

## **Spinnaker Media Advisory Board**

### **Meeting Minutes**

Friday, March 2, 2018

9:00 a.m.

UNF Student Union, 58E/2200

I. Call to Order – 9:05 a.m.

II. Attendance – Lori Durham

#### **Members Present**

Karen Feagins	Professional Broadcasting Representative
Sam Foley	Professional Business Representative
Clay Zeigler (phoned in)	Professional Print Journalism Representative
Madeline Rogero	Student Representative

#### **Members Absent**

Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Steve Patrick	Digital Professional Representative
Bethany Pruitt	Student Representative
Lauren Commander	Student Representative
Alexandra Winsor	Student Representative
Morgan Stark (Withdrawn)	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

#### **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. Leader Updates (IV. Item C.)

1. Maame, Business – Good news, we will meet our new projected goals with the securing of Campus Life’s \$12K. Will have additional money from Don Marshall Law School.
2. Neesha, Creative Services – Neesha advised current social media numbers. Facebook 5600, Twitter 3512. Snapchat 236. Snapchat may hold at this. With new update students may not use it with the new update. App download goal was originally 300. We are at 385 so we are changing that

new goal to 400. During Black History Month, she posted a story every day with a winner to first person to comment on the story. This boosted us by 112%.

3. John, Spinnaker TV – New show Nest News show has generated a lot of interest for volunteers and people watching. They did a lot of live coverage, like the Presidential candidate interviews and student government debate. They are working on agreement with the University of California to use their content on our channel to see how well it works for use next fall.
4. Tiffany, News – Allocated additional money for more hours in newsroom. News has been sending TV three packages a week for Nest News use. Average views per month is 22k, weekly 5500 and daily 1k to 2K. We have three issues remaining for the year, Spring Break, Money issue, and the Freshmen issue. Next year we will probably go to one issue per year
5. Lili, Radio – Introduced herself. Currently acting as interim General Manager with their approval. She has worked at radio since last august as the program director. For future she would like to work on the Radio's website. The site needs staff updates and specialty show descriptions updated. Wants to add top 5 songs a week and add more stories. She will be hiring a new Broadcast news/radio reporter and a program director to replace herself. James is ow the content producer and Jack will be helping the music director as needed. Board agreed to keep her at interim and interview in April.

B. Budget Updates – IV. Item B.

1. Secretary updated board on A&S budget approved at \$245K for 2018-2019 fiscal year. The auxiliary budget has been submitted to the Auxiliary Oversight Committee for approval.

C. Spinnaker Print – IV. Item D

1. This was tabled until next meeting.

V. Old Business

A. Vote on January 12, 2018 meeting minutes.

1. The minutes were presented late, so they will be emailed to the Board for review and voting by email.

VI. Announcements – Reminder of April Meeting date and importance of quorum.

VII. Adjournment – 9:23 a.m.