I. Call to Order – 10:12 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Center for Student Media
Dan Sacks Student Government Representative
Carlo Fassi Student Government Representative
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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
Jordan Dry Student in Communication Major

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 introduced the board to Carlo’s Chief of Staff, Dan Sacks.

II. Old Business

a. Vote on September 5, 2012 meeting minutes
   i. No modifications were suggested. Carlo moved to approve. Paula seconded. Vote taken by show of hands. All in favor. Minutes were approved by unanimous vote.

b. Agreement with FSCJ on Channel 26
   i. Osprey TV has been working for 2 years to begin broadcasting some content on Channel 26. FSCJ agreed to allow them in. The last revision was sent to them by us for review. They hope to have this wrapped up soon. Josh will decide on the content to air.

c. Osprey Radio’s LPFM License
   i. Osprey Radio is waiting on the FCC to release the rules for anyone wanting to apply. It may be this winter. Once these are released we will know whether or
not we should go with the LPFM station or whether we should purchase a translator and get an HD side channel. Engineer hired has indicated that it may be likely that the translator might be possible.

III. New Business
   a. Media Outlet Reports
      i. CSM Business, Lantz Starratt – Business has hired a new Promotions Director, Terry Brown. He will get us up to date with the OAR concert, list of contacts to help promote CSM. His first campaign will be the concert this weekend. The Business Office has received tickets to OAR from Live Nation to use as a free giveaway. Market days will hold a spot for us. Terry is to recruit marketing interns and volunteers to assist. Business has hired new sales staff to bring total to six. Updates have been sent to past due clients. Online payment website should be up this week for credit card payments. We may be moving the Spinnaker Box at Wild Wings to How Do You Roll Sushi, who has expressed interest in having one. Refuel wants to open the door for digital as an on campus advertising source of revenue.
      ii. Osprey TV, Josh Whitston – With the new promotions director, OTV plans to hit him up for advertising promotions. Received comments back that the students like the selection of movies. The news show is currently running at 12 minutes. They are still working to get back to where they were at the end of last spring. With the PSAs and sponsorships running, it brings it to about 30 minutes.
      iii. Spinnaker, Lindsay Montgomery – Spinnaker is just about ready for the National College Media Conference. Eight students will be attending. Content of the Spinnaker has been good. They have been printing more 16-page papers. It is less expensive to print at this level. Everyone is getting to know their positions and doing well. John expressed that Lindsay has done a good job increasing her staff from 1 to 4 in copy and 1 to 4 in layout.
      iv. Osprey Radio, Lizzie Russo – Osprey Radio’s big concert is this Sunday. They hope to have a good crowd. They have a lot of volunteers signed up to help. Osprey Radio has hired a new audio director, Nick Galluch, who will be putting together a news show to be done by the end of the month. Lizzie will be attending the CMJ Music Festival in New York on October 15th.
      v. John Timpe - John relayed to the Board that he has just received a press release that Osprey Radio is one of the top five finalists in the country for the second year in a row for best student-run streaming-only station. Also, moving back to the travel for the National College Media Conference. John recognized Lori for her diligence on air fare. One student would not have been able to go, so she went as an individual student for journalism to SG for special request funding, which was approved, and Spinnaker matched the cost. Paula asked if this was the conference where the Pacemaker award will be announced. John responded yes and Best of Show, as well.
      vi. Spinnaker Digital, Jason Kellum – Digital has hired a content editor, Catherine Byerly, who will be working to improve the tagging system, linking our stories together. She is also improving our social media updates by posting updates at 11:00, 3:00 and 8:00. Digital has added a feature where you can add comments to all pages of news stories by logging into the Facebook account or Yahoo account. First night had a good response. Lantz is looking to put video ads on
the web with Refuel. Other new items on the website they are working on are Inside the Huddle, Photo of the Week, the O! Snap photo, and question of the week. They are working to make it IE8 compatible to look same on each browser. They are trying to make sure they are ready for the October 31st deadline so they can submit their website for onsite web competition at the ACP. John advised that their audience engagement is growing. They are trying to keep content up and treating stories with care before they’re released. Digital is not just trying to catch up as far as being such a good media website; they are surpassing what most college media outlets are doing. Most editors when posting a story will use a score of 1 to 5. So more often than not the editors would post their own team’s stories as all 5s. This doesn’t always serve the audience. Pat Moore, the summer digital editor, wanted to avoid this problem. So he dreamed about a formula where the audience determines what is most popular, too. With help of Aleksey Charapko, they came up with an algorithm that no one else is using. The editor will post the story by score, and overtime the audience will override the score by the number of clicks on the story. Convergence and the board made this happen. College Media Matters.com is a site that we hope will bring attention to this.

b. Osprey TV managing channels for other entities on campus
   i. John Timpe – With four local channels on campus (one is OTV and one is Osprey Radio) one is being held and the other is open. Through IT, the Wellness Center wants to sell advertising and do programs on a 24/7 channel. They need someone to run it for them. So they have come to OTV. Quotes were given, and this would become a revenue source for OTV.

c. CSM Advisor position reclassification
   i. SG and Student Affairs are trying to reclassify the media adviser’s position from Assistant Director to Director. The department has grown in staff and in branches in the last two years, and with that, so has the work load and responsibilities. Part of this is in the President’s office and the salary to go with this new description will go to Senate for approval.

d. Spinnaker newspaper boxes with Coke logo
   i. Coke was the vendor for a long time here at UNF. With recent bids, Pepsi was chosen. While with Coke, UNF made promotional deals. Coke bought 13 boxes, then 8 boxes with the Coke logo on the front for Spinnaker. Pepsi came in and saw this and didn’t like it. According to Auxiliary Services, Pepsi doesn’t want to spend any money on replacing or correcting the logo. Suggestions were made that we could put UNF bumper stickers on it or we could try to match the paint and paint over the Coke logo since it is baked on. Osprey Productions had expressed some interest in putting signs on the front that they could put their promotion advertisements in. Several board members feel like we need to know what the contract with Coke says. Lantz will follow up with OP to see if they are still interested.

IV. Adjournment – 10:58 a.m.