I. Call to Order – 10:05 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
Dr. Paula Horvath-Neimeyer Faculty Representative (By conference call)
_______________ TV Professional Broadcasting Representative

Members Absent
Dave Luckin Radio Professional Broadcasting Representative

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
Joe Basco Digital Editor, Spinnaker

Candidates
Jason Kellum Digital Editor Candidate
Rohan Rao Digital Editor Candidate
Karen Feagins TV Professional Broadcasting Candidate

I. Welcome – John introduced the digital candidates to the board along with WJCT’s Karen Feagins, the broadcast professional candidate for that open spot. Zach Varshovi was introduced as the new SG representative appointed by SG President Carlo Fassi. David Johnson made the motion to move to new business in lieu of old business, seconded by Carlo.

II. New Business
   a. Media Outlet Reports
      i. CSM Business, Lantz Starratt – Business office still looking for promotions director. They have been interviewing and hope to hire someone by next week. July ad sales were at $894 and August was at $5564. They look to broaden sales
in other departments. John Timpe – Goal for each issue is $3700 for newspaper revenue for $112,000 for the year. They are in process of switching to pre-payments. Had several accounts sent to collection due to non-payment. This resulted in first time for Spinnaker spending more than they made through advertisements. (Paula Neimeyer joined meeting via phone conference at 10:10.)

ii. Osprey TV, Josh Whitston – Thanks to Student Government’s generosity OTV is able to show 8 movies per month in HD. News show had stepped down from how long it was, but they are fine tuning it to get it back where they were. OTV is working with the Wellness Center to help them get their own channel. OTV would hold the server in OTV. They will charge about $200 to schedule and maintain the server for Wellness Center. John Timpe – OTV is trying to use auxiliary funds to buy equipment to simulcast and record live.

iii. Spinnaker, Lindsay Montgomery – Summer was slow with only two issues. Spinnaker is excited to have a full staff with copy, photo and a layout team. They are training them. Business office was able to get their year to year advertisers again. John Timpe – Grateful to leaders for full participation in convergence process. Spinnaker found out Friday they are again a finalist for the Pacemaker award for last year’s work. Second time in its history. CSM can take pride in this. Because of convergence other departments had bylines in the paper last year that contributed to this.

iv. Osprey Radio, Lizzie Russo – Osprey Radio has hired two new staff members, a technical director and an assistant technical director. They are still looking for an audio director. October they have their free concert with Here We Go Magic as the headliner with a few supporting bands. Osprey Radio has rearranged their DJ Booth (live room) to make it formatted to more of a news style. They have started a web series on YouTube of bands they have interviewed. The WJCT programs are still going well.

v. Carlo Fassi asked how many finalists. John Timpe – There are 25 finalists. Winner will be announced on November 3rd at the National College Media Conference. Spinnaker will have some of their staff there.

vi. Joe Basco asked if we have had any progress on finding an audio director. Not as of yet. Paula will post positions on Comm Department’s newsletter.

vii. Spinnaker Digital, Joe Basco – Over the summer the digital office reconstructed the website and re-launched the website in July. Joe expressed how proud of his staff he was for doing this in such a short time with just two programmers, one lead designer and a manager. With convergence they can release news on a daily basis, they have exclusive videos, and they can show full interviews, OTV shows, and Spinnaker PDF files as well. Truly representative of the entire CSM. Joe will be leaving today, and they are currently looking for digital editor and a content editor. John Timpe was incredibly impressed with progress made in such a short time and the enthusiasm that went into it. Website is unfspinnaker.com

b. Interview Professional Broadcast Position

i. John Timpe – Board will go ahead and interview the applicant for the professional broadcast representative to replace Michelle Moore. Karen Feagins introduced herself to the board with brief summary of her qualifications. She
works for WJCT as director of programming and production. Her background is in television news and broadcast journalism.

ii. David Johnson asked what she knows of the Center for Student Media, what she would like to see them do. She visited over the summer, most impressed with the convergence efforts. They may be ahead of some of the others in the area. Paula knows Karen and would like the board to know that Karen couldn’t be a better fit for the board. Karen is a strong supporter of the University. David Johnson made the motion to accept Karen Feagins as a professional broadcast representative. Jordan Dry seconded the motion. Voice vote taken. Five votes for yes. Motion passed.

iii. John Timpe asked board to note that David Johnson has moved to Folio Weekly and offered congratulations. Previous meeting minutes were emailed to the board to review and reply by email. Still need votes from Carlo and Zak. They were ok to vote on those minutes. They voted yes to approve. These votes met quorum and the March 28; April 4, and April 18, minutes were approved.

c. Interview Digital Editor Candidates

i. Leader applicants were asked to step outside until their time to interview. Only the voting board members will be asking the questions. Comments asked of non-voting members. Joe Basco expressed concerns with both applicants and their experience with news making. Leaders also are involved with hands-on and should have basic knowledge of the areas they are leading in.

ii. Jason Kellum, Digital Editor Applicant – David Johnson asked if given the chance what would he do? Jason wouldn’t change too much. System works well; just need to make sure that it keeps happening. He would make sure that Digital and Spinnaker have the same information. Digital has done a good job of combining all the different media together on the desktop and mobile. David asked where is the Spinnaker with the mobile app? Jason advised that they built a responsive website, the website layout changes based on the device you’re viewing it in. David Johnson asked how Jason would handle the conflict of OTV and Spinnaker if both thought their stories were better. Jason advised that they assign different scores based on how important the story is, if a conflict we would get together and decide what is more important and what is more opinion-based. Jason would stay on as lead designer if he is not elected digital editor.

iii. Rohan Rao, Digital Editor Applicant – David Johnson asked applicant why he wants the position and what could he accomplish as digital editor. Rohan has 3 ½ years’ work experience from India to include content design, and presenting it to the consumers, including social media. He would analyze the hits and comments posted from the past and current and would project a graph as to what we would need. Jordan asked Rohan if he had any news media experience to which he replied he worked for magazines prior to 2009 for selling content to print media. Carlo wanted to know if he was familiar with the structure of the Center for the Student Media. Feels structure is pretty integrated based on what he saw on the website. Rohan will be at UNF at least two years. If he wasn’t hired he would love to stay on with digital. As an international student he can officially only give 20 hours.

iv. Open discussion between board members on applicants. Joe Basco sees how Rohan is very familiar with social media and analytics, at the same time this is his first semester here at UNF and not familiar with CSM. Jason has been here
all summer and watched Joe closely. He is familiar with the structure and content workflow but at the same time he is a graphic designer. Jason is not a journalism major. Joe feels he can pick up and learn content-related issues and will have the content editor to assist him. Agreed Rohan could be an asset to the media outlets but not as a leader at this time where Jason has the experience. Motion was made to hire Jason Kellum as the Digital Editor. Zak seconded the motion. Vote taken by roll call. Five in favor. Motion passed.

III. Adjournment – 10:59 a.m.