Spinnaker Media Advisory Board
Meeting Agenda
Wednesday, April 2, 2014
10 a.m.
UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 10:25 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair
Kaitlin Ramirez
Karen Feagins
Dave Luckin
Dr. Paula Horvath
Members Absent
Brianna Sigman
Joseph Turner
David Johnson
Others Present
Katie Tison
Connor Spielmaker
Scott Young
Lee Watters
Lori Durham, Secretary
Lina Olea
Bridger Neimeyer
Christopher Brady
Alexander Siewiecki

I. Welcome – John welcomed those present including the applicants.
II. Old Business
   a. Spinnaker Radio LPFM License
      Spinnaker Radio is assembling quotes. They have a quote of $9k for a contractor to climb the tower. ITS is getting a quote to run the fiber and Nolan and Chip are working on the equipment quotes. Hopefully, we will have them by the end of the week.
   b. Insurance
      i. Before, John had explained that when he talked to Florida Atlantic University, they said they don’t carry insurance because their savings account/budget is so low that people wouldn’t sue them. Ours will be down to about one year of operating expenses, $100K, after fund balance spending in the next year. Board members discussed the issue of content versus conduct and who is responsible for what. This is why we have the institutional agreement. Chris felt we didn’t
need the insurance, that UNF would be responsible. You either have the responsibility for the content and therefore the legal responsibility or you don’t. If the majority believes that they are part of the university, then we shouldn’t spend the money on insurance. Spinnaker Media studied other student media cases around and talked to George Gable, attorney, and had discussed this with general counsel, and that is part of the reason for the institutional agreement. The insurance question comes back to find out if we are independent content-wise. What recommendation would the board make on how to proceed with this? Chris feels we should look at schools similar to UNF and what has happened to them in the past. We need more research. Conner said SPLC said that the gentlemen’s agreement would hold up in court. John will seek information out and get back to the board.

c. Board Consideration and Importance of Quorum
   i. John thanked the board for taking time to be here. John asked the board to keep us informed of any conflicts that keep members from attending as soon as the members find out.

III. New Business
   a. Coggin College of Business applicant – Christopher Brady
      i. David Johnson came in from the Comm Meeting next door. Board asked Chris why he wanted to be here. Chris has been doing this for about a year and subbed at meeting, as well. He has come to appreciate what the board does. He appreciates that the board is not just made up of all Spinnaker representatives.
      ii. Question was asked if he had any ideas on how to guide the business office. He is not a sales guy. He feels that that the sales people need to make sure that the clients need what we are offering. He is a proponent of non-micromanagement style and doing evaluations. Chris is here to provide support and guidance to the business manager.
      iii. Paula made the motion to accept Chris B. as Coggin College of Business representative. Karen F. seconded the motion. Voice vote was taken. 5 yes by roll call. Motion passed.

   b. Non-communication Student Board applicant – Bridger Neimeyer
      i. Paula will abstain from the vote. Bridger was introduced.
      ii. Bridger stated this was something he has wanted to do for a while. He is a sophomore and physics major. He feels he could speak more for the younger student body. He is aware of the platforms and has knowledge of media in talking with his mother. He is a media consumer.
      iii. David J. made the motion to accept Bridger as the non-communication student representative. David L. seconded the motion. Voice vote was taken. Five in favor. One abstention. Motion passed.

   c. Leadership Interviews
      i. John – There was only the one candidate to apply for Editor-in-Chief Position. Lina, Scott, and Connor will be staying. Lee will be here for the summer only. The board should have received the leader evaluations by email to review. The Board is ok with a show of hands for the three returning in the summer/fall semester. All seven approved. Karen F. said that leaders should pay attention to the communications. John mentioned that policies and procedures are being change to mention the mission at the beginning. We are also going to make a
general meeting in the fall for all staff. All new staff will attend a boot camp with John.

ii. Lee is available for the summer. We can vote to keep him and repost the digital editor position. Paula- so moved. Karen seconded. Show of hands to vote. All in favor. Will repost immediately. Summer meeting could be opportunity to vote on any candidates.

iii. Alex Siewiecki was the only applicant to apply for editor-in-chief. General ad ran in magazine, it was posted publicly. No internal applicants this time around. There was a second applicant who applied late Friday afternoon, but was shut down because the posting was shut down. Alex doesn’t have a journalism background, he would suggest that if they vote for him that they have him take a class over the summer or they could send him to the editor’s conference. He says he can only work 10 hours a week. Would suggest asking him if he will be keeping his other jobs. Availability will need to be here in August for September issue.

iv. Scott has known him for two years. He is very bright, very confident, and very sharp. Lifestyle is very straight edge, very ethical and morally firm. Conner would like to have board ask what brought him here. Lina -- how passionate are you about your jobs.

v. John introduced Alex to the board and leaders. Alex -- I became interested after doing the LGBT project and having to go back into past Spinnakers to find articles for the project. Found a lot of integrity in the paper. He has been published twice. David J. – What brought you to get involved with the campus media? Alex feels there is under representation for cultural aspects. He would like to see more challenging writing. He has been doing a lot of editing and writing. Ideas would be more cultural aspects. He sees a lot of international students and he doesn’t see a lot of that in the Spinnaker. Otherwise, he is comfortable with what is going on. He would like to see better editing. David L. - What is your schedule like? Alex would have enough time if it came down to giving 8 hours a day. He doesn’t like to stop until it is completed. Paula - Your application shows you wanted to work only 10 hours. Alex -- The only current availability problem is with ACE. He has talked with his boss and asked to give more time to Spinnaker if he gets the job. David J. - Would you be open to taking class over the summer to get some journalism background? Yes, he would. He has four more classes before he is done. Will probably finish those in the fall. He has flexible hours at ACE. Karen asked what his management style would be. He likes to micromanage but likes to lead by example. You have to appeal to their character without demeaning their intelligence. He wants everyone to succeed. David J. – From your knowledge of the Spinnaker and its change of format, what are your thoughts? Alex -- Heard that print is more important but he is flexible either way, but online seems to be more effective. Would like to see both very strong. Alex doesn’t prefer the magazine between that and the old paper. He feels it has been scaled back a lot and is not as challenging. It if needs to go into that direction, though, then he will take that and run with it. Alex gave example of reporter that interviewed a class. He felt that she was just observant, and not part of the class. You need to be involved in the class. You have to be passionate in your writing. Alex would put more about international events in the magazine to bring more cultural content to the
vi. Discussion of board on interview –

1. John asked Katie as Editor-in-chief for spring semester of the magazine what direction she thought the magazine should go, and if it should continue as a magazine. Katie feels like the direction is dependent on the content that needs to be generated. She feels there should be a magazine. Conceptually, it is a good idea. Katie does feel that news/features should have a place in it. When asked if reducing the number of the months it comes out is a solution to that, or do you think the team gathering outside material is a better solution or both. Katie feels reducing the number of issues is the best way to make the best product. Katie feels like the candidate didn’t like the magazine that much. That he wasn’t engaged with the product. Katie does not feel that we need to go back to the newspaper and that we should keep the magazine.

2. Karen felt his critique wasn’t as a criticism but his opinions since he had been working with the print. She liked what he had to say for the most part and would support his candidacy. Paula and Karen felt being an outsider is not always bad and some of his ideas could stretch the focus of the magazine. Chris said he could bring a new perspective but concerned about his view of the magazine. Karen asked if we should even be printing anything. Conner felt the magazine happened too fast but would be more successful if Spinnaker News could support it better with the enterprise team and the features team being able to do more.

3. John -- John discussed the three reasons why we went to the magazine. Students wanted that kind of environment. Advertisers were willing to pay more per ad. Lastly, needed more promotions. In process of finalizing results for survey taken. Suspect we will find people who know the name Spinnaker on this campus is because of the iconic blue print newspaper boxes on the campus and something tangible they can pick up. Lee suggested that if we bridge the Comm department-Spinnaker gap we could generate more content.

4. Chris -- back to candidate. Chris concerned re: him working 20 hours a week at ACE. It’s a lot of hours on top of classes. Perhaps he could work as another position in the department. Conner – Perhaps opinions or enterprise editor. Scott reviewed the candidate’s publishing or editorial background in journalism.

5. David J. – Could we vote him in for summer with contingency for the fall if he gets more journalism training? David would vote yes. David felt he was willing to pull back on his hours at ACE; others on board felt he said differently. Connor feels he could do the job but feels we might need to reopen the search. Chris would like to reopen it.

6. Paula worried about putting someone in a situation in light of the concerns from the leaders. A straw poll was done among the student leaders to see how they would vote. Scott No. Lina, No. Connor, No, Katie, No. David J. made the motion to not accept Alex as Editor-in-chief. Seconded by Paula. Voice vote was taken. Seven yes and one no. We will reopen immediately. We will offer for him to work as an editor.
d. Vote on March 5, 2014, meeting minutes
   i. Paula made the motion to approve the minutes from March 5, 2014, meeting. David L. seconded the motion. Vote was taken by show of hands. Four yes and 3 abstains. Motion passed.

e. Media Outlet Reports
   i. Lina (Business) – The business office had one of their salespeople resign along with the promotions director. Working on a plan for promotions. Looking to purchase promotional items, with the current logo and graphic. Remaining sales people going out and meeting but they feel that the small magazines with lesser pages are hard to show. They also had the wrong media kit but that is fixed now. Hopefully, summer issue will generate more exposure since it will be on the stands longer.
   ii. Connor – Connor will be sitting down with executive producer today to decide the fate of “The Early Bird” show. Connor is concerned with the presentation of the content. He will be going ahead with the new movie streaming service to get it up and going. TV has been working on the smoke-free initiative commercials and doing PSAs with UPD. John - Comcast update. The University is concerned about having their brand on a public access channel with some of the programming that may be on that channel.
   iii. Katie – The April issue was just delivered. They had to part with a layout staff member. Rough pagination for summer issue. Looks like it will be really nice with a lot of photos.
   iv. Scott – Radio changed up their music format yesterday for April’s Fools Day. Radio has a good applicant pool for music director and assistant music director. Promotional campaign going on -- doing surveys and promoting the brand with Kira.
   v. Lee – Newsroom is operating like it should. They are cultivating all of this so they can be ready in the fall. Metrics are holding up, even with spring break. We are developing an app. They are installing an ad network.

IV. Announcements - Summer Meeting. John asked if they might have time to meet. David L. not available 24-28 of June. Chris will not be able to attend July to August. Kaitlin – will have to let us know. Spinnaker staff member filed a complaint with the State attorney’s office regarding a public records request. Student Affairs is aware of this and we are trying to work this out.

V. Adjournment – 12:35 p.m.