

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, April 3, 2015

9:30 a.m.

UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 9:55 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair	Adviser, Spinnaker Media
Karen Feagins	Professional Broadcasting Representative
Mary Kelli Palka (conference call)	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
Brianna Sigman (by conference call 10:10)	Student, Comm Major Representative

Members Absent

Morgan Wolf	Student Government Representative
Chase Baker	Student Government Representative

Others Present

Lydia Moneir	Digital Managing Editor, Spinnaker
Annie Black	Station Manager, Spinnaker Radio
Connor Spielmaker	Station Manager, Spinnaker Television
Shannon Pulusan	Publisher, Spinnaker
Alejandro Nieto	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media

I. Welcome – John welcomed those present. John explained why some members were not in attendance. Morgan assigned a designee, but as of today she was not able to come. Chase had accepted, but doesn't intend to come. They tried to get a different senator to come, but could not find anyone who could attend. Bylaws state Chase could be voted off the board for not attending without giving notice, but four votes would be needed. A text was sent to Brianna in hopes that she could call in. Proceeded to new business, item "D", Media outlet reports, while waiting for Brianna to call in.

II. New Business

a. Media Outlet Reports

- i. Business – Alejandro presented that \$3,058 was brought in for ad sales made on the special print editions for the basketball playoffs. His sales people are reaching out to clients, reaching 29 in March. He discussed the probation steps taken towards those not making their quotas. Social Media is trying to get five clients. They are offering free trials for those interested. (Brianna phoned in at 10:10.)
- ii. John – Two small tabloid basketball editions were handed out. Gave out about 500 each time. Times-Union printed them for us and we may look to them for future printing.

- b. Evaluation of current leaders, including those who wish to continue in their current positions – Current leaders wishing to continue for summer/fall are Connor, Alejandro, and Annie. Alejandro has one candidate running against him. Annie will graduate, but will take a class in the fall which qualifies her to work during the summer and fall. Lydia asked if she had to reapply to work during the summer. Lydia is here only for summer and willing to serve until candidate can be qualified for fall. There is a candidate for summer/fall, though.
- c. The next order of business. There are bylaw changes that leadership is proposing. The pay amount of \$200 a week will not change nor will the budget. The discussion is to the structure. The hours per week would be 20 at a rate of \$10 per hour. In the past the leaders typically were at a higher pay scale than others, but minimum wage has caught up with that. This would also free them up if they needed to work somewhere else on campus. All of those 20 hours would have to be in the office. Then 2 to 5 hours would be expected to volunteer hours.
 - i. In order to not mess up the interview schedules and someone not having time to interview, it was decided to come back to the vote on this change.
- d. Interviews Student Leader Positions
 - i. Brianna Dillon, Publisher candidate – Brianna is currently the News Editor for Spinnaker. Spinnaker is the only thing keeping here at UNF right now. She wants to have her own magazine one day and feels that Spinnaker can help her get that experience. She expressed her concerns with UNF and the faculty and advisers. Karen F. asked if we should be concerned. Brianna responded no. She would like to have a lifestyle/fashion magazine/self-esteem publication to help others. She did editorial writing at Jacksonville Magazine. As news editor now, her direction is good and she wants to continue and keep the ball rolling.
 - ii. Dionella Gallo – Business Manager Candidate – Dionella currently works in sales with the business office and is interning with Jacksonville Magazine for marketing and sales. Wants to be a part of the Spinnaker and be a part of their growth. She has experience, organizational skills and wants to help promote Spinnaker to be all it can be. Priorities would be to get the name out there and getting more clients. She would bring up the sales team; have a list of clients to target to get the name out there. Taking more initiatives to achieve the goals. Feels sales team needs to be persistent to be successful. If she were to get the job, she would not pursue another internship.
 - iii. John Timpe – Referenced print product Brianna mentioned. Spinnaker magazine is talking about down-shifting from 8 issues to 4 issues with increased pages. Advertising will probably go down. So leadership has decided to pilot something on newsprint, small tabloid, in help make up the revenue and promote digital news.
 - iv. Justin Belichis – Publisher candidate – Justin is the current features editor. He is 21 years old, loves punk rock music and is a journalism major. He is a better editor than he is a writer. He would be a good fit for the position because he saw a lot of the content that went into the magazine this past semester. There were a lot of lifestyle articles. It was done with professional photos and great visual graphics. Future plan for Spinnaker would be to incorporate more enterprise articles. He would also like to have recurring elements such as comics, quizzes, and crossword puzzles. He is a firm believer in face-to-face contact. Would get to know his team, work around their schedules. He has a

direct communication style. If it doesn't come together the way he wants, he would probably step in and do it himself. He has no other leadership experience. One thing that could potentially conflict is that he plays in a band. He plays on the weekends. He is definitely flexible on this, because he does the scheduling for the band. Working in news is what he wants to do. His professional goal would be to work in a position in some sort of truth-telling, whether reporting or editing. Making a documentary film would be fun.

- v. Tiffany Salameh – Digital Editor Candidate – Tiffany is currently a sophomore at UNF majoring in Multimedia Production and Journalism. Would like to get experience working with Spinnaker in writing and layout design, and feels this would be a great opportunity. She is a very organized person, wants a position where she can oversee and lead because she operates better that way. She has always been interested in journalism. In high school she started a newspaper and saw that through. Management style would be to deal with people like she would like to be dealt with. She is soft-spoken but can delegate. When she leaves UNF she would like to have an internship where she can get hands-on experience either in student media or in the Jacksonville community.
- e. Discussion and Vote for Student Leaders
 - i. Mary Kelli felt that Alejandro should be able to speak, since he is opposed, as to why he wants to continue on as the Business manager. He said: The experience has been great. He has finally become familiar with everything. He is looking to improve the promotions team. He wants the students to know how great Spinnaker is and he has found that students aren't really aware of us. He wants to get the word out. This would benefit us in a lot of ways.
 - ii. John- Board is open to questions for the current student leadership regarding the interviews. Some discussion on Brianna and her feelings toward UNF. John elaborated on her feelings regarding the advisement system here and the accommodations she needs to continue here. Karen spoke to student leaders, those who work with her. Some think that Justin would be better as publisher and Brianna is more the hard news type. She has been tapped as the newsroom editor candidate once Lee is done, if she doesn't get this position, she would be eligible for that. She does want to stay on.
 - iii. Vote on Publisher candidate. Mary Kelli made the motion to hire Justin B. as publisher. Paula seconded the motion. Voice vote taken by roll call. All in favor.
 - iv. Vote on digital candidate. Discussion about Tiffany was held. She is young but Lydia would be there to help her during the summer. Paula motioned to hire Tiffany as the Digital Managing Editor. Karen F. seconded the motion. Voice vote taken by roll call. All in favor.
 - v. Vote on Business manager – Paula nominated to keep Alejandro as the Business Manager. Mary Kelli seconded. Voice vote taken. All in favor.
 - vi. Vote to continue Radio and TV leaders for summer/fall semester. Paula motioned to continue Radio and TV leaders for summer/fall. Karen seconded. Voice vote taken. All in favor.
 - f. By-Law changes (new)
 - i. John had emailed the proposed by-law changes to the board ahead of time. These were displayed on the overhead projector with the current on the top and the proposed on the bottom.

- ii. Questions or concerns. Decision was how to vote. The board decided to vote on each change individually. First revision was changing “magazine” to “publisher”. Connor suggested a unanimous consent. Paula motioned for unanimous consent. Mary Kelli seconded.
- iii. Changing language throughout the bylaws that refer to budget. Previously specific to A&S budgets. We now use Auxiliary, A&S and SL&S, language will now refer to Spinnaker Media budget, not individual outlets any longer. Changed “that” to “those”. Paula motioned for unanimous consent. Karen seconded.
- iv. Clause about adviser’s role in reporting to Student Government. Previous wording implied that student adviser had to report monthly to Student Government regarding budgets. This change will remove “regular” and replace it with “updates at the annual A&S Budget hearings and as needed at”. Paula motioned for unanimous consent. Mary Kelli seconded.
- v. Allowing the board composition to change to allow for Dr. Gonzalez’s wishes of a student majority with deep knowledge of media best practices. This will require a voice vote. This takes the board from 16 members, 10 voting and six not voting, to 14 voting members. There will be 7 voting student representatives, upper classmen, either majoring in communications with a concentration in journalism and/or having successfully completed the Media Law & Ethics course at UNF and not involved with any of the student media or Student Government. There will be a student majority by one, and the adviser will continue to chair and will go back to voting in case of a tie. There will be 6 non-student representatives. There are still concerns by students and the board. John paraphrased that the overall concern is getting out of the gate. If you can only find four students at a time, then you can only find four students. Language to follow will read “a representative of the UNF full-time Communication Department faculty appointed by the President of the UNF Faculty association and the chair of the Department of Communication and five representatives from professional media outlets in Jacksonville..” Connor still concerned. Mary Kelli feels we don’t have a choice. But says John is tasked with the accountability, and if things come up and this doesn’t work, we can deal with it at the end of the semester. She also hopes that any student on the board would want to hear from the professionals. Paula concerned with only herself being the one to nominate all these students. Paula feels it should be laid on the doorstep of the Department of Communication. If this model approved, the Dr. Gonzalez might have to go to the provost. Mary Kelli agrees with Paula. Paula adamant that it not be put on the back of one faculty member. It should be a committee within the Department of Communications. It could run into the Department of Communications running the student media. Paula would convene the committee. As we go along and fine tune it, we may have to change it in the years to come. John - It will come down to the disclosure statement and the by-laws. They don’t want it to come down to the potential that the board could be stacked. Mary Kelli feels we have to give it our all for one semester and revisit it at the end of the one-year appointment. John clarified the wording that the students are recommended by the appointed faculty member. Discussion was had on the wording for the requirements of the students. Agreed to change it to read “student representatives either majoring

in communications with a concentration in journalism and/or having successfully completed the Media Law and Ethics course at UNF. Karen so moved the change and Mary Kelli seconded. Voice vote taken. All in favor.

- vi. John went over the other friendly changes being made. Changing “fall” to “Summer/Fall”. Paula motioned to accept as noted by unanimous consent. Brianna seconded.
- vii. Station manager job titles would now be changed to “general” manger instead of “station” manager for both radio and TV. Mary Kelli motioned unanimous consent. Karen seconded.
- viii. Change reflect under "Meetings" that the board will have monthly meetings “during the school year”. Karen motion by unanimous consent. Mary Kelli seconded.
- ix. Change to quorum reflected by vote already taken.
- x. Paula motioned by unanimous consent to change “hourly” to read “”...eligible for compensation at a minimum of 16 weeks...” Karen Seconded.
- xi. Remove the use of proxies, per Student Affairs’ request and consistent with other boards on the campus. Paula Motioned to approve the changes. Mary Kelli Seconded. Voice vote was taken. All in favor.
- xii. Board governance changes and that 20-hour media leader pay change. This would be a policy change regarding what governs the leaders so the board is responsible for the decision of approval on this. Shannon, outgoing Publisher, had sent an email. John read from the email: “1) Any leader wanting to change the format of their department, whether it’s the type of print product or format the music played on the radio (for example), must bring the change up before the leaders and get unanimous approval. 2) Leaders must unanimously approve the annual budgets. 3) At least 3 of the 5 leaders must approve any purchase of above \$100, and revenue, as well, if a decision will reduce revenue by \$100. 4) At least 3 of the 4 Leaders, business leader is exempt, must approve to hire or discipline news staff. 5) Any Spinnaker platform project, especially those including collaboration with outside organizations, must be reviewed by the leaders before any department head moves ahead with any initiative. Discussion followed as to what brought this wording up. Mary Kelli feels that this is a communication thing. Remedy is if they aren’t doing their job, then a leader can bring it up to the board because the board has an expectation of the leaders to make good decisions and communicate with each other. This still leaves the branding issue and the use with department and their branding. This will be tabled and discussed. Discussion as to which should be by-laws and which would fall under policies. By-laws would include any change to revenue and expenses greater than \$100. Changes to hired and disciplining. The board is comfortable with this language. Paula motioned to accept. Mary Kelli seconded. Voice vote taken for Leader governance by-laws. All in favor.

g. Media Outlet Reports

- i. John asked the leaders to email a short summary of their reports to the board.

III. Old business

A. Vote on March 6, 2015 meeting minutes

- i. Karen motioned to approve. Mary Kelli seconded. Show of hands. Brianna voice vote. All in favor. Minutes approved.

IV. Announcements

V. Adjournment – 1:00 p.m.