

## **Spinnaker Media Advisory Board**

### **Meeting Minutes**

Friday, January 12, 2018

9:00 a.m.

UNF Student Union, 58E/2200

I. Call to Order – 9:02 a.m.

II. Attendance – Lori Durham

#### **Members Present**

Karen Feagins	Professional Broadcasting Representative
Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Bethany Pruitt	Student Representative
Clay Zeigler	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Mo Baker, Chair	Adviser, Spinnaker Media

#### **Members Absent**

Sam Foley	Professional Business Representative
Lauren Commander	Student Representative
Madeline Rogero	Student Representative
Alexandra Winsor	Student Representative
Morgan Stark (Withdrawn)	Student Representative

#### **Others Present**

James Donlon	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	Office Manager, Spinnaker Media

III. Welcome

IV. New Business

A. Date Change for April Meeting

1. Mo reminded board of new date to April 13<sup>th</sup> and that we would be voting for summer/fall leaders. So, quorum needed.

B. Leaders Updates

1. Neesha, Creative Services – Neesha will graduate in the Spring. Goal is to focus on recruitment. Goals are to promote the app and produce 2 videos. One for Market Day and one for Martin Luther King Day. Would like to hit

1500 on Instagram Facebook 5600, Twitter 3600. Would like to get snapchat views to 300 and hit 300 on downloads for the app.

2. John, Spinnaker TV – Goals are to create a foundation that will be popular for the long term. Starting a news/entertainment show. Will cover live events. The first show will be January 23<sup>rd</sup>.
3. Maame, Business – Trying to recruit new team by visiting the sales club and pitching to classes. Working on securing Campus Life funding which is going well.
4. Tiffany, news – Working on finding a new printer for print. Working to set a good foundation for the summer. Tiffany wants the newsroom to mimic more of the real world. News is working with TV to give three packages a week for the news show.
5. James, Radio – Radio is giving more direction to the DJs for their show. Pushing news, traffic and weather. Will continue to do podcasts. Working out Play by Play with tech and talent. System isn't working but James is researching new equipment and then we can focus on Play by Play. Suggestions made from Board on different equipment. Possible wireless equipment. Plans are to still tour Flagler to see their software.

#### C. Spinnaker Print

1. Mo reviewed Spinnaker's mission statement. Discussion of print and moving forward. Spoke to costs, overages and comparisons to FAU. Print should be able to support itself and we aren't there yet. Whatever is decided for future we need to keep it constant and hold the editor-in-chief to that decision. News sees their team putting in more effort on digital online. Pitched idea of a semester magazine about UNF. Discussion on whether to keep the boxes if we do stop printing a publication. Discussion of revenue and losses with no print. Talked ideas to promote.

#### V. Old Business

##### A. Vote on December 1, 2017 meeting minutes.

1. Bobbi motioned to approve the December minutes. Steve seconded the motion. Vote taken by show of hands. All in favor (6). Motion passed.

#### VI. Announcements –Adjournment – 10:05 a.m.