Spinnaker Media Advisory Board
Meeting Agenda
Wednesday, Feb. 12, 2014
10 a.m.
UNF Student Union, Building 58 West, Room 6804

I. Call to Order – 10:25 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair
Christopher Brady
David Johnson
Dave Luckin
Dr. Paula Horvath
Karen Feagins
Alin Cepoi
Katie Tison
Connor Spielmaker
Scott Young
Lee Watters
Lori Durham, Secretary
Jorge Navarette
Lina Olea

Adviser, Center for Student Media
Student Government Representative
Student in Communication Major
Student in Non-Communication Major
Professional Print Journalism Representative
Radio Professional Broadcasting Representative
Faculty Representative
TV Professional Broadcasting Representative
Student Government Representative
Editor-in-Chief, Spinnaker
Station Manager, Spinnaker Television
Station Manager, Spinnaker Radio
Digital Editor, Spinnaker
Office Manager, Spinnaker Media
Candidate, Spinnaker Business Manager
Candidate, Spinnaker Business Manager

Members Absent
Karen Feagins
Alin Cepoi

Others Present
Katie Tison
Connor Spielmaker
Scott Young
Lee Watters
Lori Durham, Secretary
Jorge Navarette
Lina Olea

I. Welcome – John welcomed those present and introduced candidate Jorge Navarette before asking him to step outside so leaders and board could discuss prior to interviewing him.

II. New Business
   a. Interview Business Manager Candidate – Jorge Navarette
      i. Brief discussion and explanation was made regarding the resignation of James Jimenez.
      ii. John informed the board that Jorge was the applicant in January that was not a finalist because at the time it was not mentioned that he would resign from his current job if he was hired for ours. Jorge was invited in and introduced to the board and the leaders.
      iii. Jorge applied for this position because he feels he needs more experience before he takes an internship. He has leadership experience through racing cars and managing the team members. He feels organization is to be clear. He does not have a problem delegating. He would meet with his personnel first and see how they react with him. He treats women and men the same. As far as selling, it’s about the customer and you need to have an understanding of what we can
provide to the customer. He would handle conflict situations calmly by doing the job he is supposed to do. He does not have as much sales experiences since he works in events. He has not had any problem managing his time, between school hours and working 20 hours a week. He still has time for a social life and racing.

iv. John dismissed Jorge and brought Lina Olea in to interview.

b. Interview Business Candidate – Lina Olea
   i. Lina graduated with a Bachelor in communications. She has always been interested in media. She is pursuing her MBA here but currently taking a few requirements before she can do this. She is new to UNF but what she has seen of TV and radio left her impressed. She graduated as an international student and went to Australia, where she worked with a mining company. She has experience with tutoring, managing camps and camp counseling. She has worked in reception, with a magazine and with a graphic designer. She worked last for a mining consulting company as a communications and marketing officer. She has done some door-to-door sales where she learned that it isn’t easy and you have to be self-motivated. Her management style would be flexible. She would look at each person individually and see how she could guide them. She is currently studying for the GMAT and taking four classes. Working out and family are other obligations, but she has always had to manage her time. Lina would set a culture for the business office by looking at the sales department’s strengths and weaknesses and at the current structure to create a plan of action.
   
   ii. John dismissed Lina at 10:55.

c. Discussion about the candidates by the Board
   i. Chris B. feels that she would be better as a sales person and Jorge would be better as a manager.
   
   ii. John informed the board that a third person (internal applicant) had applied but the application was incomplete. He had expressed interest before but thought he would be graduating. Then he found out that he would have to take an elective, delaying his graduation date. He applied on line by 12 a.m. but the cover letter wasn’t attached until 2 a.m. The applicant had said that if we had stronger candidates, he understood.
   
   iii. Paula was extraordinarily impressed with Lina. Can see her as a fair and determined leader and mentor. Paula liked her social skills best. Paula feels that Jorge may be overwhelmed with all that he has to do.
   
   iv. Lee thinks she is a slam dunk.
   
   v. David L. agrees with Paula that Jorge may be over-obligated.
   
   vi. Chris B. agrees that she is more personable but Chris has known him for a long time and knows what kind of worker he is. Both are really good.
   
   vii. Student leaders seem to think that either one would be good for the job. Lina may have more sales experience and has previous management experience. She has been on the end of both spectrums and is a communications major. Lina also has Quickbooks experience which is what we use for invoicing.
   
   viii. John was asked for his review. He feels either would be good for the job. He would like to have asked them about their willingness to give up competing obligations (outside of class). For future, keep in mind that we are looking for
someone who is passionate about this and that other than class, Spinnaker would be next. Jorge will graduate in May. Lina will be here for grad school.

ix. David J. made the motion to hire Lina Olea for Business Manager. Paula seconded the motion. Voice vote was taken. All four members voted yes, motion passed.

x. John – Before anyone has to leave, let’s vote on the minutes. Chris B. made the motion to approve the minutes from January 8, 2014. Paula seconded the motions. Vote taken by those in favor saying aye. Motioned passed with all four in favor.

d. Media Outlet Reports

i. John (Business) – We are waiting to move forward until next month with our auxiliary special request. We want to make sure that what we are requesting is exactly what we need and that we are being financially responsible. Senate restored $1k back to TV for movies in the FY 15 budget (in addition to $3k for a new initiative that will allow students to watch their movies anywhere on campus). The student body president will have to approve and sign the budget and ITS will need to approve it. This will open up revenue avenues. Radio got additional funds for additional student help for LPFM. The magazine subscription was cut $8k and a proviso was made that we would have to print 12K magazines each time and 9 issues per year. However, we do 8 issues right now. John had gone to Mike to clarify. If they realize the mistake and need to correct it then it will have to go back to Senate. If it isn’t fixed, they aren’t equipped to do nine magazines. Chris will try to follow up. One ninth would be an additional 12% cut in reality if that isn’t changed. Chris doesn’t think it was intended for Spinnaker to do nine issues. I think it was the belief that they currently do nine.

ii. Chris – Some motions were made that weren’t passed. There was a lone senator that didn’t want the printing of the magazine to take away from Digital. John had talked to the Senator and explained how it works and thought he had a better understanding. When it came time for the senate to meet, he decided he still wanted the cut. When that didn’t happen, he went after cuts in other areas of Spinnaker Media. But they weren’t passed by the Senate.

iii. Chris asked about where the board was at with a non-communication representative. Paula has two people in mind. If the board does not have anyone, then Chris would be interested in that position once his term is up in 46 days. Chris is open to interview for the spot. He could possibly take the Coggin College of Business spot, too.

iv. John – Sales for Digital continuing to surpass expectations. Lee will meet with new sales manager to discuss raising the rates. We should see a bump of about a four factor, at least, in getting LPFM underwriting to sell. This should help diversify revenue. James hired three motivated sales people and started their training. John finished their training. Katelynn is doing both promotions and fundraising.

v. Connor – TV survived the budget process. They put $1k back to movie rentals which put them back to $17k like last year. This will allow for 69 titles a year. The new computers were installed but they are not 100% up to snuff. They need more hard drive space. Swank representative visited to talk about some changes to the server and discussed the Resident Select initiative alluded to earlier. It’s
an on-demand service for students on campus. Students would be able to watch any of the movies that TV has shown throughout the year. This will also allow them to roll advertisements in front of these. This will allow us to produce revenue. ITS will have to approve. The UNF Smokefree initiative has hired TV to do three commercials. They are also going to do SWOOP Code, a satire show like Guy Code. The Early Bird and news show are going great.

vi. Connor – Registrar’s office told Spinnaker staff that he is on academic probation but he was not informed via a letter, as normally happens. Spinnaker and his fraternity are his top two commitments after his grades. He will reevaluate at the end of the semester. John said his current transcripts are OK. We will follow up. If the board is willing, the board can extend a semester of grace provisionally based on Dr. Gonzalez approving the new bylaws. Paula motioned to extend a semester of grace to Connor, Chris B. seconded. Vote taken by voice, all in favor. Connor thanked the board.

vii. Katie – February’s issue was out on time. She is proud of this issue. They hired a distributor who is doing very well. After some hiccups with housing and having to roll the issues up last time, we do not have to roll them up anymore. (Chris B. left at 10:40). Housing has given us some numbers to use to distribute to housing mailboxes. These will be put in mailboxes that aren’t full (1,400) for February. They are running into content production at the level of Spinnaker News. The March 5 issue will have to be 16 pages.

viii. Scott – He would rather not do a spring concert than do a bad show. They have a DJ event on Valentine’s Day for the Women’s Center. All the live DJ slots for the station are currently filled. They are looking for someone to replace Logan and Margaret, who are graduating. Radio hopes to start broadcasting during the summer time. They received their construction permit. 95.5 FM will be their station number. They have 18 months but it shouldn’t take more than 6 months. David L. suggested they get a campaign going now. Promotions director should be able to handle this. After researching availability, the proposed call letters could be WSKR (preferred) or WSNK, WUSK, and WDVL because it was available (Duval). Radio recently added a new program that is giving news headlines.

ix. Lee – Relaunched the site on Friday at noon. Metrics tripled over last month. Some due to Billy Namen Story. Mobile version up next week. They found out that one of Radio’s people can develop apps. Next will be the app.

x. John – Spinnaker had a police beat reporter that got sloppy with a story. He got the name wrong on the story, though it was correct on the police report. We had not had any issues with the reporter except for the last 24 hours, where he had gotten the head men’s basketball coach’s name wrong, as well. The reporter resigned.

They will pursue four steps so this won’t happen anymore. 1.) All staff must attend Friday’s mandatory news meeting. 2.) Breaking news team, where only experienced, paid reporters cover sensitive topics. 3.) Going over fundamentals and the basics. 4.) Do we want to relook at liability insurance? We believe it was just a recommendation in prior meeting there was no vote. Discussion tabled until March meeting. John will relook at quotes.

III. Adjournment – 12:08 p.m.