

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, October 4, 2019, 9:00 a.m.  
UNF Student Union, 58E/2200

I. Call to Order – 9:01 a.m.

II. Attendance –

**Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Nataliya Roman, Phd	Communication Department Faculty Representative
Lili Kendall	Student Representative
Austin Nicklas	Student Representative
Taylor Smiley	Student Representative

**Members Absent**

Ronnesha Rodgers	Student Representative
Sam Foley	Professional Business Representative
Staci Spanos	Professional Broadcast TV Representative

**Others Present**

Lianna Norman	Editor-in-Chief, Spinnaker
Madison Roberts	General Manager, Spinnaker Radio
Aisling Glocke	General Manager, Spinnaker Television
Sunshine Ramirez	Creative Services Director, Spinnaker
Hannah Johnson	Interim Business Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager

III. Welcome

- a. Collect Conflict of Interest Disclaimer
- b. Introduce New Members
- c. Review Spinnaker’s Organizational
- d. Review Advisory Board’s Role, as laid out in Spinnaker Media Bylaws

IV. New Business

- a. Audible: Mo calls for an audible to update Advisory Board on recent challenges
  - I. Radio Challenges:
    1. Mo explains that Spinnaker Radio is renewing its license with the FCC. Spinnaker budgeted \$1,000 for an attorney; to date, the actual costs have been closer to \$1,2000.
    2. Mo notes that the UNF Board of Trustees owns the license. Because a majority of the members have changed, we will need to update the information with the FCC. We anticipate needing to hire the attorney to update the Board of Trustee names.

3. Finally, Mo informs the Advisory Board that Spinnaker's lower power FM radio antenna has been malfunctioning. We are looking into buying a new antenna, hiring a tower crew to replace the antenna, and then filing the change with the FCC. All of which means we need to spend more money.

## II. SLS Challenges:

1. Mo explains to the new Advisory Board Members that a percentage of Spinnaker's revenue comes from Student Life and Services for advertising events on campus, which is managed by Enrollment Services. Last year our SLS Funds were from \$12,000 to \$8,000.
2. We are three months into the fiscal year and have received no ads. The business has reached out to our Enrollment Services contact. Mo's concern is fewer ads means less SLS funds next year, meaning fewer students at Spinnaker. Mo explains that our contact is saying that Spinnaker doesn't print as often as it used to, but we explained that our website is a 24-hour, and Spinnaker is a lab.

## b. Business Manager Interview

### I. Hannah Johnson interviews for Spinnaker Business Manager

1. Hannah introduces herself and reviews her resume, including her time volunteering in the Creative Services Department and working as a Sales Executive since October 2018. Hannah highlights that as interim Business Manager, she has worked on client engagement, and event planning, and has closely with Daniela to create information packets for new clients. Hannah notes that she graduates in December 2019.
2. Rich confirms Hannah's graduation date and asks Hannah if she has a plan for Spring 2020. Hannah answers that she is hopeful about the current Sales Executive.
3. The Advisory Board discuss Hannah for the position. Madison notes that as interim Business Manager, Hannah is a great communicator, attentive to radio's promotion schedule, and is always ready to try new platforms. Lianna says that Hannah has been great as the Interim Business Manager, noting that she is efficient, hands-on, and doesn't hesitate to give ideas. Rich asks if Hannah is a bridge to train someone for Spring 2020. Mo responds that she hopes so, and that the current Sales Executive is proactive and sales-oriented.
4. Vote:
  - a. Rich motions to vote on Hannah for Business Manager. Steve seconds the motion. Seven yea votes, no nay votes. Motion passes.

## c. Leader Updates:

### I. Aisling Glocke updates the Advisory Board on Spinnaker TV

1. Aisling notes that Spinnaker TV has six shows. And that she is focused on training new volunteers. Aisling is excited about her team. She is excited to help them build resumes that get them their dream job.
2. Aisling's goals for Fall 2019 are to get three of the six shoes to a weekly schedule, coordinate shows with News, and cross-promoted with News.

3. Rich asks about volunteers. Aisling answers that Nest News is fully staffed, with five consistent volunteers.
- II. Madison updates the Advisory Board on Spinnaker Radio
    1. Madison notes Mo's earlier update regarding the FCC license and antenna.
    2. Madison's goals are to do a live On the Couch and continue the broadcast of the men's home basketball games. Madison also notes that Radio is collaborating with News on UniNwes and is meeting with the Counseling Center on a mental health podcast. She also hopes to increase DJ involvement with DJ meetings.
    3. Mo notes that Madison's team is doing a great job, Gabe has updated all of Spinnaker Radio's songs. Madison notes that Gabe does a live hour mixing music and that other DJs are bringing in their own music, which is a new element for shows.
  - III. Sunshine updates the Advisory Board on the Creative Services Department
    1. Sunshine notes that Creative Services has updated Spinnaker's social media brand to be more photo- and video-based. Sunshine also shares client challenges with the Board.
    2. Sunshines' goals are to increase engagement with Sprout Social and cross-promote with Dining Services and the Student Union. She is also testing polls and engaging stories.
    3. Mo notes that Sunshine graduates in December. Sunshine says that she has someone in mind that she would recommend to the Board.
  - IV. Lianna updates the Advisory Board on Spinnaker News
    1. Lianna notes that she was in Washington D.C. for the summer but is happy with the work that her team did over the summer. Also, News has four new positions, two general assignment reporters, and two opinion writers.
    2. Lianna's goals are to make the next magazine more interactive with video, to run 4-5 stories, 2 full packages, and a podcast each week. Also, Lianna would like to add an 'about' tab on the website for each writer with their picture and bio.
    3. Mo asks the Board about stories written without writer attribution. Steve says that you can attribute stories to the editorial board if you anticipate a big push back on that story.
  - V. Hannah updates the Advisory Board on Spinnaker Business
    1. Hannah's goals are to continue to promote bundle deals, work with Sam on potential clients, secure a contract with Yogurt Mountain, train Spinnaker's new sales executive, and cross-promote all departments.
    2. Mo asked for the Board's thoughts on the Magazine's cover. Board discusses the need for consistency of colors and the "#1 News Source" slogan. Steve mentions the need for an image that gets more attention. Paul asks about the ability to see who is scanning the QR codes. The discussion moves to Spinnaker App. Dr. Roman discusses her focus group findings regarding students and the app. Steve notes that the app is for loyal users and recommends pushing people to the website. Steve and Rich also give feedback about social media, explaining that the reader needs to be taken back to the website.

- V. Old Business
  - a. Vote on April 5, 2019, meeting minutes.  
Rich motions to approve minutes. Steve seconded the motion. A vote was taken by a show of hands, with seven in favor. Motion passed.
- VI. Announcements
  - a. Next Advisory Board Meeting is November 8<sup>th</sup> at 9:00 AM.
- I. Adjourned – 9:50 am