

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, July 14, 2017

9:00 a.m.

UNF Student Union, Spinnaker Media (radio)

I. Call to Order – 9:00 a.m.

II. Attendance – Lori Durham

**Members Present**

Clay Zeigler	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Sam Foley	Professional Business Representative
Karen Feagins (Conference call)	Professional Broadcasting Representative
Lauren Musielak	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

**Members Absent**

Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Lauren Commander	Student Representative
Madeline Rogero	Student Representative
Maame Mensima-Horne	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media

**Others Present**

James Donlon	General Manager, Spinnaker Radio
Nick Blank	Editor, Spinnaker
Tiffany Salameh	Digital Managing Editor, Spinnaker
John McCrone	General Manager, Spinnaker Television
Alex Wilson	Applicant for Editor-in-Chief
Joe Biederman	Applicant for Creative Services Director

III. Welcome

IV. Old Business

A. 2017-218 Bylaw Revision and Approval

1. At last meeting the decision was made to do away with the digital leader position and create a new position for Creative Services Director. This was approved by Dr. Gonzales. We also made a change to Paragraph E, Section 8, Organization and Governance a paragraph that stated that 3 of the four leaders could decide to hire and fire. When we made the decision to create the editor-in-chief position this should have been done a way with, she will

now have the power to hire and fire her own staff and that paragraph has been removed.

- B. 2017-2018 Revised Org Chart
  - 1. Mo went over this in detail using the power point.
- C. Vote on April 7, 2017 Meeting Minutes
  - 1. Steve P. motioned to approve the April 7<sup>th</sup>, meeting minutes. Sam Foley seconded the motion. Vote taken by show of Hands and verbal with Karen F. All in favor. Minutes were approved.
- D. Review of Student representatives on Board for Fall 2017 and recruitment
  - 1. There are two return and hopefully three new to join. The applicant resumes have been sent to Dr. G. who will meet with each of them individually.
- E. Outsourcing Spinnaker Media Website and Mobile app Update
  - 1. Tiffany Salameh, Digital Editor – Spinnaker has outsourced both the Web, which is up and running, and the mobile app which we are waiting for Apple to approve before we go live. We are trying to add more student friendly applications to it so the students will want to use it. Working on the radio website to get recent songs playing back up and displaying. We are planning an app launch party. Our goal is to get 700 downloads by the end of the fall semester.

#### V. New Business

- A. Fall Semester Leader Interviews, Editor-in-chief, Creative Services Director
  - 1. Tiffany Salameh, Editor-in-Chief Candidate – Tiffany has been the digital manager for 3 years and has worked closely with the Editor-in-Chief in posting stories online and being the right hand man. Tiffany has been comfortable in the job roles that the EIC serves by filling in during their absence. She has established herself as a person that they can come to her if they need help. She wants to bring more of a learning environment in the fall semester. She will graduated in the spring. Mo asked how she would handle a reporter when a big news story is missed or buried in a story. Tiffany would speak to them one on one first. Show them what they missed and what she would expect next time and have them re edit. In the fall she will have workshop for the editors to better training them by using her guidelines that she has used for her copy editors. She is a journalism major and has been interning at WJCT which has helped her and Spinnaker has helped her to gain better news judgement.
  - 2. Alex Wilson – Editor –in- Chief Candidate – Alex has spent a lot of time at Spinnaker and wants to make impact on remaining time here. Alex brought a five step plan with him and went over each step. 1. Focus on Recruitment, 2. Training, 3. Synergy, 4. Visibility, and 5. Content. Mo asked how he would handle a reporter when a big news story is missed or buried in a story. Alex would meet with them, and go back step by step on the story and have them step back and look at the article with fresh eyes to see if they can see what they missed. Try to keep the mindset that they need to look for the most important thing about the story. Alex will have three classes, 2 on campus, one on line and weekend job off campus. Alex wants to work at a newspaper publication as an investigative journalist.

3. Joe Biederman, Creative Service Director - Completed his undergrad at FSU and graduated in 2005. Worked for a couple of internet startups and worked at the Zoo in his last jobs. He decided to go back to school fulltime to get his MBA. He loves Spinnaker's atmosphere and the people. He loves the willingness and the open mindedness and has learned so much working here. There is a new way of marketing from the way he was taught. In this new positions there is so much room for growth for the news team to get them out and to get those stories out. We need to market our brand for all of Spinnaker. Some discussion as to his weakness of being a big picture person but he takes on too much. He and Tiffany had this discussion. The extra hours will allow him to delegate. The org chart was explained that those certain positons are under you but the news team comes first for graphics when needed for the platforms.
- B. Review and Vote for Creative Services Director
    1. He is the only candidate. He will need to be guided to stay on track. Tiffany – She has worked with him since January on his sense of urgency and he has gotten better. She would continue to work with him and if he gets the support from the other leaders he will be able to do it. Clay Z. made the motion to hire Joe as the Creative Services Director. Steve P. seconded the motion. Voice vote taken. All in favor.
  - C. Review and Vote for Editor –in-Chief
    1. Sam liked that Alex had a plan. Clay said looking for leadership and energy and the managing editor you are looking for dependability and efficiency. We have a decision to make. Steve also liked that he had a plan. He is concerned that he wants to make a lot of changes. Nick agrees we have two good candidates. Tiffany as a boss is more aggressive and will get things done. She knows Spinnaker through and through and know most of the processes. Alex did leave for a while and came back. Karen spoke towards Tiffany for her support and leadership ability. Mo spoke to Tiffany and her time and growth here. Steve P. motioned to hire Tiffany as the new Editor-in-chief. Sam F. seconded the motion. Voice vote was taken. All in favor.
  - D. Red bull – Mo. Spinnaker has been approached in the past with Redbull dropping off their product for Spinnaker Media to hand out, but they don't want to pay for advertising. Joe as the marketing director wants to try and get them to sponsor or partner with us in promoting the radio play by play programs. Discussion as to the difference of giving out zoo tickets but we can't give out Redbull. So we want to ask the board. Lori D. secretary explained her thoughts on the situation. The tickets we give away for contest or zoo entry are done through contests, but Redbull handouts are not a contest. She explained that our students cannot take them as individuals, but if given to the promotions office they can give away. Creative services wants to have Redbull give us a sign for the basketball games and in turn we will give away their product. We would put sponsored by Redbull on the banner. What are the ethical implications for the news department? Board understands the question. It should be a business agreement. They have to have a marketing budget. Set up a trade arrangement. For example it's the night before finals. Redbull provides a product and you give it away as a sponsor. There needs to be a benefit for us. You need a written agreement with a full disclosure. CSD and the business office needs to come up with a one sheet that doesn't touch news, and it has to benefit us. Make it separate from church and state.

- E. Spinnaker Open House and Fall Welcome Back Meeting
  - 1. Spinnaker will hold an open house during the week of welcome to try and recruit new volunteers. We will also have our fall welcome back meeting on September 8<sup>th</sup> and would like to invite them to attend.
  - 2. Mo will email the Annual Report for them to review and she asked the board to be active in following our website, radio station and TV showings.
- VI. Adjournment – 10:20 a.m.