Spinnaker Media Advisory Board
Meeting Agenda
Wednesday, Jan. 8, 2014
10 a.m.
UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 10:03 a.m.

II. Attendance – Lori Durham

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

Members Absent

Others Present
Katie Tison Editor-in-Chief, Spinnaker
Connor Spielmaker Station Manager, Spinnaker Television
Scott Young Station Manager, Spinnaker Radio
Lee Watters Digital Editor, Spinnaker
Lori Durham, Secretary Office Manager, Spinnaker Media
James Jimenez Candidate, Spinnaker Business Manager

I. Welcome – John welcomed those present.
   a. John – Agenda is small. Business manager candidate was given notice late in the process, so if for some reason he doesn’t know a lot about Spinnaker, it is ok. Previous applicant did reapply, but he wasn’t available for the hours that we need him for. Veronica was out with surgery, and Brittney who is leaving for an internship has been trying to cover fundraising, promotions, and ad sales paperwork as she can. David J. asked about James and what we know about him. Military reference was solid. John’s reference was actually an acquaintance. He spoke very highly of him. All references checked out well. Chris B. has known him to for about a year and a half. They have had about five classes together. He is easy to work with, very easy going; the downside would be that he is extremely overconfident in himself. Gets excited about ideas sometimes. Personality well fit for a position like this.
   b. We have tried to reach out to the advertising sales class here at UNF that is only offered once a year. We tend to get about 12-14 applicants for sales per semester. We have about 2 that may actually apply, follow through, and stay. We have found that those students are outgoing, personable, not afraid on hearing no. Other schools have the same problem.
c. Spinnaker Media is having a mandatory general meeting tonight, to make our identity clear and to celebrate awards from past years.

II. Old Business
a. Lori D. updated status of institutional agreement. It is back in the hands of Tom Serwatka from Dr. G. on Monday. Dr. G. relayed what student leaders were thinking. --John- The original was very sparse. So we updated to cover not just newspaper but covered all the content they generate. The revision that you and students voted on says now that the student responsibility would be as individual students subject to student code of conduct. They would have editorial and content freedom but also responsible to follow the student conduct code. VP Serwatka sent back a revised version that they need to follow the codes of their national organizations and any applicable university policies. Student leaders said that a phrase such as applicable university policies was too nebulous. Original language took care of all that and Dr. G. was asked to take that back to them. Dr. G. and VP Everett Malcolm know this is holding leaders up with policies and procedures and hiring new people.
--Connor upset that this has taken a whole semester. Chris offered to update Student Body President Carlo Fassi if time dictated that they needed for Carlo to work with Pres. Delaney and then Pres. Delaney with VP Serwatka. (Katie came in.)
b. Spinnaker Radio LPFM License Window
   i. We are in good shape. They received our application and in rapid fashion they changed the status from filed to accepted. We have a 30-day window of public notice for any protests. If no protests then we will receive a construction permit. Then within the year we could throw the switch. We would be at 95.5 on the dial. About a 7-mile diameter.

c. Vote on Dec. 4, 2013, meeting minutes
   i. Karen F. motioned to approve the minutes. David L. seconded the motion. Vote taken by show of hands. Five, all in favor. Minutes were approved.

III. New Business — Suggestion was made to conduct leadership reports first
a. Media Outlet Reports
   i. John (Business) – Veronica working way back in. They lined up some candidates to replace the promotions and fundraising candidates. Some succession set up in place. Did half-time check to see where we will finish and if we need to make any adjustments on revenue and expenses. Sales are ok. We should finish with some surplus. Nonprofits don’t want to store too many nuts. Spinnaker has about 200k in their auxiliary budget. During process for requesting special funds for the storefront, one of things that came up from the Senators reviewing our application and from working with SA is where the proper funding should come from. In the case of the storefront John and Lori are the umbrella organization asking for that for security reasons. We are working with SA to redraft that request. The auxiliary should pay for the trophy cases since they are shared. We have a reserve for rainy day fund, and any other fund balance can be used for university-wide purposes. In looking at long-term funding stability, John is looking at a possible fee funding. Student Life and Services fee is the closest we have to that here in Florida. No one looking to create new fee help right now. An organization doesn’t seem to need it yet when a healthy fund balance indicates that. Advocating leaders to find solid initiatives but not use the reserve.
ii. Chris – Personally he understands the principle behind it. He is not a fan of just spending money to get a fee. Second, you don’t have your own personal fee but you have a portion of A&S fee, which is meant to provide services like media to the student body. If you created your own fee, how much you get would be decided by a Fee Assessment Committee instead of SG. It’s basically whether you want all students or half student/half administration deciding. If Spinnaker wants to be independent in the long run, this is counter-intuitive.

iii. John - Excellent points raised. First, John has to sign off on everything purchased. He won’t sign if they spend just to spend. The other point is part of why this is coming up. We have worked to a place where the news division is almost entirely independent. Only concern is part of that funding is coming from subscriptions from SG. If SG were to decide to stop subscribing today, like with USA Today, it is completely their choice. John was given some wisdom from the B&A chair to expect more of that 10% cut when it comes to that subscription. He didn’t say 10% directly but he put some numbers on it. Chris – This year? John –John was told this is how much of a cut there is for the fee because of credit hours, etc., and it has to come from somewhere, 10% cut last year and experienced similar cuts before. If Spinnaker had to generate subscription support elsewhere, options would include installing cash boxes or card readers. Next, how many students would pay $3.50 for the magazine. If we did go for that model, there are certain considerations that can come into the media picture when you are very dependent on enticing point of sale for magazine sales versus consideration when you are getting funding for educational endeavors in a lab. How you produce it, how you promote it, how you distribute it. To not have that burden is a nice thing. If we look at 20 years from now, and trends continue the way they have, we want to have a plan in mind.

iv. Chris – Last Chris heard there was no intent of cutting Spinnaker. Chris hasn’t heard of any significant cuts this year. He has heard that they are losing revenue because the university has less credit hours this year. Chris has heard of no significant cuts. In the end the treasurer makes the budget. B&A committee votes on it, the B&A chair doesn’t have a vote. He is an unbiased chair at those meetings. He doesn’t vote until it gets to the Senate, after the committee has already passed it. The chances of them cutting it after it gets to that point is very slim. Chris will be at all of those meeting.

v. David J. asked about what others universities have a fee. USF? At the level it is coming down out of another fee. Chris – Can be put in provisionary language that a percentage of a fee can go to, for example, media. Chris’ opinion is that SG shouldn’t be the one to fund Spinnaker. Chris has always felt there should be some other way to fund Spinnaker.

vi. Katie – Magazine should have been out today. Preceding art staff dropped the ball during break. They had to cut from 32 pages to 16 pages. Quality-wise it was good and it should be out next week. It was submitted on time, but files were submitted wrong. The business manager will call advertisers to let them know.

vii. Connor – Spinnaker TV is looking to hire a new entertainment director and a news director. TV has a new way of doing the news program. For new spring initiative, concentrating more on the entertainment side of things, more UNF-
centered programming. The news program will be changing. They will be going
to a 5 minute or so daily show filmed in the mornings and rerun after each
movie. This should make the news director more available. They are working
to special request some graphic equipment. Looking about $13k to complete
the studio.

viii. Lee – Lee spent holidays looking at things. It is a mess. Looking at the metrics,
found there is no publishing updates until it’s rebooted. Ran metrics, 365
visitors a day. Bounce rate is 74%, people who never get off the front page.
There is work to do. First is to get a new theme, so that it will look like a news
site and work like a news site. We want people to go to the site daily. Karen
asked if it’s a problem with the focus being on the magazine. Lee says it’s a
culture issue. Staff doesn’t think daily. Some do. Videographers and
photographers should be able to write a one paragraph story to go along with
the story. We need to find people that are ready to get up and go. Website will
run under the radar until we get the new theme in.

ix. Scott – We had the LPFM update from John. Annie Black is new program
director. She has been on Spinnaker staff before and has been a DJ with radio.
Will be finalizing schedule over the next week for the spring semester. New
content for the WJCT broadcasts. Working to add news segment that will go
into rotation during the day. Will have headline updates. We want students to
be interactive. Growing the metric off of an online radio station is a tough
challenge. The concurrent listeners numbers doesn’t take into consideration the
on campus channel, the listener base through the plaza or the facilities around
the campus that are already wired up for this service where they may or may
not be utilizing. Scott wants to work on getting in touch with people at the
Boathouse, the Wellness Center, the library to make them aware of the
resources that are out there to reach the students. Having trouble with venue
for a spring concert. This presents a challenge for venue if we go forward with
this. Coming together.

b. Interview Business Manager Candidate – James Jimenez

i. Connor – Asked board to keep in mind that we are looking for someone who is
motivated, loves what we do and wants to be with us.

ii. John – Introduced the board and leaders to the candidate.

iii. James J. – He was in the military for 5 years where he was a global navigator. He
supervised and trained nine people. He chose finance as his major when he got
out of the Navy. He applied for the Spinnaker Business job because of a book
that he was reading about a person who bought a newspaper and what he
learned in building it from the ground up. He saw job description and said he
could do that and it goes along with his personality.

iv. Karen – What would be your biggest challenge dealing with a media
organization? James – Definitely a new experience, but at the core, every
business functions the same. Biggest challenge would be getting used to the
industry and the climate and detail.

v. Karen – Any strategy in mind for sales? He had looked at some of our current
advertisers. We could definitely try to reach out to some bigger customers.

vi. Paula – Have you had any experience in direct sales? James – Yes, he worked for
PSF investments. He has experience in talking to people.
vii. David J. – You will face a lot of no’s, not only in sales but also in recruitment. How would you handle this? Selling is a system. James has a system to teach people how to sell that works well for him. As far as rejection, that is part of being in sales, not so much what they say to you but how you take it.

viii. Chris asked James about his system. James – It is a mixture of Dale Carnegie’s, How to Win Friends and Influence People, and from Jordan Belfort’s seminar/persuasion system.

ix. James is taking 5 classes but available mornings Monday and Wednesday until 1:00 p.m. and on Tuesday and Thursday with Fridays off. He will work until the job gets done.

x. Board Deliberation. Karen, Paula, thought he was great. Before motion made Chris B. wanted people to know that he had made a couple of people at the Coggin College of Business uneasy. He may not be best recruiter for that college, but he will do a good job. Paula made the motion to hire James Jimenez as Business Manager. Chris B. seconded the motion. Voice vote was taken. Six yes, motion passed. Chris stated that James graduates in the fall.

xi. Announcements - John mentioned that Spinnaker Media has its first two interns for reporter positions and possibly a third. We also still need a communications and non-communications major representative.

IV. Adjournment – 11:31 p.m.