

Spinnaker Media Advisory Board
Meeting Minutes

Friday, March 6, 2015

9:30 a.m.

UNF Student Union, Building 58 East, Room 2100

I. Call to Order – 9:42 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair	Adviser, Spinnaker Media
Morgan Wolf	Student Government Representative
Amanda Wollam	Student Government Representative
Karen Feagins	Professional Broadcasting Representative
Mary Kelli Palka (conference call)	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
Brianna Sigman	Student, Comm Major 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.

II. Old Business

- a. Vote on Feb. 7, 2015 meeting minutes – Karen F. motioned to approve the minutes. Morgan seconded. Vote taken by show of hands. Three approved, two abstentions. Minutes approved.
- b. Spinnaker Radio LPFM – The installation of the antenna was rescheduled to March 17th, because of bad weather. ITS is still working on the ground network but close to being done. RDS unit ordered was bad and had to return it, but new one being sent. First will be equipment testing, then program testing. April 13th is the semi-hard launch.
- c. By-law Revisions
 - i. Board Composition – John emailed Dr. Gonzalez the board responses from the last meeting. Any changes to be made will be presented at the April meeting for voting and changes will begin with the fall semester.
- d. 2015-2016 A&S Budget
 - i. The budget was sent to Student Body President Joe Turner, who made the decision to veto the budget. This went back to the Senate where he asked them to veto the budget and allow two Spinnaker Leaders to speak as to their request for a one-line transferable budget. Lydia and Annie addressed them. Afterward the senate decided to override the veto. The budget will then move on to Pres. Delaney.

- ii. Dr. Gonzalez directed John, Christine Malek, and Mike McGuire to meet to find what it cost for Spinnaker Media to operate and the parts of Spinnaker Media to operate. The concern was in finding a print specific cost. Spinnaker had not delved into how news contributes to print. They reached a point where they settled on the amount that Spinnaker Media budgets as a whole in a year and the actual they spend in the year. We tend to budget more in revenue and in expenses than we actually use. Spinnaker always checks mid-year to see where they stand with expenses versus revenue. At end of year we tend to have about 10% leftover in student wages for different reasons. Mike agreed with this.
- iii. The next step in that discussion with Student Affairs and Student Government is to find out if they have all the numbers they need. Does everybody agree on the numbers and what part of the funding for student media year-in and year- out should be fairly borne by student fees?
- iv. The Spinnaker leaders said we need to offer a compromise in the 15/16 budget. They have projected the revenue and expenses. The shortfall is about \$78K. So they went to Dr. Gonzales and by extension Student Government and Student Affairs, and said, if you will take the Student fee funding we are getting and put it into one line, transferable into our auxiliary fund, we will spread the pain out among our platforms and in exchange we will dip into our fund balance to make up the shortfall for 15/16. Then we will keep working through this exercise and fair amount mechanism for 16/17.
- v. Dr. Gonzalez talked to Pres. Delaney and President Turner and at some point Morgan. SG came back and said we will take out the proviso that specifies how many issues Spinnaker has to put out to get its money and the proviso saying that TV and Radio have to report what positons they are using the money for ahead of time. You dip into your fund balance to make up the difference and we will keep working on the fair amount mechanism. Leaders huddled up and agreed to this.
- vi. Senate had emergency meeting this past Monday night, struck the provisos, and next the budget goes to Pres. Delaney. There is a statement attached to this budget. John thanked everyone for working on this.
- vii. Mary Kelli phoned in for conference call at 10:04.
- e. 2015-2015 Auxiliary budget
 - i. John had sent the master budget to all by email. This is the first time Spinnaker Media have had a master budget covering all three funding sources, all revenue, and all expenses. You also received a Budget worksheet for auxiliary that was submitted for next year to Christine Malek. This will go to Dr. Gonzalez and then to the Auxiliary Oversight Committee. This is the stage where you can ask questions and make recommendations to the student media leaders in the room. It's their budget. A vote is taken to endorse it and deliver it to Dr. Gonzalez.
 - ii. No motion was made to endorse. Some felt there wasn't enough time to review it before voting today. This will be done as an email vote.

III. New business

A. Media Outlet reports

- a. Business – Business is working on a social media campaign for TV and its different shows. Working with Radio for the LPFM launch party and item giveaways. A raffle was held for the Lewis Black tickets. They are looking for

clients off campus to put wire magazine racks out. The promotions director resigned. She will be there for two more weeks. Out of 7 volunteer sales people, three are actually making calls. Kaitlyn is working on social media strategies and pricing for clients. Social Media should bring in more revenue for next year.

- b. TV- Connor – TV is going well. The entertainment side has caught up to the news side. TV was down for a short time while they worked on installing new servers. They hosted the Tuesday SG debate live for radio and TV. This went well. Only a few issues in the beginning. We hope to do another on Tuesday of next week. Waiting for responses from the parties. The entertainment side was to air three new shows, but the basketball games took over. These shows run about 15 minutes each. The entertainment volunteer staff has doubled this year.
 - c. Publisher – Shannon - The March issue went out last week. They will redistribute this week. Proud of this issue because it showed more profiles and has recurring sections, like comics and “The Intern.” Student submissions are going well. They hope to have 18 racks out by the end of the month. They are going to try and put more event photos in the magazine. They created submission guidelines for student submissions. Print decided not to continue next year with current printer. They do not have to submit bids this year because of the university guidelines changing for the bid process. They can obtain quotes on their own once the publisher determines the product.
 - d. Radio – Annie – The 17th is the date for the antenna installation. They will take a week of testing so they can see how far they reach. They can use that information to promote. The launch party is to be determined until the testing is done. Some of the radio staff will help with promotions, since the promotions director is leaving. They will have one party in the plaza and another will be held at Deep Search records. Hoping the website will be done by the launch party. They have brought back the “On the Couch” segment with TV. Doing one every two weeks. They are focusing on the programming. Trying to establish a more relatable indie format. Radio is working with print to have a music-related page in the magazine. The news program is going well.
 - e. Digital – Lydia – The radio website is the main project. They are working on this. It will be more energetic and bright. They need to purchase some themes. There has been more traffic this semester than last. The app is nearly done. Trying to decide on the screen that appears when loading. Digital still needs a database programmer and a WordPress programmer. They may have to farm out the database programming. Have not been able to find anyone here on campus. Once the app is completed it will have to be sent to Apple for their review. She wants to use yard signs around campus to make students aware. Lydia was asked to send analytics from a year ago compared to this year. Submitted entry for Pacemaker.
- B. Hiring for Leader for Summer/Fall
- a. This meeting will have at least three positions, with interviews of about 7-8 people. We will also need to discuss the bylaw changes. Board agreed it would be better to stay longer on the April 3rd meeting. Schedules were not good for other days in April. Positions will post on March 9th and remain open until March 30th. Leader evaluations will also be passed out.
- C. Provision regarding Spinnaker Supervisors collecting wages below themselves.

- a. There was a situation a while back where a staff member in a supervisory position had difficulty finding a news editor under them. There was an assistant news editor working at the time. So the leader stepped in to the position until someone could be hired, doing some of the work and claiming some of that pay. The leader contended we couldn't find anyone and the assistant news editor said, hey, I am doing a good job and I should be moved up. At the time it was brought before the board. Paula said no, this shouldn't happen anymore. Our policy is based on something that was said in a meeting and others may have agreed. There was no vote formal vote on this issue before. Karen - We are trying to avoid someone not hiring someone on purpose so they can make the money. Board should take the responsibility on a case-to-case business to approve on the pay part. The board chose to formally vote that this is the way to handle it. Motion was made to approve the current method and make it formal. Paula motioned, Morgan seconded. Vote taken by voice vote. 6 approved. All in favor. John can email with the requests instead of waiting on the next board meeting.

IV. Announcements

- a. Karen F. announced that WJCT, for those who have HD radio, has a new station in testing mode 89.9 HD3.
- b. John – There have been two open professional positions on the board open for months. Digital needs one. Paula recommended Jeff Davis for the position. They would come in and interview before the board. Karen – If it is easier for the board to find a TV person then Karen could be the radio person. Karen is ok with changing to the Radio professional. We need to now find only a TV person. Annie asked if Spinnaker alum could be a board representative as a professional. It can happen. It would be up to the board and then up to Dr. Gonzalez to decide if any conflict of interest. A vote will be required to move Karen to Radio Broadcast position. Paula made the motion to move Karen to radio broadcast position, Brianna seconded. Voice vote taken. Karen recused herself. Five voted yes. All in favor. Motion passed.

V. Adjournment – 11:30 a.m.