

Summer 5-1-2000

Senate Bill SB-00SA-1342A Deletes Chapter 1204 and Gives Control of the Spinnaker to Student Development

Student Government Association
University of North Florida

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Student Government Association, "Senate Bill SB-00SA-1342A Deletes Chapter 1204 and Gives Control of the Spinnaker to Student Development" (2000). *Legislation*. 1562.

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SENATE LEGISLATION

NUMBER SB-00SA-1342A

SB-00SA-1342A deletes Chapter 1204 and gives control of the Spinnaker to Student Development.

- Whereas: The Student Government of the University of North Florida was established to represent student concerns in all University wide matters, and;
- Whereas: The Constitution and Statutes Committee is responsible for making revisions to the Student Government Constitution and Statutes as needed, and;
- Whereas: The Spinnaker, a student-run weekly newspaper, is currently classified under the Student Government Statutes as an Activity and Service fee funded agency, and;
- Whereas: The Spinnaker, as an agency of Student Government, has its major positions selected by an advisory board and confirmed by the Student Body President and Student Senate, and;
- Whereas: Osprey Radio and Osprey Television, student-run media services, are currently classified as Activity and Service fee funded clubs under Club Alliance, and;
- Whereas: The Spinnaker, Osprey Radio, and Osprey Television are combining to become the Center for Student Media, and;
- Whereas: It stands as not only a conflict of interest, but an unconstitutional action for a government to directly fund or control outlets of media, and;
- Therefore: Let it be enacted that Chapter 1204, regarding the Spinnaker, be deleted from the Student Government Statutes, and;**
- Further: Let it be enacted that direct control of the Spinnaker be transferred from Student Government to the Office of Student Development under the Division of Student Affairs, and;**
- Further: Let it be enacted that direct control of Osprey Radio and Osprey Television be transferred from Club Alliance, an agency of Student**

Government, to the Office of Student Development under the Division of Student Affairs, and;

Further: Let it be enacted that the Spinnaker, Osprey Radio, and Osprey Television be combined to form the Center for Student Media, a department of the University of North Florida under the Office of Student Development under the Division of Student Affairs, and;

Further: Let it be enacted that the Constitution and Statutes Committee will revisit and evaluate the progress of this transition in one (1) calendar year, and;

Further: Let it be enacted that the Center for Student Media Policies and Procedures (attached) be enacted simultaneously with the establishment of the Center for Student Media.

Respectfully Submitted, CSC Committee.
Introduced by CSC Chair Jordan Schemmel.
Senate Action: Passes 16:00:00
Date: July 28, 2000

Be it known that SB-00SA-1342A is hereby
 PASSED / VETOED
on this 7th day of Aug, 2000.
Signed **Ann L. Duskin**
Student Body President

THE CENTER FOR STUDENT MEDIA

I. Creation and Purpose

A. The Center for Student Media serves as the umbrella organization over student-run media outlets at the University of North Florida. As of academic year 2000-2001, the student-run media outlets are 1) the Spinnaker, the official newspaper of the University of North Florida; 2) Osprey Radio, the official radio station of the University of North Florida; and 3) Osprey Television, the official television station of the University of North Florida. Future student-run media outlets could include a yearbook, a literary magazine, and/or a movie production unit.

B. The Center for Student Media, through its Advisory Board, is responsible for 1) formulating a yearly overall budget request representing the needs of the Spinnaker, Osprey Radio and Osprey TV; 2) presenting that budget request to Senate each year; 3) dispensing SG's yearly budgetary allocation to each of the student outlets; 4) providing support to each of the student outlets and the Media Adviser; 5) critiquing the performance of each of the student outlets; and 6) selecting the leadership for each of the student outlets.

C. The Student Government recognizes that the Spinnaker as well as Osprey Radio and Osprey Television are granted autonomy beyond other centers, owing to Constitutional rights furnished the Spinnaker and regulations promulgated by the Federal Communications Commission for Osprey Radio and Osprey TV. The Student Government also recognizes that with freedom comes responsibility, and the student-run media outlets must abide by the rules, regulations and body of law set forth specific to each.

D. In accordance with University policy, oversight of the day-to-day operations of the Center for Student Media is performed by the Media Adviser (Student Affairs Coordinator), a full-time position in the Division of Student Affairs at the University of North Florida. The Media Adviser works cooperatively with the Student Government, the Student Media Advisory Board, and each of the student-run media outlets.

II. Student Media Advisory Board

A. The Student Media Advisory Board is composed of six members.

1. There are four (4) student representatives, (1) a designee of the President of Student Government, (2) a designee of the President of the Senate, (3) a student representative from the Department of Communications and Visual Arts, and (4) a student representatives from the student body at large. The leaders of each of the media outlets sit on the Board as non-voting members.

2. There are two (2) non-student representatives, (1) a representative from the University of North Florida, either a full-time faculty member from the Department of Communications and Visual Arts appointed by the President of the UNF Faculty Association or a full-time professional in the Office of News and Publications appointed by the Vice President for Institutional Advancement; and (2) a representative from a professional media outlet in Jacksonville, chosen from the fields of print media, electronic media, advertising or public relations. The representative from a professional media outlet in Jacksonville is selected by the Media Adviser and receives appointment to the Board upon a majority vote of the Board.

3. The Media Adviser serves as Chair of the Student Media Advisory Board and votes only in case of a tie.

III. Selection and Length of Terms

A. Lengths of terms are one year, beginning on July 1 of one year and ending on June 30 of the next year.

B. Representatives of the University of North Florida and a professional from a media outlet in Jacksonville maintain one-year appointments, with reappointments up to three years.

C. The designee of the President of Student Government; the designee of the Senate President, the student representative from the Department of Communications and Visual Arts and the student representative from the student body at large maintain one-year appointments, with reappointments up to four years, based upon re-appointment by the President of Student Government and the President of the Senate.

D. If the representative of the University of North Florida leaves during his/her term, the appropriate university administrator in II.2. appoints the replacement. If the representative from a professional outlet in Jacksonville leaves during his/her term, the Media Adviser selects a replacement who receives Board appointment upon a majority vote of the Board.

IV. Powers of the Student Media Advisory Board

A. Voting power and responsibilities are shared equally among members of the Student Media Advisory Board.

B. The Media Adviser, or a designee of the Media Adviser, records the minutes of Student Media Advisory Board meetings, makes arrangements for meetings, and handles appropriate correspondence.

C. The Media Adviser functions as Board Chair for the purposes of scheduling and conducting meetings.

D. As an Advisory Board only, board members must respect the rights and protections granted the Spinnaker, Osprey Radio and Osprey Television by the First Amendment of the U.S. Constitution. Board members also must respect the rights and protections granted to Osprey Radio and Osprey TV by the Federal Communications Commission, among which are disengagement from day-to-day operation decisions and programming decisions. The Spinnaker, Osprey Radio and Osprey TV are not under the direct management of the Advisory Board.

V. Duties of the Student Media Advisory Board

A. Student Media Advisory Board members have seven responsibilities:

1. Based upon a written statement of needs from each of the leaders of the student outlets, followed by oral presentations from each of the leaders of the student outlets before the Board, Board members formulate an overall Center for Student Media budget request for presentation before Student Government during budget hearings.
2. As the officially recognized representative of the Student Media Advisory Board, the Media Adviser and each of the leaders of the student outlets, make a budget request presentation to the Budget and Allocation Committee and to the Senate.
3. After the Senate makes its total allocation to the Center for Student Media, Board members oversee the distribution SG's yearly allocation among the various student-run media outlets.
4. Support of the Center for Student Media, each student outlet and the Media Adviser covers a wide range of expectations, which could include offering advice, conducting training sessions, soliciting the donation of equipment, etc.
5. Board members are expected to stay current with the activities of the student-run media outlets, to critique student-run media on an on-going basis, and to share observations with the Media Adviser, so that the Media Adviser can share Board members' observations with appropriate outlet leaders.
6. Board members are expected to review policies and procedures manuals for each of the student outlets and to offer opinions and advice as appropriate.
7. Each spring, Board members select a managing editor and advertising manager to lead the Spinnaker, whose terms of office commence with the summer semester and end at the conclusion of the next year's spring semester; a general manager and a station manager for Osprey Radio, whose terms of office commence with the summer semester and end at the conclusion of the next year's spring semester; and a general manager for Osprey Television, whose term of office commences with the summer semester and ends at the conclusion of the next year's spring

semester.

VI. Meetings

A. The Student Media Advisory Board meets at least once a semester. Special meetings of the Student Media Advisory Board may be called by the Media Adviser upon written request of at least a majority of the Board members.

B. Notification of all Board members must be made at least forty-eight (48) hours in advance of the designated meeting time. Two consecutive absences from Board meetings by a Board member without prior written notification to the Media Adviser constitutes immediate expulsion from the Board.

C. No official Board action can take place unless a quorum is present. A majority of the membership of the Board constitutes a quorum. Members are allowed to designate a proxy upon notification in writing to the Media Adviser twenty-four (24) hours in advance of the meeting. Minutes shall be taken at all Board and general meetings, with a copy of the minutes sent to the President of Student Government, the President of Senate and each Board member. A file containing the minutes of meetings must be maintained.

VII. Media Adviser

A. In conjunction with the leaders of the media outlets, the media Adviser is charged with oversight and responsibility of the yearly budget allocation provided by the Student Government, and is expected to provide a monthly financial report to the Senate President, SG President, and Board members.

B. In conjunction with the leaders of the media outlets, the Media Adviser is charged with oversight of the day-to-day operations of the media outlets as well as the Center for Student Media. Oversight of day-to-day operations does not include the right to dictate or to punish for editorial content.

C. The Media Adviser is expected to adhere to professional standards set for by appropriate professional organizations and to adhere to job duties as delineated in the University Position Description.

VIII. Organization and Governance

A. Organizationally the Center for Student Media is under the supervision of the Office of Student Development, a subdivision of the Division of Student Affairs at the University of North Florida. The Center is governed by university policies and procedures pertinent to centers.

1. As head of the Center for Student Media, the Media Adviser reports to the Assistant/Associate Director for Student Affairs or his/her designee.

B. Organizationally each student media outlet is under the supervision of the Center for Student Media. Each student media outlet is governed by its own set of bylaws, from which its policies and procedures are derived.

1. The bylaws as well as policies and procedures are reviewed yearly by newly appointed leadership for each of the student media outlets, with changes submitted to the Media Advisory Board for review and suggestions only.

IX. Rights, Privileges and Emoluments

A. The mission of the Spinnaker, Osprey Radio and Osprey Television is to inform, to educate, to entertain, and to lead its readers and listeners, who at the University of North Florida include undergraduate and graduate students, full-time and adjunct faculty, administrators, support personnel, visitors and even the Jacksonville community. The mission of the Spinnaker, Osprey Radio and Osprey TV is divided into three main areas. They are:

1. To serve as the campus community as a forum for accurate, fair and comprehensive news, entertainment and information. This forum concept includes the expression of public opinion, which state and federal courts consistently have found to be constitutionally protected, especially in public universities, such as the University of North Florida.

2. To offer Spinnaker staff members an opportunity to apply their skills of writing, reporting, editing, photography, graphic design, advertising sales, marketing, product delivery, promotion and Osprey Radio and Osprey TV staff members an opportunity to apply their skills in the technologies of radio and television as well as provide a training ground for writing, entertaining, reporting, videography, production and on-air talent.

3. To give students opportunities to fill leadership positions and to learn to provide direction; to set an agenda; to select, organize and manage a staff of student peers; to conceive and put into effect a content plan for a publication or electronic media; to build teamwork and consensus; and to meet deadlines.

4. As part of commitment as a public trust as decreed in the Radio Act of 1927 and repeated in the Federal Communications Act of 1934, Osprey Radio and Osprey TV -- as is the case with all radio and television stations in the United States -- must operate in the "public interest, necessity and convenience" and upon licensure from the FCC is subject to periodic review under the provisions of re-licensing.

B. In regard to print student-run outlets, the Center for Student Media, its student-run outlets, the Student Government and the university community recognize and respect First Amendment protections.

C. In regard to electronic student-run media, the Center for Student Media, its student-run outlets, the Student Government and the university community recognize and respect Federal Communications Commission promulgations and protections.

D. In recognition of the special nature of student-run media outlets, especially their ability to generate revenue through advertising, promotions, services, etc., the Student Government agrees to extend to Osprey Radio and Osprey TV as well as future student-run media outlets its practice of allowing unspent monies from one fiscal year to be "carried forward" to the next fiscal year and placed in a reserve fund.

E. In recognition of the "center" status granted student-run media outlets, the Student Government encourages the Spinnaker, Osprey Radio, Osprey TV and future student-run media outlets to seek additional funding through a variety of means, including E&G, grants, etc.

F. In recognition of the special nature of student-run media outlets, the Student Government agrees to seek the obtainment of a single facility on the University of North Florida campus for the location of the Spinnaker, Osprey Radio, Osprey TV and future student-run media outlets.

G. During the summer semester 2001, the Constitution and Statutes Committee and the Senate will review the Center for Student Media to decide on its continuance as a center.

X. Managing Editor for the Spinnaker, General Managers for Osprey Radio and Osprey TV

A. Selection

1. After an interview process, the Managing Editor of the Spinnaker and General Managers of Osprey Radio and Osprey TV shall be hired by the Advisory Board.

B. Power and Duties

1. The Managing Editor of the Spinnaker and the General Managers of Osprey Radio and Osprey TV shall be paid positions. Their duties are to oversee matters and processes for their respective outlets as delineated in appropriate policies and procedures manuals.

2. The Managing Editor of the Spinnaker and the General Managers of Osprey Radio and Osprey TV should make themselves available to answer questions and make presentations during the course of their employment.

3. With due cause and after due process, the Board may relieve the Managing Editor of the Spinnaker, the General Manager of Osprey Radio or the General Manager of Osprey TV with a majority vote of the Board.

XI. Advertising Manager for the Spinnaker, Advertising Managers for Osprey Radio and Osprey TV

A. Selection

1. The Advertising Manager for the Spinnaker and Advertising Managers for Osprey Radio and Osprey TV shall be paid positions. Their duties are to oversee matters and processes for their respective outlets as delineated in appropriate policies and procedures manuals.

2. The Advertising Managing of the Spinnaker and the Advertising Managers of Osprey Radio and Osprey TV should make themselves available to answers questions and make presentations during the course of their employment.

3. With due cause and after due process, the Board may relieve the Advertising Manager of the Spinnaker, the Advertising Manager of Osprey Radio or the Advertising Manager of Osprey TV with a majority vote of the Board.