Board determined that this was a mistake but not done with bad intent and was a learning experience for the leader.

   c. Media Outlet Reports
i. Veronica – Office is changing. Veronica is stepping down while she has her spring internship. Promotions Director will be taking on a new job and the Fundraising Coordinator will be studying abroad. They are looking for interns to shadow Brittney and Courtney. Also will be interviewing a sales candidate. Trying to solve problem with the sales team by restaffing. The fundraising coordinator is reaching out to alumni to see if they would be interested in forming an alumni association. We could raise funds this way, too. We are still looking to initiate that initial $5k for a foundation. We have chosen not to solicit gifts from others already donating to UNF. Emphasizing promotions to try and get more magazines distributed to give more of a buzz out there.

John – Sales issue is an ongoing problem. He talked to others at the conference and about 85 percent of revenue at large operations such as Kentucky is off their print product. Some have started hiring professional staff to handle their sales. He would recommend that we avoid that direction. Larger student media have even cut to volunteers instead of paid staff.

ii. Connor – The new morning show has really taken off this semester. There are about 20 students involved. Dena, the Director for the Early Bird, will be stepping down. The Early Bird is simulcast live on Spinnaker Radio. They have been given the green light to do a “Cops” style show. Connor attended the CBI National College Media conference in Texas. He wasn’t as impressed with it as the ACP conference and told John that we need to go with the ACP conference. He will take this up with the CBI board now that he is the student representative. Connor expressed his concerns with the university and trying to get new computers due through SG currency replacements. Connor isn’t asking for the board to take action but would accept any feedback they may have. TV was supposed to run the Wellness Channel for $12K and the digital signage committee at UNF stepped in after their agreement with the Wellness Center and decided that this is digital signage, and that they should get to review what’s happening and establish policies. The server that Spinnaker TV paid for is sitting in their office, unused. The budget was determined before this came up. TV can create content with them and commercials but they can’t air it yet. This has delayed a student job. One option is to buy the infrastructure and an encoder and for Spinnaker TV to have its own channels.

iii. Jason – The new design theme is live for the news website.

iv. Mason – They have come up without seven new promos. Trying to spend his last time here to re-evaluate their mission as an institution and the type of culture that they are trying to foster. Mason is trying to re-evaluate the mission statement, too. Radio is on the Enzo network server now, so they can get their music stories to Jocelyn. For the spring concert they are considering Dan Deacon. They are looking at late January/early February.

v. John – Back to Connor purchasing an encoder. This could be another source of revenue. Connor – Trying to provide quality programming but we have to make money to do this. It was suggested that Connor write down his concerns and take them to Dr. Gonzalez and present them.

vi. Jacob – Jacob is stepping down but will help with the transition for new Editor-in-Chief. Magazine has been late. He was having trouble coming up with balance of news and features. When deadline came up he felt like it wasn’t where he wanted it to be.
V. Announcements
    i. Veronica- will not be here in December, but if any of her staff runs for her position, she will make sure to give the board feedback before she goes.
    ii. Jacob thanked board for having confidence in him to do the job.
    iii. Connor – Please watch the Early Bird.

VI. Adjournment 12:07 p.m.