

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, December 1, 2017
9:00 a.m.
UNF Student Union, 58W/3608

- I. Call to Order – 9:00 a.m.
- II. Attendance – Lori Durham

Members Present

Karen Feagins	Professional Broadcasting Representative
Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Madeline Rogero	Student Representative
Alexandra Winsor	Student Representative
Clay Zeigler	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Sam Foley	Professional Business Representative
Mo Baker, Chair	Adviser, Spinnaker Media

Members Absent

Lauren Commander	Student Representative
Bethany Pruitt	Student Representative
Morgan Stark	Student Representative

Others Present

James Donlon	General Manager, Spinnaker Radio
Tiffany Salameh	Editor, Spinnaker
John McCrone	General Manager, Spinnaker Television
Maame Mensima-Horne	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
Ronnesha Rodgers	Creative Services Director Candidate

III. Welcome

IV. New Business

A. Spinnaker Survey Fall 2017 Results

- 1. Mo presented power point with breakdown and brief summary of each question of current Spinnaker survey taken. Over 238 participated in the survey. Overall they know and like Spinnaker. News is important to them and get their news from the web and follow us on Facebook.

B. Creative Services applicant Interview, Ronnesha Rodgers

Ronnesha introduced herself. She began as a sports reporter and was asked to act as interim after Joe resigned. It was left in a mess and she found it

hard to begin with. She went to the leaders for guidance. Ronnesha provided a one sheet on what she wanted to accomplish and what she has already established.

- C. Vote for Creative Services Director Hire
 - 1. Karen moved to hire Ronnesha Rodgers as the Creative Services Director. Clay Z. seconded the motion. Voice vote was taken. All in favor (8). Motion passed.
- D. Student Leader Reviews for Rehire Spring Semester and Vote
 - 1. Each leader gave a brief update and their goals status.
 - 2. Steve P. motioned to rehire current leaders for spring semester. Staci seconded the motion. Voice vote taken. All in favor (8). Motion passed.
- E. New Social Media Policies for Policies and Procedures
 - 1. Mo presented \power point on social media policies as they are and the changes/additions we want to make based on the draft sent to the board by email. Changes adapted from the NY Times polices and will attribute them. All of board in agreement to changes. No vote needed.
- V. Old Business
 - A. Vote on October 6, 2017 meeting minutes.
 - 1. Sam motioned to approve the October minutes. Madeline seconded the motion. Vote taken by show of hands. All in favor (8). Motion passed.
 - B. Conflict of interest and disclosure policy forms for Absentee Board Member
 - 1. Secretary collected those needed from member that had been absent in the past meeting.
- VI. Announcements – Mo asked board to follow us on social media and to download our app. Secretary will email spring semester meeting dates.
- VII. Adjournment – 10:45 a.m.