I. Call to Order – 10:14 a.m.

II. Attendance – Lori Durham

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

Members Absent
Alin Cepoi
Student Government Representative
Christopher Brady
Student Government Representative

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
Lina Olea
Business Manager, spinnaker Media
Brianna Sigman
Communication Student Candidate for Board Rep.

I. Welcome – John welcomed those present.

II. Old Business
   a. Vote on February 12, 2014 meeting minutes
      i. Motion was made by Paula H. to approve the minutes from the February 12th
         meeting. Motion was seconded by Dave L. 3 voted yes, 1 abstained. Minutes
         approved.
   b. Spinnaker Radio LPFM License
      i. The call letters WSKR were accepted by the FCC as Spinnaker Radio’s call letters.
         Radio is working with a contractor and ITS to get a quote to climb the tower and
         to run fiber. The frequency search engineer will be paid $500 and we are still
         retaining the attorney in Washington. We will go before SG and the new student
         body president for start-up funding. John has talked to Student Affairs and if SG
         does not approve the one-time funding, then Student Life and Services Fee may
         be able to help.
ii. First we will send a letter stating we are ready to begin testing. Then will send letter stating we are ready to test broadcasting. Third, we’ll send notification that we’re ready for the official license.

iii. John complimented Scott for being a good station manager and taking initiative, and he also thanked the board for picking good leaders.

c. Spinnaker Media Bylaw changes

i. Student Affairs signed and accepted the bylaws. There are a couple of different things. We are now looking for a professional media representative with online experience. Second change is diminimus payments. It will manifest itself in the policies and procedures and in the bylaws. In the beginning when John got here, they generally compensated their students like a stipend system. Seven or eight months ago General Counsel came to John and said that the staff may or may not be employees, affecting things such as the possibility of overtime, etc. John began working with them to figure out if this was the case. He found in the labor handbook that this if its extracurricular and a student position, then it’s for educational benefit and not employment. A meeting was held 2 weeks ago with Marc Snow, others, and SG via a webinar with three university attorneys from around the country. They found that federal and state law says if they are here for an education, what they are getting in the way of money is diminimus. If you sign up for the job and you do the minimum of the requirements, then you get paid a small lump sum; if you don’t meet the minimum then you wouldn’t get paid. The leaders have been advised to consider this to be the same across the board for their policies and procedures. Specifics can be set to be fair with the minimum requirements, and attending class is emphasized.

d. Insurance

i. John researched the Liability insurance for Spinnaker Media. The rate we had of $4k wasn’t out of keeping with comparatives. Before, he had explained that when he talked to Florida Atlantic University, they don’t carry insurance because their savings account/budget is so low that people wouldn’t come after them. Ours will be down to about one year of operating expenses after savings spending in the next year. John will go back and try to get more feedback on this. He will email board ahead of the next meeting.

III. New Business

a. Media Outlet Reports

i. Lina (Business) — Things are going ok. Was messy when she arrived. Trying to organize a little more. She is trying to get the promotions director to do a PR campaign to make people aware of Spinnaker. She is working with the sales staff and wanting to change the Media kit, which has too much information in it. She has brought in some new ads this week. In the copies of the budget reports that were emailed to the board, it was reflected that one of the main on-campus organizations decreased their ads by about half for next year. Hoping they will go to digital if the metrics shows numbers that they would like to see.

ii. Connor — Funding was approved for Residence Select and working with ITS and Swank to use a virtual server. Hope to have an answer this week. TV is asking the promotions director to do some extensive survey as to what the audience wants. The Department of Health Promotions has agreed to let Spinnaker TV do their campaign for the Smoke Free initiative. We will film three ads for them. The Early Bird is in a define-itself moment. They seem to be falling back into a
non UNF show. Meeting will be held tomorrow night. If they can’t find out what they want to do, he will pull the show at the end of the semester. The State Trooper story made the College Media Matters top 13.

iii. Katie – The magazine should be out today. Files were sent on time but proofs were showing bricks on the page instead of the fonts. Had to resubmit corrected and it will come out tomorrow. If we find it was the printers’ fault, they should be able to compensate us. The bid will be open soon for next year, so this isn’t a good time for them to be making mistakes. Spinnaker will lose their art director at the end of the semester. We will have to look for someone outside of Spinnaker. Paula suggested Spinnaker speak with the Indesign teacher Dee Colvin.

iv. John – Proviso with SG said that Spinnaker print would get its funding if it did 12000 issues with 9 issues in the year. This would mean an additional cut in addition to what SG already had cut, because Spinnaker only prints 8 issues a year. We were hoping to have this changed before the Senate signed it. We found out that this proviso was put together on the way to the Senate chambers and our staff member was not able to let us know if any changes were going to be made. There was no opportunity to talk about this because of the last-minute nature. The remedies available are 1) to say SG can buy as many or as few as they want or 2) to say the proviso’s current wording is problematic for SG because you can’t go to a media outlet if you’re a government organization in the United States and say I am telling you how many of something you are going to print or distribute. Also, Katie can appeal in September to have the proviso changed.

v. Katie - Katie will contact Student Press Law Center tomorrow. There was no proviso before this.

vi. Karen – Advised that she had to leave at 11:10 and if we needed to vote on anything she wanted us to know. John requested to jump ahead to item B of new Business.

b. Communication Student Board applicant – Brianna Sigman

i. John introduced Brianna to the board and leaders

ii. Brianna – Brianna is a Communication student with a track in journalism. She is passionate about the university, and it would be amazing opportunity to jump into something like this.

iii. Karen – How familiar are you with Spinnaker Media? Familiar but only as an outsider right now. Feels the campaign that Lina mentioned would be a good idea to get students aware of Spinnaker. She feels students don’t pursue something like this, that we need to go to them. Karen – Feels that there is maybe just a little bit of a disconnect between the Department of Communication and the Spinnaker. What could you do there? Brianna wasn’t aware there was a disconnect. She feels that both sides could help each other out and feed off of each other.

iv. David – Do you have any other obligations outside of classes? Class on Wednesdays this year, but next semester should be able to make the meeting. She is involved in the campus and the university and hopes to bring an outsider prospective to Spinnaker.
v. David J.- Motioned to approve Brianna Sigman as Communication student representative. Karen F. seconded the motion. Voice vote was taken, 4 yes. Motion was passed

c. 2014/2015 Auxiliary Budget proposals
   i. These were emailed last week. If anyone has any questions or concerns, we have until next week to fully submit.
   ii. John let the board know that Katie was leaving and Lee will be leaving after the summer. John is asking that whomever they select that they will be here in the beginning of August for sure. In the past the board has asked that all positions are posted, with the notion that those remaining want to stay.
   iii. John – We currently have on the board the five of you in attendance and at the next meeting, two outgoing SG representatives, who according to the new bylaws, are the student body president and the president of the senate or their designees. We want to make sure that the board is fair and that no one of the three or so constituent groups with more than one member has the majority on the board. New board representatives should be voted on before we elect new leaders.
   iv. Media outlet report continued, Radio – Scott. – Scott has been reviewing equipment needs with Chip and Nolan. They are aiming toward the most they would likely require with what they will need. They don’t want to have to come back and ask for more money. Scott is still working for a way to have the spring concert. May have to look for local acts. He needs to replace the music and programmer positions for the summer. Paula suggested looking at OneSpark for music creators to perhaps perform at concert. She will post positions in her Comm letter.
   v. Spinnaker Digital – Lee. – Metrics are growing. First meeting they had 360 page views, now they are up to 1,700 to 1,800 per day. They are tweaking the new theme. Lee will be acting as assignment editor for content. This is working well. They are working to restructure the culture. Making sure office hours are happening. Making sure coverage is getting done. Spinnaker needs to be second after school. Paula complimented Spinnaker on coming the distance. Kudos to all.

IV. Adjournment – 11:34 p.m.