

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, April 7, 2017

9:00 a.m.

UNF Student Union, /Spinnaker Media (radio)

I. Call to Order – 9:03 a.m.

II. Attendance – Mo Baker

Members Present

Clay Zeigler	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Morgan Lander	Student Representative
Sam Foley	Professional Business Representative
Madeline Rogero	Student Representative
Lauren Musielak	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media
Bobbi Doggett	Communications Dept. Faculty Representative

Members Absent

Staci Spanos	Professional Broadcast Representative
Karen Feagins	Professional Broadcasting Representative
Lauren Commander	Student Representative
John McCrone	General Manager, Spinnaker Television
Lori Durham, Secretary	Office Manager, Spinnaker Media

Others Present

Shannon Burriss	General Manager, Spinnaker Radio
Cassidy Alexander	Editor, Spinnaker
Marianna Dowell	Spinnaker Business Manager
Tiffany Salameh	Digital Managing Editor, Spinnaker

III. Welcome – Reminder to the board that this is the last meeting for this school year. At this meeting we will choose our summer/fall leaders. Mo Baker reminded board and student leaders how productive summer 2016 was, and she encouraged the board to stress upon our new Leaders to keep the same focus and commitment.

IV. New Business

A. Candidates interviews for student Leader positions.

The first candidate for Business Leader was Maame-Mensima Horne. She is going for her post-baccalaureate in biology. She has experience working for non-profits. She also worked for American Express. She managed others while working for a dance company in Miami.

Maame said her leadership style does not involve micro managing, but she does follow-up to make sure her team is following through on goals. She believes she is very strong in communication and organizational skills.

James Donlon was our second interview. James applied for the Radio General Manager position. He is currently our Entertainment Director in TV. He plans on being an RA in the summer, but believes he can handle the work. James explained how he started as DJ, and then became assistant program director before moving to TV this year. Overall he wanted to convey that he loves Spinnaker, and it's not so much the department, but where his overall leadership can help. He has many ideas for radio, but first he wants to get the tech position filled. James wants to continue the play-by-play tradition that Shannon started. He also wants to have live DJs at Market Day and the Boathouse. He's eager to get Spinnaker Radio more involved in the podcast business. He expressed his hopes to bring in more volunteers. He was successful in recruiting and retaining volunteers in TV. James said he wants to push the radio team to have vision. He wants paid radio employees to be engaged in every aspect of Spinnaker Radio.

Jesse Raymer interviewed for the Digital Managing Editor position. She's a freshman studying Art History with a minor in communications. She loves creating content and would like to tie in the art culture to Spinnaker. She's written amateur blogs before, and has written several articles for Spinnaker. She is the assistant music producer right now.

Nick Blank interviewed for the Editor-in-Chief position for the summer. He's been at Spinnaker since the fall of 2015. He's increased his Spinnaker workload each semester, and has been successful with his assignments. He worked at First Coast News last summer covering the Olympics. He's also interned at VOID, and Clay Today. He is very comfortable with social media. He wants to use his summer to train the future leaders of Spinnaker.

Marianna Dowell re-interviewed for her position as Business Manager. Marianna says she's been on a journey, and has grown as a leader. She feels she has better communication skills than when she first started. She's hired a new sales team, and they've had some success securing new clients.

Tiffany Salameh also re-interviewed for her position. Tiffany has been with Spinnaker for three years now. Now that we are outsourcing our Web and app duties, Tiffany would like to take the summer to make the transition as seamless as possible. She's working on a "bible/manual" for future digital producers.

John McCrone was not at the meeting. He had to attend a mandatory pre-internship class. Mo told the board about John's reviews from his direct reports. Those reports were very positive. Mo said John had worked hard on making a number of original shows in Spinnaker TV. One concern was on quantity vs. quality, but overall John has been a very effective leader at Spinnaker.

Rachel Cazares interviewed for Radio General Manager. She is studying graphic design. Rachel said she felt like she was a part of Spinnaker long before she ever even came to UNF. She has 101 goals for the radio station. Her main goal is to market the music in such a way as to get students' attention. Rachel wants more people to know about Spinnaker in

general too. Steve Patrick asked Rachel if there were other areas in radio in addition to the music that she wanted to improve on. Rachel believes the focus on music will unify students. She wants to create a culture where people want to join Spinnaker, and stay at Spinnaker. She discussed DJ socials and other fun functions.

Caitlin Dawkins, a senior, multi-production student with a minor in business interviewed for Business Manager. She had never really heard about Spinnaker, but a friend recently mentioned it and the position, and she thought she should apply. She enjoys marketing and advertising. Believes successful business manager will help sales executives put clients first—make clients comfortable. She has leadership skills from overseeing some coworkers at the shoe store where she works.

Discussion on applicants: The Advisory Board first discussed the Business Manger candidates.

Mo expressed that she thinks Marianna is a wonderful young lady, but she had great challenges in communicating and following-up this semester. The overall feedback was that Marianna had good intentions, but a change was needed.

The board believed that Maame was a very impressive candidate, and would probably be a more effective leader. Maame was unanimously approved at Spinnaker's new Business Manager.

The General Manager for radio was the second position discussed. The Advisory Board believed James' had a more concrete, defined vision for Spinnaker moving forward. A concern was raised that his RA duties may interfere with his radio duties, but the overall thought was that he could handle both. The feedback on Rachel is that she is a hard worker, dedicated to Spinnaker, but that there was no specific agenda for Spinnaker in her presentation. There were concerns raised that Rachel had not shown much interest this semester in taking Spinnaker to the next level. Mo also expressed that Rachel needed to improve on her interpersonal skills, and although there is some improvement, more should be made before Rachel moves to the next level. James was unanimously approved as radio GM.

Digital Manager discussion: Everyone enjoyed Jesse's enthusiasm, and all are glad she's a part of Spinnaker. However, Tiffany is doing a very good job, and will continue as Digital Manger.

Editor in Chief: Unanimous choice for Nick Blank to lead us through the summer.

TV General Manager: The board confirmed John for summer/Fall.

- B. Changing leadership position from Digital Manager to Marketing Director. Mo had asked the Advisory Board in March to consider making a Creative Service Director a leader position as marketing and PR are some of the biggest challenges facing Spinnaker. The discussion in making the change also focused on the fact that the web and app would now be outsourced, so the Digital Manager position as a leader position was not as key as it was in the past. There was indeed overwhelming support for marketing to become a priority for Spinnaker. The

discussion on workflow and who would still oversee the technical aspects of the digital were raised. Mo and Tiffany mentioned that a web producer would still be needed, and would likely answer to the Creative Service Director since the Editor-in-Chief would now take over the copy editor positions. In the past, the copy editors reported to the Digital Manager. Mo handed out a workflow chart for the board to review. The new workflow would have:

CSD: promotions director, news marketing director, WordPress producer/programmer, Design Editors

Editor-in-Chief: Managing Editor, Editors, Reporters, Copy team

Business Manager: Sales reps

TV: No Change

Radio: No Change

The board unanimously approved a change in the fall—dissolving the Digital Manager leader position and creating a Creative Service Director leader position.

V. Old Business

A. Vote on March 3, 2017 Meeting Minutes

Sam motioned to approve the March 3rd minutes. Steve P. seconded the motion. All approved. Motion passed, minutes approved.

B. Announcements – Mo discussed possibly a July Advisory board meeting to hire new a new Creative Services Director.

VI. Adjournment – 10:20 a.m.