

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, January 11, 2019, 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
Clay Zeigler	Professional Print Journalism Representative
Sam Foley	Professional Business Representative

Members Absent

Sally Edenfield	Student Representative
Ronnesha Rodgers	Student Representative
Lili Kendall	Student Representative
Steve Patrick	Professional Digital Media Representative
Staci Spanos	Professional Broadcast TV Representative
Amanda Cox	Secretary, Spinnaker Media Office Manager

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	Creative Services Director, Spinnaker
Daniela Cruz	New Business Manager

III. Welcome

IV. Announcements

V. New Business

- A. Switcher update. Mo updated board that Spinnaker has chosen the Ross Switcher for Spinnaker TV. The 15k purchase has been vetted by IT, and we should begin requisition process next week.
- B. President Szymanski Inauguration: Carly updated the board on Spinnaker’s plans to provide live coverage across all platforms of President Szymanski’s inauguration on February 22nd. Both Clay and Rich suggested that news reach out early for one-on-one interviews with any potential news worthy dignitaries—for example: Governor DeSantis.
- C. Budget Update: Mo informed board that students will present budget to SG on Friday, January 18th at 10am.
- D. Leaders Updates:

1. Hannah discussed beginning the semester with the publication of our new magazine. The board seemed very impressed with the magazine and its content. Hannah also discussed working with new team members and interns.
 2. Madison also discussed having new interns and making sure they're successful. She updated the board on the remaining play-by-play games, and Madison thanked Blake Baker, our tech, for his re-design of our radio website.
 3. Sunshine discussed promoting our new app by reaching out again on Market Days. Her team is also working closely with each department on promotional needs.
 4. Carly wants TV to help volunteers develop creative content. She wants TV volunteers to have a better understanding of all the steps involved in television/film production. Carly will be holding workshops on the basics of filmmaking. She hopes the volunteers will be able to get content for their resumes.
 5. Daniela, our new business manager thanked our former manager, Jennifer Heveran for her help in the transition. Daniela reviewed our progress with several clients including Relevnt and Campus Life.
- E. Spinnaker's Social Media Accounts. Mo opened up a discussion on possible ways to increase our social media numbers. The numbers have been sitting in the same range for about a year now. The board members in general felt the numbers (1/3 student population) was a pretty healthy following. Other ideas included:
1. Geo Fence Marking/Advertising
 2. Perhaps working with enrollment and alumni services
 3. Live Events on Facebook

Rich also mentioned that it's more than just followers; we should focus on increased "engagement" with our audience

VI. Old Business

- A. Vote on December 6, 2018 meeting minutes.
Bobbi motioned to approve minutes. Sam seconded the motion. The vote was taken by a show of hands with four in favor. Motion passed.

VII. Announcements

- A. February Advisory Board Meeting on February 8th at 9:00am.

VIII. Adjourned – 10:02 am