

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, January 6, 2017

9:30 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:32 a.m.

II. Attendance – Lori Durham

**Members Present**

Clay Zeigler	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Lauren Musielak	Student Representative
Morgan Lander	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

**Members Absent**

Karen Feagins	Professional Broadcasting Representative
Staci Spanos	Professional Broadcast Representative
Madeline Rogero	Student Representative
Steve Patrick	Digital Professional Representative
Dr. Paula Horvath	Faculty Representative
Lauren Commander	Student Representative

**Others Present**

John McCrone	General Manager, Spinnaker Television
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 the board for their talents and time. M, chairperson, thought it might be helpful to have each board member share their talents, areas of expertise, and their best practices in the platforms that they know best. Today, we will start with Sam Foley, General Sales Manager for Channel four. Our Clients have to believe that if they advertise with us the will get a return on their investment.

A. Sam Presented Power Point

1. Today Sales is about the customer and ROI. It is a multi-media world out there.
2. TV and Internet work Together and TV plus digital equals optimal advertising mix

3. Seventy nine percent of smartphone users have their device on them for all but two hours every day
4. Two-thirds of smartphone owners use their phones to learn more about something they saw in a TV commercial
5. Summary of monthly time spent by medium; Live+DVR TV 147 hours; AM/FM Radio: 57 hours; Internet/Video on PC 51 hours; App/web/video on Smartphone 50 hours.
6. Percentage of Total Media Usage summary
7. Spinnaker needs to bundle all that they offer.
8. Review of Greek Street Café as client and how we should re-approach
9. Suggestions: make more calls, brainstorm, use inventory we have, build a template for multi-presentations to save time, look for anchor clients to build around and are Alumni prospects?

#### B. Leader Updates

1. Cassidy, Editor-in-Chief, has done a lot hiring and is still looking for a news editor. This person would be next in line to move up. She is establishing goals with the editors and for breaking news. Continued to keep new content up every day through the holidays.
2. Marianna, Business Manager, hired a new sales account executive, Jeremy Shaheen. She will be working with Housing and Campus Life for the spring semester, our main clients.
3. Shannon, Radio General Manager, They will have their first DJ gig this Sunday for First Week event. They have received two tickets to the Okechobee Fest and they are working on terms and conditions for the contest. Radio will do three play by plays this semester and have been rehearsing.
4. John, TV General Manager. TV has been cleaning house, schedules, calendars, etc. They have done a rehearsal for the Center Court Show.
5. Tiffany, Digital Editor. Digital has lost all but one of their employees. She is focusing on hiring a new team. Digital wants to make the basketball coverage interactive with website. We would like to have 1000 more likes on Facebook. In regards to the App and the website, she is looking for a digital programmer that has experience beyond HTML.

#### IV. Old Business

##### A. Vote on December 2, 2016 Meeting Minutes

1. We did not have quorum, will send by email to vote or vote at the next meeting.

##### B. Update on Capstone Campaigns Class Presentation and Recommendations

1. The campaign classes made their presentation and the leaders are to bring two story ideas to our leaders meeting to get the top two so we can move us forward. Cassidy and Shannon will be leaving this semester and they are to look for their heir apparent.

#### V. Announcements – None.

#### VI. Adjournment – 10:12 a.m.