

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, March 1, 2019, 9:00 a.m.
UNF Student Union, 58E/2200

I. Call to Order – 9:06 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
Staci Spanos	Professional Broadcast TV Representative
Clay Zeigler	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Ronnesha Rodgers	Student Representative

Members Absent

Sally Edenfield	Student Representative
Lili Kendall	Student Representative

Others Present

Hannah Lee	Editor-in-Chief, Spinnaker
Carly Kramer	General Manager, Spinnaker Television
Madison Roberts	General Manager, Spinnaker Radio
Sunshine Ramirez	Creative Services Director, Spinnaker
Daniela Cruz	New Business Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager

III. Welcome

- a. Mo would like to recognize the team for their hard work on President Szymanski's Inauguration.

IV. New Business

a. Leader Updates:

I. Spinnaker TV – Carly Kramer

1. Carly announces that her last day is March 15th
2. Carly discusses how proud she is of her team for live streaming both the Student Government Debates and President Szymanski's Inauguration.
3. Spinnaker TV is hiring Programmer and Tech Director and is looking to get some new equipment.

II. Spinnaker Radio – Madison Roberts

1. Spinnaker Radio has hired a new Assistant Content Manager
2. Madison updates the Board on this semester's DJs, On the Couch, Promos, and Spinnaker Radio's Spotify

3. Madison updates the Board Play-by-Play, specifically regarding the lack of technical issues and the quality of Spinnaker's Play-by-Play Commentators this semester. Notes that the Jacksonville Giants asked for a recommendation for a fill-in Commentator.
 4. Mo asks how students producing Sports Podcasts for Spinnaker can differentiate their show. The Board Discusses.
- III. Creative Services Department – Sunshine Ramirez
1. Sunshine notes that Spinnaker has seen an increase in followers on Social Media after her department fine-tuned the times and content they post.
 2. Sunshine plays President Szymanski's Inauguration Proof of Performance video ([see link](#))
 3. Mo mentions that Sunshine also put out a press release on Spinnaker's Inauguration and Student Government Debate coverages – a first for Spinnaker.
- IV. Business Department – Daniela Cruz
1. Daniela notes that the recently hired sales representative was poached on a sales call. The position will not be filled but will be shifted to another department.
 2. Daniela updates the Board on new and existing clients and notes that we are nearing our fiscal year sales goals.
 3. Daniela and Mo ask the Board for guidance on partnering with the Alumni Associate as a sales opportunity.
- V. Spinnaker News – Hannah Lee
1. Hannah updates the Board on recent stories covered and stories still in the workflow.
 2. Notes that Spinnaker is trying to partner with other College Media outlets on coverage
 3. Presents the Associated Press Convergence package to the Board
- b. Ross Switcher Update
- I. Requisition has been approved, waiting on iContracts approval before Procurement can place the order
- c. Swank Contract Update
- I. Spinnaker is finished year one, of a five-year contract, with Spinnaker. The Board discusses exercising the out clause in our contract.
- V. Old Business
- a. Vote on January 11, 2019 meeting minutes.
 - Staci motions to approve minutes. Sam seconded the motion. A vote was taken by a show of hands with six in favor. Motion passed.
- VI. Announcements
- a. April Advisory Board Meeting on April 5th at 9:00 am. A quorum will be needed as we are voting on Leadership Positions.
 - b. Professor Nataliya Roman will be joining the Board next semester as the Communication Department's Faculty Representative.
- VII. Adjourned – 9:46 am