

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, February 5, 2016

9:30 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:35 a.m.

II. Attendance – Lori Durham

**Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Dr. Paula Horvath	Faculty Representative
Karen Feagins	Professional Broadcasting Representative
Erin Reedy	Student Representative

**Members Absent**

Mary Kelli Palka (to conference call)	Professional Print Journalism Representative
Ashley LaFreniere	Student Representative
Donovan Smith	Student Representative
Kelsey Oates	Student Representative
Steve Patrick	Digital Professional Representative

**Others Present**

Diane Colley	General Manager, Spinnaker Television
Clark Caraway	General Manager, Spinnaker Radio
Cassidy Alexander	Publisher, Spinnaker
Justin Belichis	Spinnaker Business Manager
Tiffany Salameh	Digital Managing Editor, Spinnaker

Lori Durham, Secretary                      Office Manager, Spinnaker Media

III. Welcome

IV. New Business

A. Media Outlet Reports

- i. Spinnaker Business – Justin gave updates on new money in, \$4016, and outstanding to date, \$2790. He is targeting time sensitive events for web advertising. Two new contracts in the work with One-Jax and Chartwell's here on campus. Sponsorships are difficult to sell. Asked the board's help if they had knowledge on underwriting. He is working with the sales staff to break the culture of emailing and calling clients. Again, he asked board for their help for suggestions on teaching his team. Board made suggestions from letting them listen to him to setting individual goals for them. It was also suggested that there may need to be a probationary period for sales people. He want to do a quantitative survey on what our reach is. He would also like to find a way to update our demographic since google analytics is not as accurate. He is looking

for a sponsor for NCAA travel. He is also looking to do Google-Ad-sense for additional revenue.

- ii. Spinnaker TV – Spinnaker TV is still working to try and bring the on-demand app to students off campus. Student Government has shown interest in helping us achieve that goal. The new movies for this semester have been ordered. They have updated the website to show new categories for on-demand. The Center Court with Coach Driscoll has shown a lot of interest. They have made a few changes to the layout for the morning news show. The debate has been cancelled since there is only one person running.
- iii. Spinnaker Print – The third quarterly magazine will be delivered on Monday, the 8<sup>th</sup>. This magazine has more original content. They have a special edition coming up for homecoming which will come out on the 17<sup>th</sup>. They anticipate doing special editions for March Madness week and then one last quarterly in April.
- iv. Spinnaker Radio – Clark worked to change the format of the music. New rotation will play more classics. Programmer working on a list of must dos for DJ's and consequences if they don't show up. IT came up with a program that will allow a reboot for sticking tapes. Clark came up with a new system for Market Days, where students can record bumps and we will play them on the air. Clark alerted the board that he was on academic probation and why. He is confident that he will overcome and end the semester on a good. Board should vote to give him a semester of grace. This will be done through email since they did not have quorum.
- v. Digital – Program was installed for advertising on the ap. Digital is working on small glitches with photos and videos not loading. They think it is a format problem. She is reaching out to others for help in fixing this. She has a volunteer starting on Monday that she hopes will be able to help with this. Paula may also no someone that can help us. No copy team at present. Instead Editors are putting in WordPress, headlines, photos, links in a drop box. Then emailing her to edit and post. This seems to be working and Connor is trained as well. They have been recording POPs to support and promote the website and app.

#### B. Commission for Leaders

- i. Mo asked the board if they thought a leader could get paid commission on new business. They seemed to think it ok. This will be tabled until the next meeting for vote.

#### V. Old Business

- A. Vote on November 6, and December 8, 2015 meeting minutes – Minutes will be tabled and sent by email for email vote.
- B. Budget – The A&S budget has been sent to the B&A committee and then if approved by the B&A committee it will go before the Senate on for their final vote and approval. We are hoping to receiver \$240K with language to reflect lump sum funding. Auxiliary has been submitted for Auxiliary Oversight Committee approval. There have been cut backs, but there is a plan to build this fund balance back up. We will have to rely on passionate volunteers for some of these positions that have been dissolved due to funding cuts. Paula asked if we could reach out to other media outlets to sponsor us. Pitch it as a connection for internships.
- C. Newsroom Position – item C removed from the agenda.

- D. Digital App Help – Spinnaker needs help with making our app relevant towards the UNF community. Questions asked as to what can be done to do this. What do students want to see? Is there something we can do cool and different that students can use. Board agrees we need to be in the digital world.

VI. Announcements - None

VII. Adjournment – 10:30 p.m.