

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, September 14, 2018

9:00 a.m.

UNF Student Union, 58E/2200

I. Call to Order – 9:03 a.m.

II. Attendance – Lori Durham

Members Present

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|------------------|---|
| Mo Baker, Chair | Adviser, Spinnaker Media |
| Bobbi Doggett | Communication Department Faculty Representative |
| Clay Zeigler | Professional Print Journalism Representative |
| Steve Patrick | Professional Digital Media Representative |
| Sam Foley | Professional Business Representative |
| Sally Edenfield | Student Representative |
| Ronnesha Rodgers | Student Representative |
| Lili Kendall | Student Representative |

Members Absent

| | |
|--------------|---|
| Rich Jones | Professional Broadcast Radio Representative |
| Staci Spanos | Professional Broadcast TV Representative |

Others Present

| | |
|------------------|---|
| Hannah Lee | Editor-in-Chief, Spinnaker |
| Carly Kramer | Interim General Manager, Spinnaker Television |
| Madison Roberts | Interim General Manager, Spinnaker Radio |
| Jennifer Heveran | Interim Business Manager, Spinnaker |
| Savannah Feustel | Creative Services Director, Spinnaker |
| Lori Durham | Secretary, Spinnaker Media Office Manager |
| Amanda Cox | Office Assistant, Spinnaker |

III. Welcome

IV. New Business

A. Introduced new student advisory members:

1. Sally Edenfield – Public Relations student.
2. Lili Kendall – Communications graduate student. Previously worked as Spinnaker Radio’s General Manager. Currently works as a TA in the communications department.
3. Ronnesha Rodgers – Communication Graduate student. Previously, worked for the Creative Services Department at Spinnaker Media. Currently works for UNF Public Relations.

B. Disclosure Forms

C. Introduces Spinnaker Organizational Chart (See attached below.)

1. Spinnaker Media is a place for fellowship.

2. Spinnaker Media is a lab for students.
 3. Spinnaker Media is a place for students to work on skills needed for employment.
 - a. Asks Board of Advisors to get to know student leaders, review and critic content, and hold Spinnaker accountable.
- D. Student Leader Interviews for Fall Semester:
1. Carly Kramer – for TV General Manager
 Carly is currently working as the interim General Manager for Spinnaker TV. Previously, she worked as the Assistant Entertainment Producer. She has a passion for TV and wants to help volunteers have a positive experience. Carly’s goals for TV are:
 - a. To have six consistent shows.
 - b. To increase viewership: bring YouTube viewership up by 30%.
 - c. Recreate the “Welcome to Spinnaker” video.
 2. Madison Roberts – for Radio General Manager
 Madison is currently working as the interim General Manager for Spinnaker Radio. She started at Spinnaker as a volunteer DJ and then became Program Manager. Madison’s goals for Radio are:
 - a. To fill the DJ board.
 - b. To bring back “On The Couch”.
 - c. To successfully broadcast nine of the 12 men’s basketball home games, with play-by-play commentary.
 3. Jennifer Heveran – for Business Manager
 Jennifer is currently working as the interim Business Manager. She started at Spinnaker as a volunteer DJ. Jennifer’s goals are:
 - a. To increase revenue to make changes (i.e., Relevant)
 - b. To grow the Business Department
 - c. To create a Sponsored Content position
- E. Discussion and Vote on Incoming TV General Manager, Radio General Manager, and Business Manager
1. Sam spoke to Jennifer’s strengths.
 2. Board discussed the applicants.
 3. Bobbi made a motion to hire Jennifer Heveran. Steve Patrick made the motion to hire all three applicants. Bobbi seconded the motion. Voice vote was taken with seven yeas. Motion passed.
- F. Leader’s Updates
1. Creative Services Update and Goals:
 - a. Creative Services surpassed their summer goals for increasing Spinnakers social media followings.
 - b. Savannah’s goals are:
 - i. To get 200 additional followers on social media.
 - ii. To utilize Market Days to promote Spinnaker.
 - iii. To create a more organized department (i.e., forms).
 - iv. To create more outreach with pamphlets.
 - v. To solidify a consistent look for Spinnaker.
 2. Spinnaker News Update and Goals:
 - a. News made their summer goal of three stories per day.
 - b. Hannah’s goals are:

- i. To post five stories a day.
- ii. To post two photo galleries a week
- iii. To post two video packages per week.

G. Student Affairs Update

H. Relevnt App

1. Jennifer presented a PowerPoint on the Relevnt proposal, discussed the pros and cons of the proposal.
2. Sam expressed concern about the contract and who sells ad space. Jennifer explained that the contract is per semester and that the ad space will be for Relevnt.
3. Steve advised treating Relevnt as an advertiser.
4. Board notes that the Relevnt app can't be found in the Apple or Android app stores. Jennifer notes that its app went live on Wednesday.
5. Mo noted that Spinnaker is still having issues with its own app, specifically with advertising.

I. Video Rights

Per Carly's request, Steve advised on best practices for obtaining royalty-free media.

V. Old Business

A. Vote on April 13, 2018 meeting minutes.

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

VI. Announcements –

1. Calendar dates for the remaining Fall meetings will be emailed to the Board of Advisors.
2. Lori Durham will be retiring from Spinnaker Office Manager position, effective September 21, 2018. Consequently, Spinnaker will be searching for an Office Manager

VII. Adjournment –

ATTACHMENTS

IV.C.: 2018 Spinnaker Organization Chart

SPINNAKER MEDIA

ORGANIZATIONAL CHART

1. Spinnaker Media Advisory Board
 - a. Spinnaker Director/Advisor
 - i. Spinnaker Office Manager
 - b. Spinnaker Leaders
 - i. Editor-In-Chief
 1. Managing Editor
 2. Editors
 3. Copy Editors
 4. Reporters
 5. Videographers
 6. Photographers
 - ii. Radio General Manager
 1. Music Director
 2. Programs Director
 3. Content Producer
 4. DJs
 - iii. TV Station Manager
 1. Assistant Station Manager
 2. News Director
 3. Producers
 4. Editors
 5. TV Programmer
 - iv. Creative Services Director
 1. Promotions Director
 2. News Director
 3. Art Director
 4. Design Editor
 5. Graphic Designer
 - v. Business Manager
 1. Sales Executive

Revised August 2019