

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, December 8, 2015
Rescheduled from December 5, 2015
9:00 a.m.

UNF Student Union, Building 58 West, Room 3806

I. Call to Order – 9:00 a.m.

II. Attendance – Lori Durham

Members Present

Mo Baker, Chair	Interim Adviser, Spinnaker Media
Dr. Paula Horvath	Faculty Representative
Mary Kelli Palka (Conference Call 9:20)	Professional Print Journalism Representative
Erin Reedy	Student Representative
Ashley LaFreniere	Student Representative
Donovan Smith	Student Representative
Kelsey Oates	Student Representative

Members Absent

Tiffany Salameh	Digital Managing Editor, Spinnaker
Karen Feagins	Professional Broadcasting Representative
Steve Patrick	Digital Professional Representative

Others Present

Connor Spielmaker	General Manager, Spinnaker Television
Clark Caraway	General Manager, Spinnaker Radio
Justin Belichis	Publisher, Spinnaker
Dana Anglada	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
Therese Gamble	Business Manager Candidate
Alejandro Nieto	Business Manager Candidate
Diane Colley	TV General Manager Candidate
DilekYunt	Business Manager Candidate
Cassidy Alexander	Publisher Candidate
	Business Manager Candidate
Justin Belichis	Business Manager Candidate

III. Welcome

IV. New Business

A. Spring/ Summer Semester Leader Interviews

1. Theresa Gamble, Business Manager Candidate – Introduced herself and gave background on her experience. She has marketing and sales

experience along with some TV and social media experience. She does not have any actual news experience. She would like to work with Spinnaker to be more engaged with the campus.

2. Moved to New Business to accommodate interview schedule.

B. Media Outlet Reports

- i. Business – Dana – Media Kit has been updated to be simpler for the client. Sales are still slow. She is handling our social media clients. The Big Ticket event that radio participated in was a big hit. We gave away all of our promotional items.
- ii. Television – TV is continuing to work to get the On Demand off campus to students. ITS is working on this with him and SG has shown an interest in making this happen. They have started the coach's show with Coash Driscoll. It airs once a week in the evening. This is Connor's last meeting as general manager. He has stepped down, and applied for the newsroom editor and was hired. He will continue to help the new Station Manager with Swank.
- iii. Print – Justin printed last daily paper on Thursday. The winter magazine release party was last Monday and successful. Print is focusing on having a stronger digital presence on the web.
- iv. Radio – The big Ticket was Sunday. Clark very pleased with the success of it. Some expressed that they found on the radio. Thanks the volunteers and the staff that helped and conducted interviews with three of the bands. The radio's programmer has stepped down and the position will be posted. Nolan the tech director will graduate, but Tim Tuite will take his place.
- v. Digital – xxx.

V. New business continued

A. Spring/ Summer Semester Leader Interviews

- i. Alejandro Nieto – Business Manager Candidate – Alejandro introduced himself. He worked previously as the business manager in the spring 2015 semester and some of the summer. He needed to work off campus for experience and had the opportunity and permit to work as an intern off campus. He would like to return to implement what he learned about google sales and impressions. He feels we need more structure with strategy and with following up with clients. (Note: Board did not have access to the applicant packets. They were not attached to the email. Office Manager left to make copies at 9:35 a.m. and returned at 9:45 a.m.)
- ii. Dianne Colley – TV General Manager Candidate – The board introduced themselves. Diane has experience since middle school but looking for experience on the administrative side of things. She has worked for Spinnaker TV for a year. She would recruit volunteers by networking. She wants to be able to communicate with the other platforms. She doesn't want TV to get complacent and keep moving forward. Her schedule would not be a problem. The board asked Connor about her as an employee. She was training under him for the position. He would still refer her even if there were other applicants.
- iii. Justin Belichis – Business Manager Candidate – Justin wants to move over from Publisher to Business manager so he can increase revenue. He wants to concentrate on ad sales, and face to face calls, and by training ad sales executives. He wants to push sponsorships and underwriting for radio. He would

like to also do commercials. His second point is to increase the outreach to the community to make them aware of Spinnaker through public relations. His third point is branding. HE would like to update the UNF page to show as a multimedia department. He sees this as an opportunity to help him figure out if this is what he wants to do. He is interested in new business models for news rooms.

- iv. Dilek Yunt – Business Manager Candidate – Board introduced themselves. Dilek gave background on himself. Has a bachelor degree in economics and a post baccalaureate student in accounting. She has a little bit of sales experience in sales by selling water purification systems after college. She has a little bit of web design knowledge. She would like to increase our revenue by 50% by more advertising and promotions. Her leadership experience comes from being a substitute teacher. She currently works for UNF’s Department of Parent and Family program.
- v. Cassidy Alexander – Publisher and Business Manager Candidate – Board introduced themselves to Cassidy. Cassidy gave brief background on herself. Junior with a double major in Journalism and Graphic Design. She currently works as a reporter for Spinnaker and has been here since she was a freshmen. This will allow her to learn what goes into publishing a magazine instead of writing for one. Over the summer she interned at a small paper. She wants to work with reporters to do stories that will fit along all platforms. She would bring in community professionals to meetings. She also wants to work on promoting the website. Wants to enhance the magazine. Her leadership experience is limited to her high school paper as Editor-in-Chief. Not many formal leadership positions, but have been in roles where she leads. Her schedule will not be a problem. Cassidy asked the board if the publisher can write for the magazine. The board doesn’t see a problem with this.
- vi. Vote for Leadership roles
 1. TV General Manager – Paula made the move to hire Diane Colley for the general manager of TV and Cassidy Alexander for Publisher. Mary Kelli seconded the motion. Voice vote taken. Voice vote taken for each. Six yes. All in favor. Motion passed.
 2. Business Manager - Some discussion between board and the student leaders. Justin to be the best fit. Mary Kelli – Loves the choice. His ideas and enthusiasm. Would like Mo to convey to Alejandro that he did a good job before, but we would still like for him to work for us if he wasn’t hired. Paula made the motion to select Justin Belichis as the Business Manager. Mary Kelli seconded. Voice vote taken. Six yes. All in favor, Motion passed. Mary Kelli had to leave call.

VI. Old Business

- A. Vote on November 6, 2015 meeting minutes – Minutes will be tabled and sent by email for email vote.
- B. Update on Search process for permanent Adviser/Director – Connor advised the board that there were three finalists. Of those three only one was offered the position, Adam Crisp. With the decision that if he declined the offer, then the search would reopen and the others could reapply. Adam was offered the job and did decline due to the salary offer. Therefore the search has been reopened.

- C. Mo has agreed to stay on part-time for now. Will go to fulltime in January if no one has been found.
- D. Budget – Mo gave update on budget and talked about moving some positions and hours. We need to sell Spinnaker. Justin will be a good thing. Paula offered to come in and do workshops if needed.
- E. Secretary brought it to the attention that even though there was no opposition for the leaders still in position, Clark Caraway and Tiffany Salameh, the board still needs to vote on whether to keep them in their roles for the spring term. Paula made the motion to continue Clark and Tiffany as Radio general manager and Tiffany as Digital Editor. Kelsey seconded the positions. Voice vote was taken. Five in favor. None opposed. Motion passed.

VII. Announcements - None

VIII. Adjournment – 10:40 p.m.