

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, November 9, 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
Sam Foley	Professional Business Representative
Ronnesha Rodgers	Student Representative
Lili Kendall	Student Representative

Members Present via Phone

Clay Zeigler	Professional Print Journalism Representative
Staci Spanos	Professional Broadcast TV Representative

Members Absent

Sally Edenfield	Student Representative
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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

III. Welcome

IV. New Business

A. Interview Sunshine Ramirez

1. Spoke to her love of Spinnaker
2. Goals for Creative Services
 - a. Humanize Spinnaker.
 - b. Recruit volunteers.
 - c. Improve interaction with audience, both on social media and in real life.
 - d. Promotion for new App in the Spring.
3. Questions:
 - a. Rich asked about a time Sunshine has had to say “no” to an idea. Sunshine responded that there are times she has to say no to oversaturating social media with promotions.

- b. Steve asked about which social media platforms she sees as being the most important. Sunshine answered, Facebook and Instagram, noting that Instagram can be difficult because no one reads the captions. So her strategy on Instagram is to use stories and photos.

4. Discussion:

- a. Mo opened up discussion.
- b. Hannah: Sunshine is a good leader; she listens to each team member; she can be quiet, but she steps up and communicates her expectations.
- c. Rich asked if Sunshine can hold others accountable.
- d. Jennifer answered: Yes, Sunshine follows up on projects and emails, even if that means tracking someone down in person.
- e. Carly: Sunshine looks out for other departments.

5. Vote:

- a. Rich motions to approve hire. Steve seconds the motion.
- b. Voice vote taken, with eight Board members in favor. Motion passed. Sunshine hired as Creative Services Director.

B. Leader's Updates

1. Madison Roberts - Radio Updates:

- a. Update on DJs
 - i. 6 Spots have been filled since last meeting
 - ii. Implementing a new DJ training that is longer and more in-depth, includes a written quiz on policy, meeting the departments, and shadowing other DJs
- b. On the Couch at Jack Rabbits Premiers on the November 20th
- c. Play-by-Play
 - i. Comrex works, tested with live breaks
 - ii. First basketball game on November 14th at 7pm
 - iii. Patrick asked about the number of games, Madison answers that 9 games are scheduled to be broadcast.
- d. New Content Producer: Tyler Prom
- e. Recap on the College Broadcasters, Inc. Conference

2. Jennifer Heveran - Business Updates:

- a. Update on Relevnt
- b. PDQ Proposal
- c. New Media Kit and Price Sheet
- d. Revisit Relevnt

3. Carly Kramer - TV Updates:

- a. Ross Switcher
 - i. Chip working on quote from Ross
 - i. Training with Elaine Poppell
- b. Livestream problems with Wi-Fi
 - i. Looking into Hotspot

- ii. Steve explained the issues with hotspots and LTE; popular solution for stations is to lease bonded cellular which can be very costly.
- c. NestNews Updates
 - i. Thanks Staci for coming in helping
 - ii. 4,194 views on YouTube

4. Hannah Lee - News Updates:

- a. 170,759 page views; 56,658 unique page views
- b. Review Top Stories
- c. Update on Staff
 - i. Managing Editor has taken a job with the Sarasota Observer
 - ii. Police Reporter has taken an internship with Cox, Inc.
 - iii. Features Editor has taken an internship with Void
 - iv. A good number of editors will be graduating next month
- d. Review of Election night coverage

V. Old Business

- A. Vote on October 5, 2018 meeting minutes.

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

VI. Announcements

- A. A reminder that the Advisory Board will need to meet quorum on December 6th in order to be vote on the Spring Student Leaders.

VII. Adjournment – 9:30 am