

Spinnaker Media Advisory Board
Meeting Minutes

Friday, April 8, 2016

9:30 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:37 a.m.

II. Attendance – Lori Durham

Members Present

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| Mo Baker, Chair | Adviser, Spinnaker Media |
| Karen Feagins | Professional Broadcasting Representative |
| Steve Patrick | Digital Professional Representative |
| Erin Reedy | Student Representative |
| Ashley LaFreniere | Student Representative |
| Kelsey Oates | Student Representative |

Members Absent

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|-------------------|--|
| Dr. Paula Horvath | Faculty Representative |
| Mary Kelli Palka | Professional Print Journalism Representative |
| Donovan Smith | Student Representative |

Others Present

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|------------------------|---------------------------------------|
| Diane Colley | General Manager, Spinnaker Television |
| Cassidy Alexander | Publisher, Spinnaker |
| Justin Belichis | Spinnaker Business Manager |
| Tiffany Salameh | Digital Managing Editor, Spinnaker |
| Clark Caraway | General Manager, Spinnaker Radio |
| Lori Durham, Secretary | Office Manager, Spinnaker Media |

III. Welcome – Mo Baker – This will be the last meeting of the year.

IV. Old Business

A. Merge of Publisher and Newsroom Editor to Editor-in-Chief

- i. Discussion of current job descriptions for Publisher and Newsroom Editor and wish to combine the two.
- ii. Motion made by Steve P. to combine the two positions and revise the policies and procedures to reflect the same. Karen F. seconded the motion. Voice vote was taken, all in favor. Motion Passed.

V. New Business

A. Summer/Fall Semester Leader Interviews

a. Radio – Emmett Clark

- i. Mo – Spoke to board with full disclosure that Emmett had applied and performance in radio was a reflection of some personal issues that he was having. It was suggested that he could maybe act as an interim.

- Clark, current manager of radio, said he was a little green in the leadership area but felt he would improve if he got into the position. He could also maybe work for the summer only.
- ii. Emmett introduced himself and went over his history at Spinnaker Radio. His expectations are to grow in leadership qualities and expand the listenership, and grow the number of DJ's. No direct leadership experience but has been a team member in previous positions.
 - iii. Discussion among the board regarding strengths and weaknesses. Karen F. motioned to hire for summer with intent to reopen for fall. Steve P. seconded the motion. Voice vote taken. All in favor. Motion passed
- b. Digital Managing Editor – Jordan Bebout
- i. Jordan introduced herself and gave her background with Spinnaker. Jordan plans to work in Digital Media when she graduates. She is familiar with AP style and Spinnakers style of writing. Wants more structured meetings, with leaders involved in editorial meetings.
 - ii. Discussion among the board regarding pros and cons. Some disclosure to maturity concerns. Mo feels she needs to work as an editor first gain more experience.
- c. Discussion and Vote for Returning leaders
- i. Leaders asked to step out. Mo advised that Justin B. is staying for summer as Business manager. Cassidy will stay as Publisher. Dianne C., TV manager wants to stay. Mo has concerns with her. She has good intentions, but has follow through concerns. She will not work during the summer but will be back in the fall. May need to address in the fall.
 - ii. Tiffany – Digital Editor – Tiffany explained why she wanted to remain in the position. Her focus is to get the App issues worked out. For summers she wants to take the shared drive and make it more navigable and accessible. Mission is to get more stock photos. Wants to do a Spinnaker mail club. Would like to create assistant copy editor position.
 - iii. Justin – Business Manager – Will work through the summer until graduation. Will look to lock in yearly contracts. He wants to explore social media ways to gain revenue. He also wants to bring the classifieds back to print. He hasn't had anyone to groom into this position so he will make rounds to classes to recruit.
 - iv. Cassidy – Publisher – Cassidy read the mission statement to the board explaining that we need to get back to this. Wants to focus on getting model of news coverage back on track.
 - v. Diane – TV General Manager – TV has been harder than she thought. She has come to realize we aren't a news organization (TV) but better at entertainment. TV is making a turning point and she would like to remain to see that through and help them grow. John will act as manager while she is away.
 - vi. Karen F. motioned to renew employment for existing leaders. Steve P. seconded the motion. Voice vote taken. All in favor. Motion passed.
- d. Jumped to Old Business, item "B.". Policies and procedures will reflect bylaw changes to read Publisher instead of Editor-in-Chief. Erin motioned to approve the change. Ashley seconded the motion. Voice vote taken. All in favor. Motion

passed. Old Business item "C.", Business Leader / commission. Spinnaker will not move forward with this.

- e. Vote on March 4, 2016 Meeting Minutes – Ashley F. motioned to approve the March minutes. Erin R. seconded the motion. Show of hands. All in favor. Motion passed.
- f. Media Outlet Reports
 - i. Radio – Updated board on the 102.9 party we participated at. Working on filling positions for next term. Getting summer playlist organized and working on plan to get new DJs in the door.
 - ii. Publisher – This was the last magazine. We are retiring it and bringing back the newspaper. Will work on a travel issue and an orientation issue for summer. This will be an every three week issue which will be themed.
 - iii. TV – The last news show will be April 19th. Summer will be working on promo video for all platforms. Will work to recruit for the fall.
 - iv. Digital – The Nicholas Hare story was big. Aired package from TV.
 - v. Business – Revenue goal for the year was \$36303. Currently at \$34836. The fall media kit is 80% finished. It will be online once finished. Promotions will be putting out yard signs today. Gathering on giveaway items, stickers, etc.

VI. Announcements - None

VII. Adjournment – 11:00 a.m.