

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, March 3, 2017

9:00 a.m.

UNF Student Union, Building 58 West, Room 3804

I. Call to Order – 9:00 a.m.

II. Attendance – Lori Durham

**Members Present**

Clay Zeigler	Professional Print Journalism Representative
Staci Spanos	Professional Broadcast Representative
Steve Patrick	Digital Professional Representative
Prof. Bobbi Doggett	Faculty Representative
Morgan Lander	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

**Members Absent**

Karen Feagins	Professional Broadcasting Representative
Sam Foley	Professional Business Representative
Lauren Musielak	Student Representative
Lauren Commander	Student Representative
Madeline Rogero	Student Representative
John McCrone	General Manager, Spinnaker Television
Shannon Burris	General Manager, Spinnaker Radio

**Others Present**

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

III. Welcome – Reminder to the board that April is the last meeting and we will choose the summer/fall student leaders. Quorum must be met. Chair introduced Paula Horvath’s replacement for faculty representative, Bobbi Doggett. She was appointed by the Faculty Association. Her knowledge with public relations will be valuable to us.

IV. New Business

- A. Professional Tutorial presentation Series Three – Clay Ziegler, Professional Print Rep
  - 1. “Ten Habits of Great Reporters You should Steal Right Now”
    - a. Be Easy to talk to.
    - b. Listen Hard, Read even harder.
    - c. Before your write, think.
    - d. Be easy to read.

- e. Remember that editors exist to make reporters look good.
- f. Embrace the here and now, but always look forward.
- g. Avoid the Soul Sappers.
- h. Build your brand.
- i. Own your outcomes and keep learning.
- j. Never forget for a second why you're doing this.

B. App update and outsourcing

1. Mo and Tiffany updated the board on the website being compromised. The app is nonexistent. Digital reached out Nolan, the former WordPress programmer for help and he was able to get us back to a testbed code. Google was saying we were hacked. Our host says it wasn't due to them. Digital will continue to resolve. We may have to outsource this to get it repaired.
3. Mo – Spinnaker has reached out to I-Campus, a company that we can outsource the app to. The charge is \$1500 to build and \$250 month to maintain. The Alligator at UF uses them. The leaders approved to move forward on this.
4. Mo asked the board on their thoughts of possibly adding a new leader, a marketing director. Some discussion but the board was asked to consider and they will discuss at next meeting in April.

C. Leader Updates

1. Cassidy, Editor-in-Chief – Since the last meeting they instrumented quality control. Every story had to have a multimedia package and a timeline to have it posted. The copy team has improved and the team is better. They covered the missing student to the end. This helped instill a responsibility in them.
2. Tiffany, Digital Editor – Web and app problems. Putting out flyers to try and find a programmer. They have brought on two new copy editor volunteers. Set up Google analytics to track us on the website. Discussion on Facebook instant articles.
3. Marianna, Business Manager – Continuing to work with long term clients. Summarized ads to come. Working on meeting sales goals.
4. Mo for John, TV General Manager – TV hired two new editors to produce video. They covered the recent SG debates. Planned ahead of time, held rehearsals and mock rehearsals. Two new shows airing now.
5. Mo for Shannon, Radio General Manager – Shannon is traveling to Okeechobee Festival. She is working on a guidebook for the next GM. She brought the radio tech class in for a tour. She is working on promos for the specialty shows.

V. Old Business

A. Vote on February 3, 2017 Meeting Minutes

1. Staci S. motioned to approve the February 3<sup>rd</sup> minutes. Steve P. seconded the motion. Four approved. Motion passed, minutes approved.

VI. Announcements – None.

VII. Adjournment – 10:12 a.m.