

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, February 3, 2017

9:30 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:31 a.m.

II. Attendance – Lori Durham

Members Present

Clay Zeigler	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Karen Feagins	Professional Broadcasting Representative
Staci Spanos	Professional Broadcast Representative
Steve Patrick	Digital Professional Representative
Morgan Lander	Student Representative
Lauren Commander	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

Members Absent

Lauren Musielak	Student Representative
Madeline Rogero	Student Representative
Dr. Paula Horvath	Faculty Representative
John McCrone	General Manager, Spinnaker Television

Others Present

Cassidy Alexander	Publisher, Spinnaker
Marianna Dowell	Spinnaker Business Manager
Tiffany Salameh	Digital Managing Editor, Spinnaker
Shannon Burris	General Manager, Spinnaker Radio
Lori Durham, Secretary	Office Manager, Spinnaker Media

III. Welcome – Thank you to Sam for his phenomenal presentation at the last meeting. Today's presenter will be Steve Patrick for digital and social media best practices.

IV. New Business

- A. Professional Tutorial presentation Series Two – Steve Patrick, WJXT news for Jax
1. Digital platforms are major part of any business especially communications
 2. Amount of time people spend on web has gone down but the number of people on their app has gone up. Ultimate goal is to get them hooked by downloading your app.
 3. Spinnaker is on all platforms.

4. Reference a three legged stool, or three elements, design, content, and functionality. Spinnaker has mostly content, some design, and want the content to work functionally.
 5. Review of SEO importance and how it works in reference to in your headline and subheads
 6. Spinnaker needs to bundle all that they offer.
 7. Discussion of Google Analytics
 8. Discussion of Spinnaker App and solution for getting our App functional. Suggestions for outside source, interns, or research what other schools such as the Alligator use.
- B. Discussion of changing meeting dates
1. Paul Horvath, Faculty Representative can no longer make the Friday meetings. Fridays, are best for the students, would the board consider and earlier or later meeting. Most preferred earlier time, but Mo will reach out to Paula first to see if she will return or another be appointed.
- C. Budget Updates
1. Spinnaker presented last week to Student Government, even though we will continue to have a lump sum funded for two more years. SG did ask questions even though this is set for two years.
- D. Leader Updates
1. Tiffany, Digital Editor – Digital hired new Marketing News Director. Digital still needs a programmer for the app and we are considering outsourcing. Digital’s goal is reach 5K followers. This is slowly growing and we are tabling to get people to download the app.
 2. Shannon, Radio GM – Shannon is trying to find someone to replace her and has reached out to the Music Department for GM and radio tech. She is working on Okeechobee Festival contest and promotion. Proud of her team for the Play by Play.
 3. Cassidy, Editor-in-Chief – Staffing changes are finalized and working to bring everyone up to speed. Music issue was the last issue and the love and relationship issue will come out on the 13th.
 4. Marianna, Business Manager – Marianna is working on her leadership style. She is working on campus relationships. Contract completed with Best Bet. They met with the District, but have not heard back from them.
 5. John, TV GM – Mo spoke for John since he had a class and cannot make it. Ann Sutton visited to discuss how to promote, scheduling, and using themes to schedule. All the shows are complete and up and running. The Spin has gone completely political. They are hiring two new editors by next Friday.

V. Old Business

- A. Vote on December 3rd and January 6th 2016 Meeting Minutes
1. Karen moved to approve the December 2nd meeting minutes. Sam seconded the motion. Vote taken by show of hands. All present approved. Motion passed with six votes.
 2. Clay motioned to approve the January 6th meeting minutes. Sam seconded the motion. Vote taken by show of hands. All in favor with six.

VI. Announcements – None.

VII. Adjournment – 10:40 a.m.