

**Spinnaker Media Advisory Board
Meeting Agenda**

Wednesday, January 7, 2015
10 a.m.

UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 10:12 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair
Morgan Wolf

Adviser, Spinnaker Media
Student Government Representative
Student Government Representative
TV Professional Broadcasting Representative
Radio Professional Broadcasting Representative
Professional Print Journalism Representative
Faculty Representative
Student, Communication Major Representative
Student, Coggin College of Business Representative
Student, Non-Comm Major Representative

Mary Kelli Palka
Dr. Paula Horvath
Brianna Sigman

Members Absent

Connor Spielmaker

Station Manager, Spinnaker Television

Others Present

Lee Watters
Annie Black
Shannon Pulusan
Jesus Nieto
Lori Durham, Secretary

Digital Editor, Spinnaker
Station Manager, Spinnaker Radio
Publisher, Spinnaker
Spinnaker Business Manager
Office Manager, Spinnaker Media

I. Welcome – John welcomed those present.

II. Old Business

- a. Vote on December 3, 2014 meeting minutes – Mary Kelli moved to ok the minutes. Brianna seconded the motion. Vote taken by show of hands. Four voted yes. All in favor. Motion Passed.
- b. Spinnaker Radio LPFM – Certification of tower was pushed back to January 19th. ITS approval still needed for internet security on the fiber that goes to the tower. If we haven't heard back from email sent on 1-6-15, Student Affairs will go to the head of ITS.
- c. By-Law revisions – John Timpe explained to the board the anticipated changes in the bylaws and model being discussed for the board makeup which Dr. Gonzalez will have final say on. The board would stay as is pending the meeting with Marc Snow in General Counsel's office. Then John will have a meeting with Dr. Gonzalez and Everett Malcolm to find out what the decision will be. The student leaders have shared with Dr. Gonzalez that they prefer the professional models.

- d. Jumped to New Business item “A” – Review of student leader’s academic eligibility. Paula H. has to leave and a vote is needed.
 - i. There are two student leaders who are currently on academic probation because of a bad result in one class in the fall. The by-laws say that the board can grant a semester of grace. Not consecutive semesters. Connor S. has had waiver in the past and Lydia is the other requesting the waiver. Both students feel they will be able to remedy the issue during this semester. Paula made the motion to grant a waiver to both student leaders. Mary Kelli seconded the motion. Vote taken by roll call. All in favor. Waiver granted.
- e. Back to old Business – By-Law Revisions
 - i. The proposed model would be made up of a chair, one professional TV rep, one professional Radio Rep, one professional Digital rep, a professional Print rep and a faculty rep. In addition they want 6 students who would be selected by the deans or the VP of Student and International Affairs. These students would consist of two Coggin College of Business students, two Arts and Sciences students and two English major students.
 - ii. Paula before leaving made her statements. She feels that we need a business rep such as a marketing rep. Why not include an alum position? John – It’s not a dislike for any particular position but a drive to have a majority of students without the board being too large. Paula – Has a problem with there not being any communication students, but would have two English students. English is entirely different than communication. Paula doesn’t have a problem with the number of students or students being from the outside, but there is basic understanding of journalism that needs to be had on this board.
 - iii. Connor – Has an issue with who selects the students and with the students on the board not being the student leaders. His biggest issue is that the majority should be the professionals not students. It’s the purpose of the advisory board to give advice and that should come from the professionals.
 - iv. Mary Kelli – She is open to the idea of the student leaders being on the board but is not sure it is the best. She is ok with the students being the majority as long as the board gets to choose those students. The other thing is that the board is not here to dictate content. Giving the students the majority of the votes on the board to allow them to sway content from year-to-year is a concern. It would subvert the board’s own by-laws/purpose. Professionals having the majority would prevent that. Her concern is the idea that the deans would not be the most objective and most knowledgeable about what is needed.
 - v. Brianna – She joined the board to network with and learns from media professionals. The media professionals should be in the majority. As a student rep who doesn’t come from Spinnaker Media, she is here to give that outside student perspective. She is also a Comm student, so she knows the fundamental things about journalism that come into play when picking leaders, etc. Biology major couldn’t properly pick the leaders needed to run Spinnaker Media. Brianna is a leader in the Communication Department; she is involved in a lot of things and has never met with the dean. The deans won’t know the first thing about picking the right students for this (Prof. Horvath concurred).
 - vi. Morgan – Morgan would still like a student majority but can see the concerns the other voting members are raising. Feels we can come up with a resolution for this.

- vii. The board conveyed that the desire for student voices on the board is commendable.
- viii. Three of the four members present had a major concern with the proposal in regard to the student board members having the interest and some knowledge about journalism and Spinnaker Media, especially in light of the student majority as it now is constructed. The fact that none of the student reps in the current proposal have to be Communication students doesn't make sense. Also, the majority of the board will be concentrated in the hands of the dean for Arts and Sciences and dean for Business. Deans themselves could have a conflict of interest.
- ix. Mary Kelli – We have to think about what we can work with if the board can't be as we would like it. John can take back the feedback from the board. She likes the idea of a UNF alum being the other professional. This would give a majority of professionals on the body. If Deans and VP of Student Affairs select the students, then students should have to have taken certain classes, depending on the student you are looking at or maybe recommendations from the department faculty. She also feels there should be 5 students and six professionals.
- x. John will type up responses and convey them to Dr. Gonzalez before the next meeting.

III. New Business

- b. Discussion of De minimis pay requirements for media leaders
 - i. John - The University acknowledges that the Spinnaker staff positions are student jobs not regular university jobs. The education is the primary benefit not the paycheck. The students -- including the student leaders -- are primarily here for the job experience, the learning opportunities and there is an amount like a stipend to acknowledge that they have office hours and things like supervisory responsibilities. Reporters are paid based on the number of stories they publish a week. Same system is set up for editor and leaders. However, leaders may have to work away from the desk in addition to meeting the required office hours. So modifications were changed to allow the leaders to meet office hours but part of those daily hours could be from home or meetings in a 3/5 to 2/5 ratio. Since the board is actually the boss of the leaders, John wanted this to be run by the board. Truth is the leaders often put more than 25 hours per week. The board affirmed they are ok with this.
- c. Media Outlet Reports
 - i. New leaders had nothing to report at this time.
- d. Adjournment – 11:38 p.m.