

## **Spinnaker Media Advisory Board**

### **Meeting Minutes**

Friday, April 13, 2018

9:00 a.m.

UNF Student Union, 58E/2200

I. Call to Order – 9:11 a.m.

II. Attendance – Lori Durham

#### **Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Karen Feagins	Professional Broadcasting Representative
Clay Zeigler (phoned in)	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Madeline Rogero	Student Representative

#### **Members Absent**

Sam Foley	Professional Business Representative
Bethany Pruitt	Student Representative
Lauren Commander	Student Representative
Alexandra Winsor	Student Representative
Morgan Stark (Withdrawn)	Student Representative

#### **Others Present**

Lili Kendall	Interim General Manager, Spinnaker Radio
Tiffany Salameh	Editor, Spinnaker
John McCrone	General Manager, Spinnaker Television
Maame Mensima-Horne?	Spinnaker Business Manager
Ronnesha Rodgers	Creative Services Director Candidate
Lori Durham, Secretary	Secretary, Spinnaker Media Office Manager

III. Welcome

IV. New Business

- A. Thank you Karen Feagins – Farewell and thanks to Karen Feagin who will be leaving the advisory board.
- B. Student leader interviews for Summer/Fall Semester
  1. Julie West – Current Design Editor for Spinnaker. Julie provided packet to members with resume, Accomplishments and goals for Spinnaker. Reignited social media, created posting schedule, created library of graphics, created brand identity, and social media branding guidelines, helped train volunteers. Goals – Promote Spinnaker outside of social media around campus, gain traffic to market day tabling, work on communication within

department, create more interaction on social media. Julie graduates in December but cannot work through the summer.

2. Savannah Feustel – Savannah, current volunteer, provided packet to members with resume, and department goals. Goals – Increase awareness, usage of A-frames and yard signs, chalking around campus; outreach, radio promotions, speaking in classes, market days, promoting the app and bringing DJs back; Social Media Engagement – Increase live streaming events, increase Social Media stories, Videos on social media for promos and photos; Summer -0 Use this time to prepare new objectives, begin smooth transition into Fall with a strong start
3. Sunshine Ramirez – Sunshine provide packet to members with resume, goals. Goals – Increase App downloads with yard signs and A-frames, reworking captions to include the app, promo video, giveaways; Increase audience awareness through monthly events, ex. Food; boathouse, tying events into market days; Increase social media awareness –yard signs, A-frames, reworking captions to tag people. Sunshine graduates in December of 2019.
4. Hannah Lee – Hannah is the current news editor and only applicant for Editor-in-Chief. Started as volunteer in Fall 2016 and has been police beat, government reporter and now news. Goals – Better communication, better use of Social Media for breaking news. Wants to have an on call editor and reporter for breaking news. Use social media for storytelling. Hannah Graduates Fall of 2019.

C. Voting Incoming Creative and Editor-in-chief

1. Neesha Rodgers current Creative Director spoke to pros and cons of each applicant.
2. Board discussion for Creative. Some concern as to Julie not being here in the summer. Sunshine concerned with least experience.
3. Steve P. made motion to hire Savannah Feustel as Creative Services Director. Madeline seconded the motion. Voice vote taken. Four yeah, Two neh. Motion passed with four votes.
4. Tiffany Salameh current Editor-in-Chief spoke regarding Hannah. Needs improvement in leadership. Passion is there.
5. Board discussion. Clay motioned to hire Hannah as Editor-in-Chief, Madeline seconded the motion. Voice vote taken. Six yeah. All in favor, motion passed.

D. Voting to reinstate, General Manager TV and General Manager Radio

1. Staci S. motioned to reinstate current General managers for TV and radio
2. Voice vote taken. Six yeah. All in favor.
3. Business manager will remain open until replacement found.

E. Leader's Updates

1. TV, John McCrone – TV carried a lot of live coverage this semester. Working on Nest News over the summer.
2. Radio, Lili Kendall – Radio has hired new program director, Madeline Roberts. Content producer is open. Still technical difficulties with Sam Broadcaster. Will switch back to Sam Pro instead of Sam Cloud.
3. News, Tiffany Salameh – Tiffany is graduating. App is beautiful but still challenges to code video and live streaming. Will be moving to new

developer over the summer to help with this. She will leave facts for Hannah.

4. Business, Maame Mensima-Horne – No heir apparent. They are at their adjusted goal. Working contract for studio rental that may put them at their goal.
5. Creative, Neesha Rodgers – Social Media focus on strengths. Goals have increased. Currently they have a solid team and group of volunteers.

V. Old Business

A. Vote on March 2, 2018 meeting minutes.

1. Bobbi D. motioned to approve. Staci S. seconded the motion. Vote taken by show of hands. All in favor with six. Motion passed.

VI. Announcements – First Fall meeting will be the first Friday after Labor Day.

VII. Adjournment –