

## Spinnaker Media Advisory Board Meeting Minutes

Friday, December 4, 2020, 9:00 am, Zoom

I. Call to Order – 9:00 am.

II. Attendance –

### Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Steve Patrick	Professional Digital Media Representative
Kenneth Thomas	UNF School of Communication Faculty
Staci Spanos	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Paul Runnestrand	Professional Print Journalism Representative
Alksandra Masabni	Student Representative

### Members Absent

Tarik Minor	Professional Broadcast TV Representative
Sydnee Batzlaffs	Student Representative

### Others Present

Heydi Ortiz	Editor-in-Chief, Spinnaker
Carissa Marques	Creative Services Director, Spinnaker
Noah Cagel	Radio General Manager, Spinnaker
Aryan Anwar	Business Manager, Spinnaker
Sydney Chatani	Radio General Manager Applicant
Chase Hartman	TV General Manager Applicant
Amanda Cox	Secretary, Spinnaker Media Office Manager

III. Welcome

IV. New Business

1. Interview Leaders for Spring/Summer 2020 Semesters

I. Mo announces to the Board that Aryan Anwar and Carissa Marques seek to remain in their current positions and notes that the Editor-In-Chief Position candidate has withdrawn their application. The Advisory Board discusses the Editor-In-Chief opening; Rich asks if there is an emerging candidate among the current employees and volunteers. Heydi and Mo reassure the Advisory Board that there are two potential candidates.

II. Sydney Chatani interviews for Radio General Manager Position

1. Sydney reviews her resume, including her time as a volunteer DJ and Program Director. Sydney presents her vision for Spinnaker

- Radio, including collaborating with other Spinnaker Departments, revitalizing the station, encouraging student engagement and safe activities, and planning a social distanced Spring concert.
2. Rich asks Sydney about how she has dealt with challenges and setbacks due to covid. Sydney responds that she makes a plan and makes a backup plan; she gives the example of 'live DJs' prerecording their shows when they couldn't come in the office. Mo echos Sydney's point, noting that Sydney is very buttoned up.
- III. Chase Hartman interviews for TV General Manager Position
1. Chase reviews his resume with the Advisory Board, noting his time as an anchor, production experience, and leadership skills.
  2. Staci asks Chase to describe the past semester from his perspective. Chase notes that there wasn't a TV General Manager in Fall 2020 and that TV would benefit from a guiding hand. Staci asks Chase about his Weekday Updates and what type of stories he included. Chase responds that he included one UNF story, such as a lend-a-wing or spirit week story, one non-unf story like PS5 release or Elon Musk's Mars project, and a weather report. Staci mentions that Chase has a good grasp on what is interesting and newsworthy. Ken notes that he has enjoyed Chase's broadcasts and asks about the Weekday Update's varying release times. Chase answers that he attempts to publish them early, but they get released a little later on days he has morning classes. Ken asks Chase if he would continue the collaboration with the School of Communication. Chase notes that he didn't know about an existing partnership but would be open to continuing it.
- IV. Carissa Marques updates the Advisory Board on the Creative Services Department
1. Carissa notes a few changes in the Creative Services Department. Carissa will be hiring a new Promotions Director in January, and two interns will be joining the team for Spring 2021. Carissa also reminds the Advisory Board that most of the Creative Services team will be graduating in the Spring.
  2. Carissa updates the Advisory Board on the increased engagement on social media, the Spring Concert, and the possibility of converting the Spinnaker Magazine to Zines.
- V. Aryan Anwar updates the Advisory Board on Business
1. Aryan notes that the partnership with Flytedesk for the Vote America ad campaign has been successful. Aryan also reports that Infolinks is now running on the Spinnaker website and has generated a small income for Spinnaker.
  2. Aryan explains that she hopes to renew the contract with Community First in the Spring and work the Osprey Life and Productions on the SLS ad plan, but notes that other clients have

not gotten back with her. Sam reassures her that her experience is consistent with what he is seeing.

VI. Vote on Spring and Summer Leaders

1. Mo asks if there is a motion. Ken moves to install Sydney and Chase in the open leadership positions and keep Carissa and Aryan in their current roles. Sam seconds the motion. A voice vote is taken and passes unanimously.

VII. Outgoing Leaders Update the Advisory Board

1. Heydi Ortiz reports to the Advisory Board that Spinnaker's election coverage has been the highlight of the semester and that the interns have successfully completed their internships. Heydi also informs the Advisory Board that she has accepted an Executive Producer position in Spinnaker TV.
2. Noah Cagel reports to the Advisory Board that semester, while strange, has been successful. He notes that he is very proud of the Spinnaker Radio team and is excited to see what Sydney will accomplish with Spinnaker Radio. Noah also updates the Advisory Board on the Spring Concert plans.

2. Update Advisory Board on Fall Survey

- I. Mo updates the Advisory Board on the status of the Fall Survey conducted in conjunction with Student Government, noting that even with Covid students surveyed say they know and trust Spinnaker, particularly Spinnaker News. Mo notes that 2021-2022 will inevitably be a rebuilding year for Spinnaker due to Covid.

3. Spinnaker Spring Concert

- I. Spinnaker Spring Concert update included in the Leader updates and interviews.

4. SAM Radio Automation Software

- I. Mo reports to the Spinnaker Advisory Board that Spinnaker Radio is looking to update its automation software and, on Rich and WOKV's engineer's advice, will be looking into WideOrbit. Sam notes that News4Jax use WideOrbit software.

V. Old Business

1. Advisory Board votes on the September 11<sup>th</sup> Meeting Minutes

- I. Rich moves to approve the September 11<sup>th</sup> Meeting Minutes. Steve seconds the motion. Voice vote is taken; motion passes unanimously.

VI. Announcements

1. The next Advisory Board Meeting is on January 15, 2021, at 9:00 am and will be held on Zoom.

I. Adjourned – 9:57 am