Center for Student Media Advisory Board
Meeting Agenda
Wednesday, October 2, 2013
10 a.m.
UNF Student Union, Building 58 West, Room 3806

I. Call to Order – 10:12 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 Communication Major
David Johnson  Professional Print Journalism Representative
Dave Luckin  Radio Professional Broadcasting Representative

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

Others Present
Connor Spielmaker  Editor-in-Chief, Spinnaker
Mason McGough  Station Manager, Spinnaker Television
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 and Karen would not be present. With the board’s permission, they moved to new business first to allow time for Chris Brady to arrive.

II. New Business
   a. Time line for Selection of Magazine Editors
      i. John – Jacob brought it to John’s attention that with the monthly edition of the magazine and the schedule overlap for production, we would need to select the next Editor-in-Chief during the November meeting to allow time for training.
      ii. Some problems in past with exiting leader not preparing incoming as much as they should have. Some members suggested making it apart of the job description for future leaders.
iii. Need to have position posted publicly for two weeks, so by the middle of October. This will allow time for review of applicants, choosing finalists so that the board can review prior to the November 6th meeting.

b. Media Outlet Reports

i. Veronica – Last year they finished in the black. This year they are training sales staff to make sure they will stay before they are hired. Doing this by having them volunteer first. Then will hire. As of September revenue for print is at $14k where last year it was at $9k. Digital as of September last year had revenue of $1925. This year they have revenue of $7600. Fundraising coordinator is trying to finish packet for John to read and review.

ii. Connor – Spinnaker TV did their fist news show for the semester yesterday, October 1st. They did some rebranding because of new staff. UNF Now came back to them in the spring wanting to separate with the communications department. As a result a new morning show was created called the “Early Bird”, which will go live next week at 9:00 a.m. and will air four days a week. The news show will be live on Tuesdays and Thursdays at 5:00 p.m., posted on YouTube later, and will air again at 10:00 and 11:00 a.m. TV is working to increase revenue by doing entertainment and production. Fund balance was used to purchase additional equipment to make this work.

iii. John for Jacob. First magazine was created and sent to production line right up to deadline time, so some were delivered on Wednesday and bulk came Thursday morning. This cycle, they got started earlier, but still pushed to the edge. So, the bulk or all will be delivered tomorrow morning. Goal is for November/December issue to have it to publisher in plenty of time for proper delivery. Still working out the bugs. Learning curve will be there. Normal for this time of year, but with major change like switching to magazine it could be even more so. Distribution count for magazine will be more accurate this time around.

iv. Mason – Radio has been working to restore and solidify procedures for the DJs. They have come up with a handbook or guidebook for them to reference. They have also been testing them. Not a pass or fail, but guide for discussion. Trying to designate what determines DJs from special DJ’s and came up with guide on Adobe Audition for the special DJs. Mobile DJs can earn up to $15 per hour of $75. Fee charged.

v. Jason – Digital will launch their new site, with a new theme next week. The homepage will have a call out for Radio player and callout for TV player. Not just news but sub categories. They did away with the multimedia tab. The about page is a little more detailed. They now have a whole content team that does the posting instead of the editors. Digital has moved their office into the main Spinnaker office. Still working on getting the archives digitalized. They are currently just inventory what they have. Library has taken care of the Halyards and getting them OCR readable. They will let us upload them on our site. Ultimate goal is to have everything OCR readable. Digital is still trying to work with ITS to get Sharestream. Waiting on the plugin from the vendor. This will be Jason’s last semester here. He is focused on seeing who will be the best person to come in and take over for him. They hope to have the new theme as Best in Show at the ACP conference.
III. Old Business

a. Vote on September 4, 2013 meeting minutes
   i. David J. 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 FSCJ on Channel 26
   i. Comcast sent a representative to meet with General Counsel, the head of the Department of Communications and John Timpe to discuss what they are going to do with the educational channel on Comcast. They are interested in UNF taking over to become a UNF channel. Went into some particular issues and what it would take to make that happen. The VP's and President, along with General Counsel are talking to see if this could be done. This is proprietary business at this point. Requirements are easier than with FSCJ. There may not be any kind of payment but there would be certain expectations.

c. Osprey Radio LPFM license window
   i. We are down to a two week window. Steve Lyons has been given all exhibits to put the application together. John will call or email to make sure all is done. Steve is working with attorney filling out the application and the engineer doing the frequency search.

d. UNF Statement of Institutional Relationship with Spinnaker
   i. Discussion regarding whom should sign on behalf of the University
      1. After talking to the board last time, this went to Student Affairs. They had some concerns and questions. Primary concern is that there is content and there are policies. They were clear that the University doesn’t want to interfere with content. We wanted them to know that there are no problems right now. We are being proactive because of the LPFM process and because we needed the appeals process. So we were asked to change the language and keep it simple. An update was made to reflect today’s reality. Everybody agrees we aren’t interfering with content or policies that are related to content. Nobody with the University or the board wants to dictate to them the content or the policies that guide their content. John showed the new refreshed version that was emailed to the board. John read the changes. To follow should be By-law changes to reflect the appeals process and with a distinction between content related policies and student conduct related policies.
      2. If the board approves of this statement and with bylaw changes voted on last time, a new copy will be mailed to Dr. Gonzalez for his signature and then to the President.
      3. Board felt that a vote should be had on new changes. Voice vote was taken. David J. motioned to approve new Institutional Statement. Chris seconded motion. Five yes. Motion passed.

e. Spinnaker Media Bylaw Changes
   i. Move to Item E – quorum
      1. John wanted to confirm based on minutes voted on, that quorum that there is a minimum of six based on all active positions being filled.
      2. Related to this there may be consequences that we didn’t discuss on bylaw. With the positions that are created and if we follow public
meeting law, as a member who votes, but only votes in case of a tie. If the students have a representative, and Carlo and/or Chris serves on the board, John can’t discuss during the month any business that may come before the board.

3. A solution to John being able to talk to leader representative or SG representative is to have board chaired by the adviser/director but the chair doesn’t vote. This would take care of public meeting law. Discussion between board members on these issues. May be a good thing for the chair to become a non-voting member.

ii. Issue with Student Government Representatives and conflict of interest with funding for Spinnaker Media
   1. Past concern with SG representative having an arms-length relationship and voting where funding is concerned. There could be a conflict of interest.
   2. Chris pointed out that if Carl and Chris represent themselves in their positions there would not be a conflict of interest, because they don’t vote for funding issues they oversee.
   3. Board is comfortable as voted on in last meeting where they can serve or appoint a representative.

iii. Student Leader Representative
   1. Jason concern is that you are putting one leader above the others and to the rest of the organization. Whoever it is they have to represent the all of the leaders.
   2. Discussion on complications that can arise such as what happens when leader positions are being filled, quorum etc.
   3. If the leader rep votes in a way that you disagree on, then you can bring it up in the next meeting and express to choose a new leader.
   4. The board decided to keep it as voted on last time, they will come up with a plan to choose among themselves.

iv. Review of discussion regarding Adviser and changes to bylaws
   1. This was not posted as required if we chose to make this bylaw change. We have to give 48 hour notice for public meeting notice. Board confirmed they feel this is a bylaw change. We can properly notice the meeting and those on campus will meet briefly and off campus members can phone in to vote or we can postpone until November meeting.
   2. Connor brought it up that TV’s policies and procedures need to be approved now and can’t wait until November. John will try to get a brief meeting together on campus next week to vote on the bylaw changes.
   3. Item F., Fundraising and the University Donor database, will be tabled until November meeting.

IV. Adjournment – 11:50 a.m.