

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, December 2, 2016

9:30 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:32 a.m.

II. Attendance – Lori Durham

Members Present

Karen Feagins	Professional Broadcasting Representative
Clay Zeigler	Professional Print Journalism Representative
Stacy Spanos	Professional Broadcast Representative
Sam Foley	Professional Business Representative
Lauren Musielak	Student Representative
Madeline Rogero	Student Representative
Morgan Lander	Student Representative

Members Absent

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Digital Professional Representative
Dr. Paula Horvath	Faculty Representative
Erin Reedy	Student Representative
Lauren Commander	Student Representative

Others Present

Diane Colley	General Manager, Spinnaker Television
Cassidy Alexander	Publisher, Spinnaker
Mark Judson	Spinnaker Business Manager
Tiffany Salameh	Digital Managing Editor, Spinnaker
Shannon Burris	General Manager, Spinnaker Radio
Lori Durham, Secretary	Office Manager, Spinnaker Media
Sabrina Segura	Business Applicant
Jeremy Shaheen	Business Applicant
Marianna Dowell	Business Applicant
Pierce Colby	TV General Manager Applicant
John McCrone	TV General Manager Applicant

III. Welcome/Introductions – Lori Durham, Acting Chair

IV. New Business

- A. Spring Semester Leader Interviews, Business Manager: TV General Manager – Leaders spoke as to what they wanted in a business manager, organization, major other than communications, and able to work well with the public and their peers

i. Jeffrey Gonzalez (9:35) Business Manager Candidate

1. Jeffrey gave brief introduction of himself. He is a transportation and logistics major and will start at UNF in the spring. He has worked for Bank of America and was responsible for selling to clients to upgrade or take out a credit card, or possible loan with the bank. He is working with his dad at Dynamex in logistics and with Nike in their warehouse. He feels that this job will improve his skills in selling and in networking. He is familiar with our departments and some of our standing clients. He is comfortable in a leadership role. He is very flexible with his schedule and plans ahead accordingly.

ii. Sabrina Segura (9:45) Business Manager Candidate

1. Sabrina introduced herself. She is a freshman here at UNF and is the CFO of KAP sorority. Goal is to go in to media production or marketing for media. She has volunteered for Spinnaker as an ad sales rep. She gave some insight to her experiences in selling for us. Hearing no, price too high, budget is already gone. She sells UNF as a community audience, but people are reluctant because we are a college. No direct management skills, but led at her high school for events and projects. Leadership style would be to be open but firm on what we are supposed to do, i.e. Deadlines etc. She would like to concentrate on the website more, and work more with the campus.

iii. Jeremy Shaheen 9:55 Business Manager Candidate

1. Jeremy introduced himself. He is a public relations manager, minoring in business. He chose this position because Mark J. had suggested that he would be good for this position after he tried to volunteer in Spinnaker Radio. With his communicational skills he could build on and off campus relations with the demographics. He was a telemarketer with Hilton selling vacation packages, and he could use these skills he could help the ad sales executives build the relationships with clients. He would help them to exceed the goals they were given. His leadership style is more lenient person, he wants them to feel comfortable with him, but would want to make it structured. He will only be taking two classes in the spring and would give him more time to work and learn.

iv. Marianna Dowell (10:25) Business Manager (moved up from 10:25)

1. Marianna introduced herself. She is a junior. She does business management and transportation logistics. She feels she would be a great fit, she is motivated to go out and talk to current clients and she isn't afraid to hear no. She did research and she has solid plan to move forward. Her plan would be to update the media prices. UNF brings a captive audience and she would target small businesses with interest that appeal to the age range of 18 -26. She will also try to find a sponsor for the women's basketball team Play by Play that radio does. She hopes the contacts that she made at her internship that she can bring them to Spinnaker. She has 15 credit hours and most are evening classes. So she will have the time available to be in the office.

B. Review and Vote for Business Manager

- i. Staci wanted to vote for Mariana, said she has it all. Good GPA, experience in communications. Sam said she would be his first choice for sales person and Jeremy would be second. But, she

did the research, has a pitch in mind, and has a bit of a plan. Both very impressive but the two of them stood out. Karen had time deciding. She doesn't see it as clear cut as the rest. Lauren's concern is that she is taking 15 credit hours. She is a friend, and she struggled with time and a 15 hour job that she had. Concerned that organizational schools and while at work she will be thinking about homework she has to do. Mark liked the fact that Jeremy went out of his way to come in and talk to him more than once. Others had the time and didn't. Cassidy thought Jeremy would be the better option because he could sell. Tiffany, since credit hours are now 15 credit hours per semester it can be an issue. Diane, feels like passion can drive one to get the job done even if they do have a lot of credit hours to take care of. Shannon liked Marianna. Clay, what are we wanting them to do? Sam - Do we want a sales person or sales manager? Mark wants to combine the two sales positions to one sales position at 10 hours. Business manager also oversees the promotion director. Tiffany needs a lot of direction. Staci, already has inroads in the community to beef up the sales. Both are excellent. Cassidy, Marianna is in student government will she resign if she gets it, since the policies don't allow for an SG person to work for Spinnaker. Staci made motion to vote for Marianna. Sam seconded the motion. Vote voice taken. Six yeah. 1 Nay. Motion passed. Marianna will be new business manager.

C. Spring semester Leader Interviews continued (TV General Manager)

i. John McCrone (moved to 10:15) TV General Manager Candidate

1. John introduced himself. Current TV/Radio Tech Director. Has been doing production work since high school to today. Worked as interim manager during the summer while GM was out of the country. If he becomes GM he will incorporate the tech duties into the GM duties and give the hours to hire new editors. As interim TV was secluded not as merged with the department as he would like. Wants to bring more involvement from SM to TV. Wants to have a broader scope in working with other campus departments.

ii. Pierce Turner – (moved to 10:25) TV General Manager Candidate

1. Pierce introduced himself after board introductions. Volunteers in Spinnaker for both TV and news. Spends a lot of time in Spinnaker. He feels like he belongs there and knows that this is what he wants to do. Co-host on some of the shows. Has directed and worked behind the scenes. Brings good ideas to the department and he would like to continue to bring new shows. He would like to eventually have several shows running that people would want to watch. He wants to use the talent that they have currently to facilitate that. He feels his leadership skills would come from his retail experience and training employees. He is familiar with editing and feels confident he could learn the necessary skills needed to further his knowledge of equipment. Scheduling is not a problem.

D. Review and Vote for TV General Manager

- i. Diane, current TV Manager expressed what was needed in a good GM. No other questions from the board or discussion. Sam Foley made the motion to hire John McCrone for TV GM. Karen seconded the motion. Voice vote was taken. All in favor. Motion passed.

E. Current leader Goal Review and Request to continue for the Spring

- i. Cassidy – Reviewed her two goals of the daily news updates and breaking news in the newsroom. The daily news updates fell into line at first. Scheduling was a problem. Leaders have now created a new position to have one person be responsible for them and making it a

- paid position starting with the spring semester. Second goal – there was a new mindset this semester. They did well with the election coverage and hurricane Matthew.
- ii. Tiffany S. – Reviewed her two goals; to get push notifications on the mobile app and to reach 4000 followers on the Facebook and social media. She had to let her programmer go for not meeting his responsibilities and they are still looking for a replacement. Facebook from 3100 to 4100 this semester. She contributes that to our content and the development of new content.
 - iii. Shannon – Updated them on first Play by Play broadcast. Her first goal was to grow on social media. The doubled their Instagram and twitter followers. Attributes that to the program manager and tweeting breaking news out. Second goal was to put more content on their website and they were successful with that, like monthly staff picks. Wants to continue that.
 - iv. Karen spoke to the leaders and the survey results. Specifically communication. Cassidy – It has always been that way, but feels it is better than before. We struggle with it all the time. She hope to have a really comprehensive email list next semester to all encompass staff and volunteers. Karen – With Radio one suggestion about changing positions. Shannon – It had to do with letting the programmer go and doing play by play at the same time. She then hired John M. to fill the position. She is working to get the tech position filled for future and streamline the processes.
 - v. Karen made the motion to reinstate the remaining leaders to their positions. Staci second the motion. Voice vote taken. All in favor with. Motion passed.
 - F. Possible 10 minute mini presentation by board for Spring Meeting
 - i. Chair proposed to the board that Mo would like to have each of the professionals make a ten minute mini presentation for their expertise at each of the spring meetings. She hope that Sam would be the first in January. Board was asked to consider and they agreed that this was something they could do.
- V. Old Business
- a. Vote on October 21, 2016 Meeting Minutes – Staci made the motion to approve the October minutes. Sam seconded the motion. Vote by show of hands. All in favor with 7 approving.
 - b. Update on Capstone Campaigns Class Presentation – Chair advised the board that the Capstone classes and final presentations will be presented that afternoon.
- VI. Announcements – None.
- VII. Adjournment – 11:02 a.m.