Spinnaker Media Advisory Board
Meeting Agenda
Wednesday, May 7, 2014
10 a.m.
UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 10:08 a.m.

II. Attendance – Lori Durham

Members Present
John Timpe, Chair Adviser, Spinnaker Media
Joseph Turner Student Government Representative
Kaitlin Ramirez Student Government Representative
Karen Feagins TV Professional Broadcasting Representative
Dave Luckin Radio Professional Broadcasting Representative
Dr. Paula Horvath (conference call) Faculty Representative
Brianna Sigman Student, Communication Major Representative
Christopher Brady Student, Coggin College of Business Representative
Bridger Neimeyer Student, Non-Comm Major Representative

Members Absent
David Johnson Professional Print Journalism Representative
Katie Tison Editor-in-Chief, Spinnaker

Others Present
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
Alexandra Tucker Publisher Candidate
Jacob Rodriguez Publisher Candidate

I. Welcome – John welcomed those present and introduced everyone. He explained the agenda and how the interviewing would work to the new representatives and the candidates. Candidates were escorted out.

II. Old Business
   a. Vote on April 2, 2014 meeting minutes - Minutes were tabled until next meeting since they had not been proofed in time.

III. New Business
   a. Name change for Digital and Editor-in-Chief positions to Managing Editor-Digital and Publisher, respectively
   b. Leadership interviews – Publisher
      i. Denetta Durr was a third applicant. She will be enrolled as of Summer B classes. She had applied for sports editor earlier and John had the opportunity to speak
with her. She has more experience as a photographer or in layout. She was told she was still a candidate for Publisher if she wished to be.

ii. Chris B. asked about Jacob Rodriguez. Paul Horvath joined in by conference call. All leaders agreed that he was very capable and has grown and developed throughout the year. Scott says that Jacob has the big picture. Lee would hire him in a minute. For Publisher they are looking for someone who has some management sense, must have a good sense of content. Chris had concern with Allie’s schedule, which will have her only in the office after 1 p.m. Her largest time commitment is her internship with Client Focused Media, which competes in some ways with Spinnaker. She would have to make a decision. Chris -- Publisher needs to have some journalism background. Jacob has newsroom duties remaining for the summer. Decision can be made to choose Jacob to begin the fall or you can choose to hire for summer/fall.

iii. Alexandra Tucker: Allie introduced herself. She is a sixth-year senior. She is a Public Relations student and is vice president of PRSSA. She works now but would be able to leave some of her responsibilities to come to Spinnaker. She enjoys writing and this is one of the reasons she wants to be here and she wants to take the magazine to another level. She wants it to have more in-depth writing and specific topics focused on extraordinary students that should be highlighted and showcased here at UNF. Her internship will end at the end of July. She has changed her major about four times, but she found out that she is a good writer and that journalism is where she wants to go, but she didn’t want to change her major again from PR to journalism. Joe T. asked her what the role of media is in relation to the government. Allie feels that the media has a role in reporting the truth to the public. She is a very organized person. She could start as soon as possible. David L. -- changes you could see for the Spinnaker. She has enjoyed watching the progression of the magazine. She would like to delete the section of the corrections and for clarifications to go away altogether. Kaitlin asked if she would be able to do something that might not be so positive. She has no problem bringing truth and justice through the Spinnaker. Chris asked about her management style. Her leadership/management style is authenticity and servant leadership, leading by example. She can delegate but would like to be able to trust people in their position.

iv. Jacob Rodriguez – Jacob started at UNF in 2009. He studied English and changed his major a couple of times but is now back to English. He wants to be a magazine writer. He has worked at Spinnaker over a year now. He was a DJ, then program director at Spinnaker Radio and then went over to News as a content editor. He currently serves as the Chief Content Editor. Jacob was able to work with Katie Tison to learn the publisher’s duties. Jacob likes the layout of the magazine as it is, but would like to shift more towards UNF-centered stories and get back to a 32-page magazine. He would reach out to other departments to get additional content. He is taking only one class in the fall and will graduate in December. Jacob feels that the media in working with the government should educate people to what the government is doing in as helpful a way as possible and why they are doing what. He will work very hard with the Chief Content Editor to work with Spinnaker News to get content. He would encourage communication between all reporters, video, art and graphics.

c. Discussion and Vote leadership Candidates
i. Chris says she is good but Jacob appears most ready for the job. John said that Allie may be a great fit with promotions. Paula said she is a real go-getter.

ii. This is a semester to semester position. Motion was made to hire Jacob Rodriguez for Publisher beginning with the fall semester. Joe seconded the motion. Voice vote was taken. Eight yes. No abstentions. Motion approved.

iii. John – Both the digital editor and the editor-in-chief chose to change their job title names. The position and the job descriptions do not change. Board chose to make this a friendly as far as the by-laws are concern.

   1. John – Requested to jump back to old business to go over items B. and C. Spinnaker Radio LPFM License and Insurance.

IV. Old Business (continued)

   a. Spinnaker Radio LPFM License

      i. Worked with ITS, our volunteer engineer, and staff to secure all of the quotes to request funding to buy equipment and hire someone to climb the tower. This is that one-time funding piece we discussed in the past. The quote came in close to the earlier estimate, at $38,000.

      ii. You have some documents in your packet. The first document is the minutes from fall where we got together with Academic Affairs to discuss all of the university’s involvement with the radio station. The board of trustees is the name that is on the license. Academic Affairs doesn’t have the “horses” to get involved so it would be Student Affairs and Spinnaker Radio who would manage all of this. John referred to page 3, under financial backing. During that meeting the Provost asked Carlo Fassi, then Student Body President, about presumed financial support from Student Government. Fassi discussed his commitment to funding the start-up costs. John explained that the priority for a LPFM license was set early on. Since 2008 periodic but extensive discussions have taken place with the student body presidents and Student Affairs and how much it would cost. The presidents from Barnes to Fassi committed to help with the funding.

      iii. In April a package was submitted as a special request to the B&A Committee, which requires a sponsoring senator’s signature. Spinnaker Media had not heard from anyone as of the previous week. John went and talked to the SG treasurer last week to see if they had a sponsoring senator. The treasurer shared with John her letter, which the board will find in their packet. The letter says that SG doesn’t feel it’s appropriate to spend this money and that Spinnaker Radio should pay for it out of their auxiliary. John explained why the student leaders didn’t want to use their emergency reserves to pay for this, and John has shared this with Student Affairs. Scott could consider moving forward with finding a sponsoring senator or seek alternative funding. John agrees that dipping into emergency reserves is a concern.

      iv. Chris asked why a $200K reserve would not be good for a one-time cost. John explained that out of the $199K that $135,000 of that reserve is for operating expenses, mostly wages for staff, and $30K is for computers and equipment, the true amount needed to get by for 6 months, and the remaining $3k is for insurance. It takes about $300K to operate for a year including all departments. Considering the history for Spinnaker and student media at other universities, it is prudent to have this. Joe says there is $30k left in there after reserves because he had checked. John explained that it is committed for next year’s
fund balance spending for equipment that they have been putting off for years and have been saving for one-time purchases.

v. David Luckin asked where we could go next. John said Student Life and Services fee is the other fee that is allowed to be spent on things such as this. The factor is that the majority that oversees this committee is the majority that oversees the A&S fee. David asked if we could split it. Chris said that if we could allocate part and ask SG to pick up the rest, that knowing Joe and knowing Morgan, they aren’t going to say no. Right now it looks like there is a pot of money that isn’t being used. If you come forward and say we have this much can you fund the rest. This may be a better plan. John explained that part of this money already will be spent to promote the LPFM station. John – In the past the agreement was that $38K would be for SG to pay for the one-time equipment cost and Radio would take care of this cost, the promotions, and as we make revenue off this we will reduce our dependence on Student Government in the future.

vi. Joe – Stated that as treasurer he had passed the budget at the time for $14k to accommodate wages for to help with LPFM. Joe -- Problem is that it’s not the government’s position to subsidize revenue for a private entity. He won’t approve anything that defers a cost on your end that leads to subsequent revenue. But there are other things like Chris was talking about like $7k cameras that provide a service to students and to the University, that he would be OK with funding. It could be worked out in a different environment where if we take some of the $30K that is sitting there that you plan to spend on the future on then there are things there that we can switch that he would be comfortable funding.

vii. Connor expressed that the revenue from the future would not be going to the fund balance but would be used to continue to grow the station to involve more students. UNF is one of two in the state that doesn’t have an over-the-air broadcast. Without breaking into the reserves there is only actually about $500 left in the fund balance.

viii. Scott – This is a contribution to the college experience, the student life experience. UNF is a commuter college. You have the campus, the activities, and when you leave campus, you are out. This project expands our role within the community and community’s involvement with UNF. This is a significant factor in this. It’s not just the equipment. It’s the potential return on the investment. Joe just doesn’t agree on the way they want to fund this.

ix. John –Any time you undertake a long time endeavor like this, you have to know going in what kind of support and help you have, or it’s wasted. If UNF doesn’t build out on this permit and secure this license, then it’s gone. Analysis shows we won’t get a chance for this again. So getting it right and having long-time security and know who is paying for what is also important. We hope this will get Radio to a place again where they will be able to make revenue to get them closer to being independent.

x. Scott – Scott stressed that this is a great opportunity for the University, for Spinnaker Media, for the students, and it’s an opportunity that can go away without SG’s support. With SG’s help, there is a guarantee we will be here in the future to continue the project.

xi. Paula – Paula expressed the concern on behalf of the Communications Department. This station such a vital part of our educational experience for our
students. We have so little emphasis within our program. We are constantly having students ask to go to other stations like WJCT or Clear Channel. This would be a tremendous opportunity and she can’t emphasize this enough.

xii. Scott - We aren’t asking for a handout but for an investment. This is an opportunity that for a relatively nominal cost up front can be a factor for years, possibly decades to come. And the nature of that justifies the special request of our petition. But that doesn’t go forward at all without a senator’s support. He appealed to Kaitlin and to Joe that Radio know where the intention is for this investment to go.

xiii. Paula – Asked if a letter from the Board would be helpful or if they could speak before the Senate. John explained it takes at least one Senator’s support for this to go before the B&A committee. Kaitlin explained there were many Senators who would be eager to sponsor this. Kaitlyn explained that it goes before the B&A, if passed it goes before the Senate, then Kaitlyn would sign off and then to Joe to decide to either pass, veto, or line item veto. Then a senator sponsor can overturn the veto and bring it back before the senate, and then if the senate votes with a two thirds vote it could still happen.

xiv. John – Timeline was discussed with July being ideal time to have tower climbed, but conservatively, we could throw the switch in August. We have a year from July to do this or you can ask for an extension. The next thing is the pragmatic part of things. Joe suggested setting up a time to talk later.

xv. John – Insurance was supposed to be at the summer meeting. Chris will not be available there. Chris wouldn’t support insurance, because they feel that the university carries this. John also needs to find out if the insurance covers the lawyer.

V. New Business
   a. Reports
      i. Lina (Business) – Lina is currently working on promotions and fundraising. It is just her right now. Looking to hire for these positions. She is working on the new media kit.
      ii. Connor – Connor is waiting to hear back from Swank and ITS on streaming services. Some staff graduated, so he, too, is hiring.
      iii. Scott – Radio goes before B&A on the 19th. They have a new music director and assistant music director on staff. Will continue programming they have.
      iv. Lee – They started building the Spinnaker app. SPJ Sunshine State Awards announced finalists last week. The website is one of the three college sites in the state for best website. Connor’s story about the state trooper and missing Spinnakers was a finalist for best news. Travis Gibson’s story was one for best sports story, and Lydia Monier’s story From the Streets of Cairo is up for best opinion story.
      v. John – Spinnaker’s annual Silver Sow award was given to Jacob Rodriguez and Lydia Monier.

VI. Adjournment – 11:59 p.m.