I. Call to Order – 10:14 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair  Adviser, Center for Student Media
Zack Varshovi  Student Government Representative
Carlo Fassi  Student Government Representative
__________________________  Student in non-Communication Major
Jordan Dry  Student in Communication Major
David Johnson  Professional Print Journalism Representative
Dave Luckin  Radio Professional Broadcasting Representative
Dr. Paula Horvath-Neimeyer  Faculty Representative (By conference call)
Karen Feagins  TV Professional Broadcasting Representative

Members Absent
None

Others Present
Lindsay Montgomery  Editor-in-Chief, Spinnaker
Josh Whitston  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

I. Welcome – John welcomed the Board members. The main element of today’s meeting is looking over the leader evaluation forms provided to the board, because the Board needs to decide about those departments with leaders that want to return in the spring. John asked the board to make note that next month’s meeting, Dec. 5th, will be the last one for the semester, so if there are any conflicts please let us know.

II. Old Business
   a. Vote on October 3, 2012, meeting minutes
      i. No modifications were suggested. David Johnson moved to approve. Zak seconded. Vote taken by show of hands. All in favor. Minutes were approved by unanimous vote.
   b. CSM Advisor position reclassification
      i. This position is now a Director position. John thanked the Board for their support and the support on all levels.
   c. Spinnaker newspaper boxes with Coke logo
i. Spinnaker has been informed that Auxiliary Services cannot match the color on the boxes. Lantz has talked with Campus Life and some off-campus advertisers, but has had no responses. The University’s concern is that this is handled in a timely fashion. Based on contract with Coke, UNF will deal with any repercussions with Coke. OTV and Digital both would be willing to buy bumper stickers.

d. Agreement with FSCJ on channel 26
   i. John Timpe said that FSCJ’s attorney should have signatures on the deal by the end of the week. John will email him back to follow up. It will be OTV’s responsibility, once the contract is signed, to come up with enough content to fill a half hour to an hour of educational content five days a week. Josh has approved equipment to do live streaming and edit while on-scene. Content can be games, lectures, etc. OTV will need to check the UNF Calendar on a daily basis, contact the University contact to see what the rights are and getting those rights in an email saying that OTV can use this content. We would have to have enough videographers and editors to do this. OTV is working on their A&S budget for next year. Copies will be mailed to the Board for all departments as they are completed to review. Carlo spoke as to the budget and records and what might be available in the budget. John’s advice to Osprey TV and Osprey Radio is to go ahead and ask for a couple of things that they really need, but be prepared for the fact that the budget is what it is.

III. New Business
   a. Media Outlet Reports
      i. CSM Business, Lantz Starratt – CSM Business has been making or going over in their weekly goals. Business has implemented the credit card payment online and they are continuing to get ads prepaid. Best Bet Poker has bought a banner ad for Digital and will probably renew for the spring. They hope to buy all three positions for Digital. Lantz is to meet next week to talk about the new contract. Digital expressed concern over number of digital ads. Lantz said customers concerned with newness of Digital. Customers ask for numbers for the unique number of visitors and things stop there. Per Jason, they have 300 – 500 hits per day. Per John this is about half of Spinnaker newspaper readers in a week.
      ii. Osprey TV, Josh Whitston – Josh advised the Board that they are growing as a news show. They are starting to see progress with video, scripts. They are going to start timing out shows to prepare for Channel 26. Josh hopes to get his employees prepared for next semester. Josh has reached out to A-Sun to see if they have the rights to ESPN3 streamed and whether they can show it. Waiting to hear back. They will be asking SG for special request for two cameras and switcher so they can fulfill needs for live feeds and recordings like graduation and games. OTV and their engineer have set it up at the arena where they are able to take the A-Sun signal before it goes out on the web and bring it directly to Osprey TV to campus cable. It won’t be a stream. It will be straight from their camera to our studio live on campus.
      iii. Spinnaker, Lindsay Montgomery – Lindsay and some staff just got back from their conference in Chicago. They did not get the Pacemaker award but were a finalist. Submitted for Best of Show and placed 5th over last year’s 10th place. The group that went bonded. They learned a lot and are ready to move forward
with what they learned. They will share what they learned at the conference with the rest of the staff. The entire production staff is returning in the spring.

iv. Osprey Radio, Lizzie Russo – Lizzie also attended a conference in New York, the CMJ Conference. She attended a lot of streaming and online sessions. It was a great experience. She is excited about improving on their content. She intends to hold monthly meetings with the DJs. The news show is up and running. The second one aired today at 10:00 a.m. The audio director is graduating in December and Osprey Radio will be looking to replace him. Osprey Radio’s fall concert had about 150 attend. Learned a lot with that. Will work on the venue in the future. They are continuing to develop a lot of music and concert reviews. They are doing their video series, “The Couch.” It is going really well. They are trying to work on their website. It may end up looking a little different from Spinnaker to try and identify their different product.

v. Spinnaker Digital, Jason Kellum – They have reintroduced Twitter feedback onto the website. They introduced #iamunf. They have added classifieds to the website. This is free to the students. Digital has one designer and one programmer graduating in December. They will need to hire a database and a regular programmer. They are looking for interesting things to happen since they went to the conference. They hope to archive to 1974 over the winter break. They will be working on a new media kit for CSM Business Office. Osprey Radio is looking to redo layout on their website. They will also be working to improve the website for the February 15th submission deadline for the online Pacemaker award. John was an ACP online judge before and he says they are doing a good job.

b. Auxiliary Budget Ideas
i. Lantz – Lizzie and Josh concerned with the way things are set up now. Spinnaker dominates the auxiliary funds now but things may look different in future, plus they all collaborate. Leaders met to discuss converting all auxiliary funds into one. Lindsay said they all agreed that this is a good idea. She thinks it is important for all of them. Some concern for the future but all would have to agree on expenditures. Now expenses are converged for things like cameras. Now it goes to all the leaders to approve of their share of costs. Lori has to code four separate indexes for one purchase. Pros are the efficiency and insulation against any one department having a far better year than the other. The cons are if there is one big fat auxiliary sitting out there, then the University may take note of that. John talked to the leaders and he also talked to Student Affairs. They suggested a pioneer effort with another auxiliary where everyone puts into the pot for buying camera equipment etc. Different options out there. John suggested leaders talk more about it. Board felt we needed to continue on in the next meeting. John asked to jump to item F. Non-communication student opening.

c. Item F, Non-Communication Student Board Candidate
i. John has an interested party from the College of Business. He will ask her to come to the next meeting. Her name is Melanie Golarz.

d. CSM Content Liability – Will table until next meeting. Brief description. When leaders met in March with media law attorney George Gable, he suggested if the Center for Student Media news departments are independent news departments they should carry
their own liability insurance in case they get sued for content issue, etc. John would like to discuss this more in December and hope to bring some costs to the table.

e. Leadership Selections for Spring Semester

i. Lizzie, Lindsay, Jason, and Lantz want to continue in the spring. Does the Board have any recommendations or concerns? Paula made the motion to move all of them forward. Karen seconded the motion. Vote taken by roll call. All in favor, motion passed by unanimous vote.

IV. Adjournment – 11:12 a.m.