

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, October 5, 2018, 9:00 a.m.  
UNF Student Union, 58E/2200

I. Call to Order – 9:03 a.m.

II. Attendance –

**Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Bobbi Doggett	Communication Department Faculty Representative
Clay Zeigler	Professional Print Journalism Representative
Rich Jones	Professional Broadcast Radio Representative
Staci Spanos	Professional Broadcast TV Representative
Ronnesha Rodgers	Student Representative
Lili Kendall	Student Representative

**Members Absent**

Steve Patrick	Professional Digital Media Representative
Sam Foley	Professional Business Representative
Sally Edenfield	Student Representative

**Others Present**

Hannah Lee	Editor-in-Chief, Spinnaker
Carly Kramer	Interim General Manager, Spinnaker Television
Madison Roberts	Interim General Manager, Spinnaker Radio
Gabe Soh ( <i>representing Jennifer Heveran</i> )	Sales Executive, Spinnaker
Savannah Feustel	Creative Services Director, Spinnaker
Amanda Cox	Secretary, Spinnaker Media Office Manager

III. Welcome

IV. New Business

- A. Introduced Rich Jones, Morning Drive WKOV:
- B. Leader's Updates

1. Hannah Lee - News Updates:

- a. 112,884 page views; 36,491 unique page views
- b. New Hires
  - i. New News Editor
  - ii. New Video Director to oversee video volunteers, uploads and edits
- c. Editorials on Mondays sent out to volunteers
- d. Advancing breaking news
- e. Reporter Workshops

- i. Lede Issues
    - ii. Rich suggests Google News Lab and Poynter Institute
  - f. Magazine
    - i. Reprinted
    - ii. Next edition slated for January
- 2. Gabe Soh for Jennifer Heveran - Business Updates:
  - a. New Sources: True Food Kitchen, Relevnt
  - b. Old Sources: Smoke City, Best Bet
  - c. Hired a second Sales Executive
  - d. Revisited the Relevnt Contract
- 3. Savannah Feustel - Creative Services Updates:
  - a. Update on Creative Services Outreach to UNF Schools/Departments/Classes
  - b. Organizing the Office
  - c. Updates on use of forms
  - d. Highlight Proposal to Humanize Spinnaker
    - i. Mo mentions the need to diversify newsroom voices; suggests Spinnaker reach out to Latin American Student Organization, Black Student Union, LGBT Center, Asian Students in Alliance
- 4. Madison Roberts - Radio Updates:
  - a. On the Couch was successful
  - b. DJ Board
    - i. 11 Spots have been filled
    - ii. Buttoning up shows, intros, and transitions
  - c. Play-by-Play still has challenges
    - i. Comrex still has problems connecting to the network
    - ii. Going to test in the arena on October 9<sup>th</sup>
    - iii. Rich, Staci, and Mo discuss the specifics of Comrex issue
  - d. New Content Producer: Tyler Prom
  - e. College Broadcasters, Inc. Conference
- 5. Carly Kramer – TV Updates:
  - a. Nest News
    - i. Anchors auditioned
    - ii. Rotating Crew Positions
    - iii. Show airing weekly instead of twice a month
  - b. Birds of Play
  - c. Pop Culture
  - d. Sports
  - e. Rich and Mo discuss the limitations of the TV studio, including switcher and computer limitations.
    - i. Board Discuss the possibility of getting equipment from local the stations that are in the process of upgrading

- f. Staci, Carly, and Mo discuss working with anchors to produce stories for news and the possibility of broadcasting films from Campus Movie Fest

V. Old Business

- A. Vote on September 14, 2018 meeting minutes.

Clay motioned to approve minutes. Staci seconded the motion. The vote was taken by a show of hands, with six in favor. Sam Foley had previously emailed his approval of the minutes. Motion passed.

VI. Announcements

- A. A reminder that the Advisory Board will be voting on student leaders in the Spring.

VII. Adjournment – 9:59 am