

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, July 29, 2016

9:30 a.m.

UNF Student Union, Building 58 East, Student Affairs Conf. Room

I. Call to Order – 9:35 a.m.

II. Attendance – Mo Baker

**Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Karen Feagins	Professional Broadcasting Representative
Steve Patrick	Digital Professional Representative
Erin Reedy	Student Representative (by phone)
Dr. Paula Horvath	Faculty Representative

**Others Present**

Cassidy Alexander	Editor-in-Chief Spinnaker
Tiffany Salameh	Digital Managing Editor, Spinnaker
Emmet Clark	Radio General Manager
John McCrone	TV General Manager (acting)

III. Welcome – Mo Baker welcomes everyone to this one-off meeting and explains the goal is to hire for two leadership positions.

IV. New Business

A. Fall Semester Leadership Positions

Shannon Burris, Radio General Manager Candidate. Team introduces themselves to Shannon.

Shannon explained that she is in the school of music. Shannon has been a musician since the third grade. Moved to Jacksonville four years ago, plays the flute. Loves NPR. Applied for, but did not get, an internship at NPR in Washington, D.C. Loves non-profits. Does a great deal of volunteer work. Is motivated by deadlines.

Karen asks why Shannon was specifically interested in the Spinnaker GM position. Shannon says she loves UNF and thinks this position would guide her in the direction of her career. She has experiences managing. Shannon explained she led volunteers at her church.

Paula asked Shannon's familiarity with Indie music. Shannon said she loves all live sound.

Karen asked what ideas she has for the station that she'd liked to implement. Shannon said since it's relatively new in the FM world, she thinks promoting the radio through social media would be a big push for her.

Shannon says she likes the program that Holt does. She says she is taking a few classes now to prepare her for grad school, but has wide-open availability

Mo asked how concerned Shannon was with joining Spinnaker when she never worked there before. Shannon feels she has a lot of experience with leadership training. She thinks it may be a little strange for the team, but thinks she can build a relationship with them.

Shannon also believes there's a lot of interest in her music department, and she thinks she can recruit students from there. Shannon asked how many hours of week she is scheduled to work. Mo told her twenty hours in the office, but we often have to volunteer at other events to help recruit-- for example, the Week of Welcome. Mo stressed that we need a person who will do whatever it takes to get the job done.

Shannon's interview wrapped-up and Mo read her professor's review of her.

After Shannon left, Mark Judson joined us to discuss the Business Manager position.

After introductions, Steve asked why Mark wanted to transfer from Managing Editor to Business Manager. Mark said he felt he wanted to learn a completely different side of the journalism business, and he thinks acquiring this skill will be helpful. Mark also said he believes in Spinnaker and he wants to encourage freshman to come join us. He believes his knowledge of Spinnaker can help generate advertisers.

Karen asked what Mark learned from his experience at Market Days that will help him as Spinnaker's Business Manager. Mark felt that experience got him in contact with a lot of businesses off campus. His job was to sell the businesses a "spot" at Market Days.

Paula wondered what kinds of things Mark would do differently than what Justin has done. Mark complimented Justin's leadership in building relationship and securing deals with certain on campus departments. Mark says he wants to keep the ball rolling and to add to that by pushing digital advertising.

Karen asked how comfortable Mark would be training sales people. Mark felt he would be pretty comfortable because it's all about communication.

Giovanni Wigall interviewed next for the Business Manager position.

Giovanni explained that he is a senior at UNF, a Finance Major who hopes to pursue a career into intellectual property law.

Paula asked about Giovanni's history with Spinnaker. Giovanni explained that he was a volunteer in TV and is currently an ad executive with business. He says working with Justin has been a great experience.

Karen asked about a success story that Giovanni has had in the business office. Giovanni says he reached an agreement with a store in the Avenues Mall that if they come to the school or booth an event at school, they would look at doing business with Spinnaker. Giovanni said he would like to see Spinnaker go beyond UNF's walls. He thinks we (Spinnaker) have been a bit exiled to just the university. He wants a wider reach for UNF and Spinnaker.

Giovanni also noted that he is a brand ambassador for a company trying to work with UNF.

Giovanni did say that if he did not get the position, he would like to stay as an account executive.

Mo expressed that Giovanni knows he needs to "come out of his shell" and communicate more. It's something Giovanni wants to work on.

Kimberly Holbrook was interviewed next for the Radio General Manager position.

After introductions, Kimberly told us a little about herself. She's a music student who teaches private music lessons on the side. Kim said she's interested in radio because she finds it interesting, and she would like to take on more responsibility. She has some background in audio-visual, but none in radio. Kimberly, only recently started listening to Spinnaker Radio. She thinks we have a great website. Karen Feagins asked what ideas Kimberly has for radio.

Kimberly said she'd like to incorporate more local musicians. Kimberly said she is definitely interested in Indie music, and actually played in an indie-rock band.

Mo asked what a music technology student is. Kimberly explained it's more commercial, production side of music. Mo asked how she would handle leading students her own age. Kimberly said she would be comfortable leading the team, setting goals, and giving direction. Kimberly talked about her leadership experience and mentioned her environmental club in high school that she led. Kimberly asked how the radio operates. Mo explained the General Manager leads the department. Mo went through the paid positions, and the hours that radio is live. Mo stressed the tech director is perhaps the most serious position, since he or she must know and adhere to FCC rules. Mo asked Kimberly how she would handle working with students who already work there, and do not know her. Kimberly thought an honest approach about her love of music would be helpful. Mo stressed again that someone has to be present during the live hours from 12-5, and that Mo was going to encourage the new GM to work to expand the hours. When Kimberly left, Mo reviewed the reference information from her professor.

Emmet Clark, our current Radio GM interviewed next to renew his position.

Emmet reminded the board that he is a junior, a Political Science Major

He's been volunteering for two years, and recently had paid positions. Emmet was the Program Director and now General Manager.

Karen asked what went well this semester. Emmet felt the summer went well. He mentioned three concert ticket giveaways. He believes ticket giveaways are a great way to connect with listeners. Steve Patrick asked Emmet to clarify how they do the giveaways. Emmet explained that social media is the vehicle of choice.

Emmet said they did a lot of house cleaning and archiving in radio this summer. Radio has been working on the recurring silent alarm issues. The issues are mainly operator error—students being just a bit intimidated to talk "live." Emmet said they tuned-up the classic folder.

Emmet says he working on training a new team, and he feels training DJs will be easier when he gets his team up-to-speed. Emmet mentioned some new equipment that radio purchased.

Emmet would like to improve the radio website in the fall. Emmet said things have been smooth with most employees, but he was having challenges with the Radio Tech position. He believes the big problem is that the person in that position is his friend, and Emmet has had trouble getting his tech/friend to get things done. Emmet thinks the tech position should be eliminated in radio and a portion of those hours should be given to the TV tech.

Emmet said he is very passionate about Spinnaker Radio and wants to see it be a part of the college experience. Emmet said if he were not named GM, he would like to stay as a DJ volunteer.

Joshua Sims joined us next to interview for the Radio General Manager position. After introductions, Josh gave a little background on his life. He's been at UNF for 7-years. Josh said he thinks he would be a good candidate. He thinks he is very responsible and wants to help.

Josh explained that he was a year from getting his Bachelor's in Business, but is now moving towards music.

Josh says he's been a DJ, but has not been in radio. He feels he can follow the rules of radio.

Steve Patrick asked how Josh could handle coming in from the outside, having a great deal to learn, and still manage a young team. Josh said he would immerse himself in the learning process

After Josh left the advisory board started to review the candidates.

Steve was impressed with Mark and his ability to lead right away. He thought it was great that Mark was already training with Justin. Both Steve and Paula think Giovanni has room to grow, and they hope he continues to stay with Spinnaker.

Emmet thought Giovanni's five-class schedule would make it difficult for him to be Business Manager.

Paula motioned that we hire Mark as Business Manager, Karen second that motion. Mo did a roll call on vote. Karen, Paula, Steve and Erin voted in favor of naming Mark Judson our new business manager.

Next discussion centered on the Radio General Manager position. Mo told the advisory board that she appreciates Emmet's presentation to the board, but the reality is, it's been a challenging, difficult summer with little to no communication. Mo commented that as difficult as it was for her to say this, she had to advise the board not to rehire Emmet at GM. She explained that there were numerous problems throughout the summer that she has tried to work with Emmet on. He would say the right things, but would not follow through on basic needs for radio. Most concerning was a lack of supervision over our Public File for the FCC. Repeated attempts by Mo to make sure these logs were being kept up to date did not work. Emmet also did not communicate effectively with Mo or his leaders- despite attempts to reach out to him. He was a no show on several important events without ever alerting his team there was an issue. Paula noted that the evaluations from Emmet's direct reports clearly showed he is a nice person, but not a strong leader. Emmet's co-leader Tiffany Salameh expressed that it was difficult because you could just not depend on him. Cassidy, his other co-leader, agreed.

Paula mentioned that Office Manager Lori Durham, wrote a note to express her concerns with the current direction of radio.

The board agreed that a change would be best. After reviewing each candidate, the consensus was Joshua and Kimberly were nice, but not ready. They believed that Shannon Burris was the most poised and prepared to take over Spinnaker.

Paula motioned that the board name Shannon as Radio GM, Karen second that motion. Paula, Karen, Steve and Erin voted to name Shannon Radio Gm.

The board talked briefly about how well John McCrone was doing as acting General Manager of TV.

The board adjourned.

V. Announcements - None

VI. Adjournment – 11:10 a.m.