

Spinnaker Media Advisory Board
Meeting Minutes
Friday, December 6, 2019, 9:00 a.m.
UNF Student Union, 58E/2200

I. Call to Order – 9:01 a.m.

II. Attendance –

Members Present

Mo Baker, Chair Adviser, Spinnaker Media
Paul Runnestrand Professional Print Journalism Representative
Staci Spanos, Professional Broadcast Representative
Sam Foley, Professional Business Representative
Dr. Nataliya Roman, Communication Department Faculty Representative
Steve Patrick Professional Digital Media Representative
Rich Jones Professional Broadcast Radio Representative
Taylor Smiley Student Representative
Lili Kendall Student Representative

Members Absent

Austin Nicklas Student Representative

Others Present

Lianna Norman Editor-in-Chief, Spinnaker
Madison Roberts General Manager, Spinnaker Radio
Aisling Glocke General Manager, Spinnaker Television
Sunshine Ramirez, Creative Services Director Spinnaker
Hannah Johnson Business Manager
Amanda Cox Secretary, Spinnaker Media Office Manager
Mary Belichis, Creative Services Director Candidate
Emma Finnegan, Radio General Manager Candidate
Aryan Anwar, Business Manager Candidate

III. Welcome

IV. New Business

1. Interview and vote on candidates for open leadership positions.
 - a. Spinnaker Advisory Board interviews Emma Finnegan for Spinnaker Radio's General Manager Position. Emma reviews her resume. Emma highlights the fact that she is a communication major and has spent time as a DJ and Program Director at Spinnaker Radio. The board asks about her goals and vision for Spinnaker Radio. Emma responds that she would like to focus on bringing in more students and incorporate more technology. Steve Patrick asks about her thoughts on incorporating news into Spinnaker Radio. Emma says she would like news updates for the drive home, as well as using news snippets. Staci asks about Emma's experience on live broadcasts. Emma says she has overseen content for live shows and made sure DJs followed FCC rules. Rich asks about her experience holding someone accountable. Emma shares a story of holding

- live DJs accountable. Mo notes that she is impressed with Emma DJing on every shift.
- b. Spinnaker Advisory Board interviews Mary Belichis for Spinnaker's Creative Service Director Position. Mary reviews her resume and goals for Spinnaker's Creative Service Department. Mary notes that she has been at Spinnaker for three years, first volunteering and then working as the News Marketing Director, then taking the Promotions Director position. Mary notes that she is a creatively-minded individual; her leadership style is very detail-oriented; she thrives on deadlines and communicating with empathy. Rich asks what she does when things do not go to plan. Mary answers that it is situational and that she first examines what happened and talks it out with her team. Staci asks about promoting Spinnaker. Mary explains that she would work on improving the brand aesthetic, limiting typos, errors, and off-brand graphics. Steve asked about how she would handle breaking news. Mary responded that she hopes to have breaking news templates so breaking news is not waiting for the graphics department. Rich asks about fostering good ideas. Mary answers that she believes mentorship, an open environment and developing collaboration lets good ideas bubble up. Mo asks about the "remote" culture that has developed. Mary responds that she plans to communicate her expectations for this semester to her team.
 - c. Spinnaker Advisory Board interviews Aryan Anwar for Spinnaker's Business Manager Position. Aryan reviews her resume and notes that her major is mechanical engineering but hopes to go into medical sales. Staci asks how long she has been at Spinnaker. Aryan notes that she has been here for two weeks. Rich asks her about a time she was able to turn a no into a yes. Aryan answers that she was persistent in asking a local business to support a UNF club's fundraising efforts and was eventually successful. Sam asks her how she measures success. Aryan answers by getting money and showing clients the return on investment. Steve asks if she has made any calls for Spinnaker yet. Aryan answers that she has done a few calls, emails, and in-person visits. Paul asks about challenges with SLS funding. Aryan answers that she plans to focus on the spending plan and showing the importance and benefit to departments.
 - d. Spinnaker Advisory Board discusses candidates. Staci motions to votes on all three candidates, Rick seconds. Voice vote was taken, with eight members voting to install candidates into positions.
2. Lianna updates Spinnaker Advisory Board and reviews her goals for Spinnaker News. The newsroom is meeting the goal of four to five stories, one podcast and two videos a week; Lianna believes she can increase that to five or six stories, two podcasts, and three videos a week. Lianna hopes to take advantage of the AP and College wires with one wire story per day. In addition, Lianna would like to do away with three magazines per year, cutting the summer magazine. Sam asks if News is covering the impeachment. Lianna answers that the impeachment is a national story and students will not read it. Steve asks if there is a bigger discussion to be had about national news coverage. Lianna responds that national news should be covered with a wire story not student time. Mo notes that Spinnaker is a lab to help students build a resume that gets them a job – covering national news is good practice for future jobs. Dr. Roman asks if there can be a separate section for national news. Mo notes that we have created similar specific sections for the elections.
 3. Aisling updates the Spinnaker Advisory Board and reviews her goals for Spinnaker TV. Spinnaker TV is airing two shows per week and is more consistent with shows. Spinnaker

TV is fully staffed and everyone is working on Nest News. Spinnaker TV has done two live streams this semester and will be live-streaming graduation on December 13th. Aisling and Cameron went to CBI this semester in St. Louis and found it to be very radio heavy. Aisling's goals for Spring 2020 are to increase live streams, do three to four shows per week and revive old shows like On The Couch and Birds of Play. Staci asks which events were live-streamed. Aisling answers The UNF Orchestra Christmas Concert and a Veteran's Day event. Staci asks how many of Aisling's team worked on the new equipment. Mo and Dr. Roman note that broadcast production is taught in the capstone class, so students in lower-level classes often do not have the same skill set as upperclassmen. Mo also notes that Aisling and Cameron did a very nice job with the UNF Orchestra Christmas Concert and included a well-produced pre-show package.

4. Mo reviews the Institutional Research Fall Survey findings to the Advisory Board.

V. Old business

1. Vote on November minutes. Staci motions to approve the November minutes, Rich seconds the motion. A hand vote was taken, with eight members voting to approve minutes. Motion passes.

VII. Announcements

1. Mo reminds that board that the next meeting will take place on January 10th. Dr. Roman will be presenting her Google Analytics findings.

VIII. Adjournment