

Spinnaker Media Advisory Board
Meeting Minutes
Thursday, December 6, 2018, 9:00 a.m.
UNF Student Union, 58E/2200

I. Call to Order – 9:08 a.m.

II. Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Bobbi Doggett	Communication Department Faculty Representative
Rich Jones	Professional Broadcast Radio Representative
Steve Patrick	Professional Digital Media Representative
Clay Zeigler	Professional Print Journalism Representative
Staci Spanos	Professional Broadcast TV Representative

Members Present via Phone

Ronnesha Rodgers	Student Representative
Lili Kendall	Student Representative

Members Absent

Sally Edenfield	Student Representative
Sam Foley	Professional Business Representative

Others Present

Hannah Lee	Editor-in-Chief, Spinnaker
Carly Kramer	General Manager, Spinnaker Television
Madison Roberts	General Manager, Spinnaker Radio
Jennifer Heveran	Sales Executive, Spinnaker
Sunshine Ramirez	Interim Creative Services Director, Spinnaker
Amanda Cox	Secretary, Spinnaker Media Office Manager
Daniela Cruz	Sales Executive Interviewee

III. Welcome

IV. Announcements

- A. Clay Zeigler has retired from the Florida Times-Union. He will continue to volunteer at Spinnaker.
- B. Jennifer Heveran has taken an internship at News4Jax and will be stepping down as Spinnaker’s Sales Executive.

V. New Business

- A. Interview Daniela Cruz
 1. Has a B.A. in Business Administration from UNF.
 2. Most recently worked as a Business Operations Analyst for FIS.
 3. Will be pursuing an MA in Business Administration at UNF in the Spring.

4. Is excited to utilize her business background and hopes to focus on Client Relations and Client Retention
5. Questions
 - a. Rich asked Daniela to describe a time she has had to deal with dissatisfied clients and what steps she took to address the situation. Daniela responded that FIS is a Business-to-Business company, so if there were an issue it would trickle down to FIS' client's clients, so her first step would be to prioritize a solution, respond proactively with quality responses over quantity. Finally, once corrected, she would document the issue and the solution.
 - b. Staci asked how Daniela found out about the job, answer: via UNFjobs and the International Center.
 - c. Steve asked about the length of the MA program, response: 1 ½ year.
6. Discussion:
 - a. Mo opened up discussion. Noted that the College of Business highly recommended Daniela.
 - b. Jennifer noted that Daniela had spent some time shadowing her and Jennifer was very impressed with her.
7. Vote:
 - a. Steve motioned to approve hire. Clay seconded the motion.
 - b. Voice vote was taken, with seven Board members in favor. Motion passed. Daniela Cruz hired as Sales Executive.

B. Review Fall Evaluation and Vote on Leaders for Spring Semester

1. Leader's Spring Goals:
 - a. Hannah Lee – News' Goals:
 - i. Improve communication in the Spring, especially with Sports, Video, and the incoming Interns
 - ii. Move to full capacity
 - b. Madison Roberts – Radio Goals:
 - i. Improving Play-by-Play and On the Couch
 - ii. Increase awareness
 - iii. Improve department planning
 - c. Carly Kramer – TV Goals:
 - i. Collaborate with other departments, especially news and radio.
 - ii. Training volunteers
 - iii. Focus on Viewership
 - d. Sunshine Ramirez – Creative Goals:
 - i. Improve outside of the digital sphere
 - ii. Increase volunteers
 - iii. Market & promote TV
 - iv. New App
2. Review Fall Evaluations
3. Vote on Spring Leaders

- a. Steve motioned to approve leaders as a block. Bobbi seconded the motion.
- b. Voice vote was taken, with seven Board members in favor. The motion passed – current leaders reinstated for the Spring Semester.
- c. Lili and Ronnesha sign off the call.

C. Review Fall Survey

1. Mo reviewed abbreviated Fall Survey Data and offered to email detailed data to Board.
2. Take away: Respondents accessing SpinnakerTV via YouTube; potential growth opportunities on Youtube.

D. Ross Switcher

1. Carly presented the possibility of purchasing a Ross Switcher to the Board.
2. Highlighted need of SpinnakerTV and pitched the Ross Switcher as a possible solution.
3. Board discussed the pros and cons of the Ross (other Ross Switchers on campus, real-world experience, cost, etc.)
4. Need for a second bid, per University's policies, acknowledged

E. To Print or Not to Print?

- a. Hannah and Sunshine ask Board for input on cost/benefit of continuing print.
- b. Board discussed whether the magazine should function as a source of news or as a means to promote Spinnaker. Mo highlighted that one of the challenges is getting content from volunteers. Staci, Bobbi, and Steve mention the Freshmen addition can rely on repurposed, evergreen content.
- c. Jennifer pointed out that advertising in print is still a huge source of Spinnaker's revenue.
- d. Board discussed digital magazine formats and examples.

VI. Old Business

A. Vote on November 9, 2018 meeting minutes.

Rich motioned to approve minutes. Staci seconded the motion. The vote was taken by a show of hands with five in favor. Motion passed.

VII. Announcements

A. January 4th Advisory Board Meeting moved to January 11th.

VIII. Adjourned – 10:02 am