

Spinnaker Media Advisory Board
Meeting Agenda

Friday, Feb. 6, 2015

9:30 a.m.

UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 9:47 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair	Adviser, Spinnaker Media
Morgan Wolf	Student Government Representative
Chase Baker	Student Government Representative
Karen Feagins (conference call)	Professional Broadcasting Representative
	Radio Professional Broadcasting Representative
Mary Kelli Palka	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
	Student, Coggin College of Business Representative
	Student, Non-Comm Major Representative

Members Absent

Brianna Sigman	Student, Communication Major Representative
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Others Present

Lydia Moneir	Digital 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.

II. Old Business

- a. Vote on Jan. 7, 2015 meeting minutes – Since the board did not have the minutes to review prior to the meeting, they opted to vote via email as they have done in the past.
- b. Spinnaker Radio LPFM – There was a meeting with the tower crew and the estimate per Jim Edwards is that the antenna will be installed by the end of the month. There are two timelines we are working on. The FCC-mandated timeline of 18 months would put us at Aug. 6. Second timeline is for launching and promoting the switchover to LPFM. The promotions department, Annie and the design editor have been working on materials for promoting and finding locations for launch parties. Some concerns that throwing the switch in March will not be enough time for them to prepare and promote. John will meet with Student Affairs as he gets the date back from ITS related to fiber and network design.
- c. Waiting on Chase Baker to arrive. Jumped to New Business, Media Outlet reports.

- i. Business Office – Alejandro has hired a new social media director. There are several sales people and several volunteers for promotions and sales. Promotions department is working on promoting Spinnaker TV's new on-demand product by handing out flyers to student housing. Also using social media to make students aware and utilizing Student Update and the Comm department's newsletter to make students aware. Promotions are working on locations to hold LPFM launch parties along with working on designs for promotional items, such as T-shirts. No new sales at this time. Alejandro has restructured the sales team to include paid and volunteer staff.
- ii. Print – Shannon – The February issue was delivered at the end of January. The second round will be distributed next week. They have 10 wire racks they are looking to distribute off campus. With the March issue they will be introducing "The Intern," our resident goose, as a centerfold. To encourage readership, they hope to introduce some games, introduce a cartoon page and they are working to add classified ads back into the magazine. They have until Feb. 12 to decide on whether they want to keep the old printer at the current contract amount.
- iii. Back to Old Business
 - 1. John gave a summary of the last meeting's discussions. Major concern with the board composition was having a student majority and where they would come from. John spoke with Dr. Gonzalez, who heard loudly and clearly the concerns. He was amenable to keeping to the method already being discussed (using a disclosure agreement, one that we talked about in the spring, where the board members would read it and sign it so there will not be any conflict of interest within the board). He also felt he could adjust to where the students would only be Comm majors but vetted through Professor Horvath and that particular things would be looked for among those students. Dr. Gonzalez still held to wanting a student majority on the board, with John as the Chair and professional print, radio, TV and digital representatives. The board could add a business representative but you would need to add an additional student to still have a student majority. He does not want to have an alum position on the board. This would be effective with the next school year. In the last meeting of the spring we can vote on these bylaw changes.
 - 2. Discussion. Paula feels we need a profession business rep. With the faculty position standing, we would need seven students. Morgan asked what the disclosure was about. She said she had not heard of it. She wanted to know if the treasurer would have to sign it. John explained if this change is made, there would not be any students from SG or from Spinnaker Media as a student representative because of potential conflicts of interest. Dr. Gonzalez will be the one who will be keeping an eye out on the board and he said he will not tolerate any shenanigans. This will assure that no one can stack the board. Morgan asked why John's position as chair would not be a conflict of interest. John explained that he is a staff member of Student Affairs and if he didn't adhere to what Dr. Gonzalez asks of him, he would be overruled. He doesn't vote. He is an adviser, does not do their job for them. He

advises them. He also is held to the College Media Association's code of ethics.

3. Connor still has issues with one person choosing the students. John explained that Paula would vet the students, but Dr. Gonzalez would choose them. Mary Kelli asked John what the mission of the Board was. He read this from the by-laws verbatim. This would mean that the board is reviewing how leaders are doing their job. That leaders all outline what they are trying to accomplish. That the board chooses the student leaders, and that the board endorses the budget and passes it up to Dr. Gonzalez. Many of the members asked what Dr. Gonzalez has to say as to why he wants the student majority. John relayed that Dr. Gonzalez has said it is important that the students have a voice in what student media are being consumed on campus. John will get with him and try to get a more specific answer and get back to them.
4. Mary Kelli – wants to know if Dr. G is willing to move on this or if he is set on this. He has told John this is his board and he will have the final say on this, but he knows this is an ongoing discussion. He is willing to listen. Morgan mentioned that when she talked to Dr. G, he said that other boards on campus had a student majority. Lydia mentioned that the student union board has only had two meetings since the fall started, and that this is related to students taking over the board. Also members on that board ended up being in Student Government. Morgan stated that Spinnaker has this idea that SG is going to take over the board. Why can't Spinnaker encourage students to join? Lydia – There are multiple layers, but she does need to do more research. Morgan questioned the trust of the board in the students that would be chosen. Conner's fear is that Dr. G. wants to have students on the board is that they will probably have no idea and little training, if any at all, as to what we do, the purpose for media and how they operate, coming in here to make decisions. Mary Kelli says if Dr. G's mind is set, then encourage them to find a process in place to remedy this concern about a student majority or you would have a semester to find out differently. She is amazed with the student leaders and how they do run and lead. She doesn't have enough information to cause her any concerns. Paula - If Dr. Gonzalez is adamant, then we need to look at steps to put in place to ease the fears to make sure this doesn't happen.
5. John referenced the handout related to A&S student funding that Senate will vote on Monday night. Page 3 is the funding Spinnaker Media was getting in past years, specifically Lori and John. This year the other three indexes went to SG, made a presentation and requested this to be in one lump sum to be transferred into the auxiliary to deal with the across-the-board cuts. The B&A committee and Morgan agreed to one index but kept the line items. John explained the different pages and what they were, including percentages that needed to be corrected. Morgan said she knew what John was referencing and told him it had been corrected online this morning. (Mary Kelli had to leave.)
6. The idea was put out there to have a workshop for new students on the board. Lydia still not clear as to why the change. Paula, we need to ask

Dr. Gonzalez and you have to understand you may not like it. It was agreed that they wanted John to go to him and ask him the reason for the change.

7. Lump sum funds – Spinnaker students submitted the budgets to the B&A committee and also sent 2 leader delegates to the last Senate meeting to explain their reasons for this. The next Senate Meeting will vote on the budget. If approved, it goes to Student Body President Turner for approval and then to Dr. Gonzalez and on to Pres. Delaney.
8. Connor said the budgets weren't corrected online. Morgan explained that the individual indexes were zeroed out. Connor explained that the history of the prior years were not correct on this pages as presented. So the percentage changes aren't correct. Morgan will go back and look at it and fix it that day.

III. New business

A. 2015-2016 A&S Budget

- a. Morgan – At Deliberations, Morgan advised that she would welcome this week anyone that had any concerns. She assumed we were ok.
- b. Connor had not sent an email and thought he could address it today. He did not have time on Monday after they received the numbers to calculate and figure everything out, so they didn't have time to get back to the forum for a response to Morgan. He was concerned about the cut to 402500; it now only has enough to fund the actual printing cost and the wage for the publisher. Wants to know if a discrepancy or intentional.
- c. Morgan – In their discussion that was held Morgan had asked for numbers to go off the percentage to wages, print and to make the magazine broken down. Shannon told her she could not give her those numbers, so Morgan went off the history and invoices of what she could figure out herself. The invoices are just the printing cost. She also said she gave an increase per unit.
- d. Connor - this will still only cover the printing costs.
- e. John – The increase is always appreciated. Just reducing the number of copies doesn't change the costs to them, just an incremental savings for the printing aspect of it. It is difficult to calculate the costs for futures. Different things affect this. Advertising is tied to how many copies you print. Ideally, product should be 50/50 stories to ads. If you drift too far away from that you are burning money. If you commit ahead of time without knowing how many advertisers you are getting, you aren't being fiscally responsible. We can't know what the exact print costs will be per publication until that month.
- f. In response to Connor using TV as an example of the funding picture, Morgan said: It's not required for SG to provide full funding. You still have auxiliary and ad revenue. Connor: That's an assumption that we will have the money to make this up. John – Since 2010-2011 ad revenue has been going down.
- g. Lydia wants to make sure that per Spinnaker's conversation with Morgan before she made the budget that the lump sum not only funds the printing cost but also the actual making of the news. Lydia asked Morgan if that was clear. Morgan said that this was the purpose of the forum after she made the budget and that it is out of her hands now. She can answer questions, but she can't change it. They should have responded to the B&A chair on Tuesday. Leaders

explained they were in class and needed to verify the allocations because the percentages/historical numbers weren't correct.

- h. Morgan advised them to follow up with Chairman Kennedy. It's his budget now and will go before Senate on Monday night. She will make sure the history is corrected. (Connor left at 11:20.)
- i. Lydia – Again asked Morgan if she was aware that she was cutting the news.
 - i. Morgan – She was under the impression that everything was shared.
 - ii. Lydia – You got the one joint number in the fall, because that is a shared entity. Morgan said I told you in the meeting you would not get the lump sum funding. This way it makes easier to transfer money and keeps the accountability of what you are spending your money on. (Chase had to leave at 11:25.)

B. Media Outlet Reports

- a. John for TV – Connor has finished his hiring for the spring. He is working on local shows and updating the website.
 - b. Digital – Lydia – Digital is still looking for a WordPress programmer. Had found one but she couldn't come on due to family issue. We may have to go to an outside source. The TV website has been updated with bios on the staff page. Will begin working on the Radio website next week.
 - c. Radio – Annie – Music team has been working on shifting format a little away from the more extreme indie music to a little more inclusive. Programming team has been working on new programs. Logo for bigger stuff has been finalized and watermark logo will be finalized today. Have a news producer now.
- b. Adjournment – 11:30 p.m.