

**Spinnaker Media Advisory Board
Meeting Agenda**

Wednesday, Dec. 3, 2014
10 a.m.

UNF Student Union, Building 58 West, Room 3601

I. Call to Order – 10:15 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair	Adviser, Spinnaker Media
Morgan Wolf	Student Government Representative
Kaitlin Ramirez	Student Government Representative
	TV Professional Broadcasting Representative
Dave Luckin	Radio Professional Broadcasting Representative
Mary Kelli Palka	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
Brianna Sigman	Student, Communication Major Representative
	Student, Coggin College of Business Representative
	Student, Non-Comm Major Representative

Members Absent

Lee Watters	Digital Editor, Spinnaker
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Others Present

Connor Spielmaker	Station Manager, Spinnaker Television
Scott Young	Station Manager, Spinnaker Radio
Jacob Rodriguez	Publisher, Spinnaker
Ashley Chivalette	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
Tyler Shutowick	Business Manager Candidate
Jesus Nieto	Business Manager Candidate
Annie Black	Radio Station Manager Candidate
Lydia Monier	Digital Editor/Publisher Candidate
Fallon Mayer	Publisher Candidate
Shannon Pulusan	Publisher Candidate

- I. Welcome – John welcomed those present. Board was advised of number of candidates they would be interviewing for the five leader positions. John referenced those leaders staying and those remaining opposed or not opposed. John reminded the board of the interview process and that only they can ask questions of the candidates. Paula H. will recuse herself on the publisher position voting since she has a relationship with one of the applicants. Chase Baker is the new Senate President and has sent Kaitlyn as his designee.
- a. Leaders expressed what they were looking for in the candidates for their positions.
- Ashley C. – Looking for someone with business background critical thinking and problem solving skills. Connor S. - They need to be organized with critical thinking skills, as well.

Someone that is interested in more than news. Jacob R. – Publisher needs to be able to work with the community and the campus, as well as with the magazine staff and other department leaders. Scott Y. – The manager needs to be able to work with different personality types. They will need to be able to educate, entertain and inform students on campus. Digital Editor will need to be able to keep on top of the website, stay on top of final development of apps and should know something about coding. They should also be able to make sure the news is posted in a timely manner.

II. Old Business

- a. Vote on Oct. 1, 2014 meeting minutes – Morgan moved to ok the minutes. Paula H. seconded the motion. Vote taken by show of hands. Six yes. Motion Passed.

III. New Business

- a. Interviews Student Leader Positions

- i. Business Manager

1. Jesus Nieto – Jesus introduced himself as currently holding a sales position with the Spinnaker business office. He has reached out to some of the larger companies but has found that in working with corporations you need more time and deadlines cannot be met in time. If elected he will look to come up with plans for potential clients for the sales staff. He would also look for a big client to replace The Flats.
 2. Tyler Shutowick – Tyler introduced himself as a senior business student. He has cohosted a radio show on Spinnaker Radio. Tyler does not have any direct sales experience but did work retail. His management style would be to get to know everyone, to communicate clearly with staff and be accessible to them. He does not have any direct leadership experience other than some group projects where he stepped up and took the lead.
 3. Discussion – Jesus is a go-getter, good at what he does and follows up with clients. He is passionate about sales. He admits to his weaknesses. Tyler, is a senior and will be graduating whereas Jesus will be here a while. Scott Y. spoke to his work in Radio. Tyler has also applied for the music director position at Spinnaker Radio.
 4. Paula made the motion to accept Jesus as the business manager. Morgan seconded the motion. Vote taken by voice roll call. All in favor with six affirmations. Motion passed.

- ii. TV Station Manager

1. Connor Spielmaker – Any questions to ask Connor or vote to move him forward? Paula made the motion to continue Connor on as station manager. Mary Kelli P. seconded the motion. Voice vote taken by roll call. All in favor. Motion passed.

- iii. Radio Station Manager

1. Annie Black – Annie introduced herself as a senior. Has had two different internships in radio, one with Clear Channel and one with WJCT. She worked with Spinnaker TV when she first started with Spinnaker Media. She also worked as the video director before moving to Spinnaker Radio as the program director, where she fell in love with Radio. Her main goal would be to work with LPFM. As we go to LPFM she would like to change some of the music programming by bringing in some old indie music. She would program local band hours instead of

mixing it in throughout the day. The challenge with this launch will be to get people to listen and keep listening. Wants to have a news director for traffic, weather and UNF-centric news. She would like to expand the team to have an on-air assistant programmer, an assistant music director and an assistant tech director. She wants more people to get involved and call radio home.

2. John- Scott wants to continue on as station manager. Scott and Annie have talked together about this. If he is reelected he would want Annie to continue as the music director. Board chose to interview Scott Young.
 - B. Scott – Scott just got into grad school and has at least two years left. Scott has 25 years' experience in the broadcast industry, with a bachelor's in philosophy. The biggest change that he has made has been shoring up the format. Jacksonville has all kinds of radio but doesn't have college radio. Spinnaker wants to expand into the community as a college radio only station.
 - C. Paula H. asked student leaders since they have worked with both of them. Connor said Annie is a hard worker and passionate about what she does. Scott does a good job, as well. She could handle the LPFM change but she wants to go into Radio where Scott is a student. Each brings unique character to the job, but what is best for Radio? Morgan liked Annie's direction more with the college body. Paula likes Annie but afraid of changing direction midstream of LPFM initiative. Mary Kelli mentioned giving students the leadership opportunities. Feels this will give Annie the experience she needs. Mary Kelli made the motion to hire Annie Black as the radio station manager. Kaitlyn seconded the motion. Voice vote taken by roll call. All in favor. Motion passed.

iv. Publisher

1. Shannon Pulusan – Shannon introduced herself as a senior majoring in English and minor in creative writing. She worked as a Spinnaker content editor and moved up to content chief. She is an editorial intern for a nonprofit. As a leader she would like to energize the newsroom from the editors to the reporters. A leader should be enthusiastic. She wants to bring the newsroom forward. She would like to increase communication and wants to be more integrated with the other departments. She would like to get more outside submissions by talking to the English and Communication departments. She also wants to make sure to meet deadlines for content.
2. Fallon Mayor – Fallon introduced herself as the current newsroom editor at the Spinnaker. She has applied because she wants to do this as an internship that will give her more experience in the newsroom and in journalism. Feels she is almost ready to move into this position and show the leaders that she is ready for this. Feels there is a lot of growing room for the Spinnaker. She tries to network with different people downtown, like MOCA, The Business Journal etc. Feels that the collaboration needs to be improved upon within the department. She also feels communication with the campus community needs

improvement. She feels students think Spinnaker is biased and has heard negative feedback from students that she knows. She does feel that Spinnaker also tries to put the positive side to happenings that are going on in Student Government.

3. Lydia Monier – Lydia introduced herself as a senior at UNF and a political science major. Interested in both positions because she has interacted with them the most during her time at Spinnaker. She cares about the Spinnaker and has a lot of ideas for the organization. These positions give you some say as to where the Spinnaker is going as a whole. These two positions are like our face to the students. She would keep going with where it has been in the past year, and the same with the website, which has gotten better with more hard news. She has a lot of ideas and wants to have a say. She feels she would be good at either position. For the website she would focus on getting it out there. She would work with the business office to figure out what can be done and what has been done. With the publisher position, main focus would be to give it a voice but in a way that is sustainable by having very concrete plans set for time frames for deadline. Would need to have more organization. Need to get more people involved. She feels they need more interaction within the department. If they can get organized then creative and design side will fall into place.

b. Discussion and Vote for Student Leaders

- i. Morgan W. likes Lydia for the Digital position. Lydia is also the only one that applied for that job. She likes both candidates. Brianna liked Shannon more specifically and thought Lydia should be the Digital Editor. Mary Kelli and David L. agreed for digital. Mary Kelli P. made the motion to elect Lydia Monier as the Digital Editor. Kaitlyn R. seconded the motion. Voice vote was taken by roll call. Five in favor. One abstained. Motion passed.
- ii. Discussion continued on Publisher position. Mary Kelli ask about the main role of the Publisher. Jacob R. explained those duties. He stated that the Newsroom editor is in charge of the newsroom and the publisher is in charge of the magazine. Mary Kelli made motion for Shannon as the publisher position. Second from Kaitlyn R. Voice vote taken by roll call. Five in favor. Motion passed. One abstention. Morgan Wolf left the meeting.

c. Media Outlet Reports

- i. Spinnaker - Jacob R. says November issue is out. Spinnaker is still looking for an Art Director. The December issue is behind because the Art Department's classes require the portfolio to be done. So all of his layout people are not available to work. Spinnaker has put out 25 racks off campus. Feels that eight issues per year are too many. He will recommend to his successor that 5 issues are more realistic.
- ii. John - Right now their funding is attached to their number of issues. There is a meeting today to discuss a one-time funding alternative for Spinnaker outlets that receive A&S funds. Mary Kelli asked about board composition. John explained that we will discuss this at the January meeting. Some information has come through that is very important regarding state public meeting laws and UNF's wishes for its boards. The board and student leaders elaborated on the where things were at present and their concerns regarding funding and the

board composition and perceived pressure from Student Government and the university.

- iii. Spinnaker Business – Ashley -- Of the \$30k that they needed to raise for the first semester, business has raised \$27K plus – good, considering they lost The Flats. Ashley will stay through the 19th to help with the transition of the new leader and help train him.
- iv. Spinnaker Radio – Scott – Expanding staff for the LPFM experience. Radio should be able to launch their part of the website in mid-January. Digital is working on a new website for them. He has been working on revisions to policies and procedures to accommodate social media policies.
- v. TV – Connor advised the board that the On Demand had been launched on campus. By the end of the year, all 69 titles will be available to students.

IV. Adjournment – 12:45 p.m.