

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, November 6, 2015

9:30 a.m.

UNF Student Union, Building 58 West, Room 3806

I. Call to Order – 9:36 a.m.

II. Attendance – Lori Durham

Members Present

Mo Baker, Chair	Interim Adviser, Spinnaker Media
Dr. Paula Horvath	Faculty Representative
Karen Feagins	Professional Broadcasting Representative
Steve Patrick	Digital Professional Representative
Erin Reedy	Student Representative
Ashley LaFreniere	Student Representative
Donovan Smith	Student Representative

Members Absent

Mary Kelli Palka	Professional Print Journalism Representative
Kelsey Oates	Student Representative
Tiffany Salameh	Digital Managing Editor, Spinnaker
Clark Caraway	General Manager, Spinnaker Radio

Others Present

Connor Spielmaker	General Manager, Spinnaker Television
Justin Belichis	Publisher, Spinnaker
Dana Anglada	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media

III. Welcome

IV. New Business

- a. Introduction of new Student Board Representatives
 - i. Donovan Smith – Introductions to everyone. Donovan gave a brief background on
 - ii. Herself. Public relations major and will graduate in the spring.
- b. Spring Semester Leader Positions
 1. Spring leader positions will be posted next Wednesday. Student staff surveys for leaders will be handed out and emailed to the board. If questionable surveys, they may elect to re-interview the leader if no one is opposing. Interviews will take place at the December meeting.
- c. Media Outlet Reports

- i. Business – The Talon contest will end on Saturday with the winner receiving an Adventure Landing package. The Spinnaker Magazine release party will be November 20 with drink specials and giveaways to the Big Ticket event. Promotions is working on promotional items for giveaways at our table for the Big Ticket event. Radio under the Stars is hopeful for December 4th. There are currently two social media clients. Salesperson resigned and the position is posted on the UNF website. Paula asked for position description to be emailed. The Social Media executive quit along with the promotions assistant. She is going back through the old books looking for clients that we can reach out to. Mo gave further information on the talon contest, Radio Under the Stars, and the Big Ticket, since Clark was not present
- ii. Television – TV is great. They are starting a new show with Ryan and Alex, a sports talk show with Coach Driscoll. Rehearsals should start next week with the hopes to air at 5:00 p.m. with a simulcast on radio. They are currently getting their spring list of movies together. The news show is making strides and Vanessa is getting better as News Director.
- iii. Print – Justin attended the ACP conference in Texas in October which was a lot of fun and he learned a lot. He did a lot of networking. The magazine deadline was pushed to next week. Starting next week the Daily will go to four days a week by cutting Friday's edition. The money will go to the magazine, with 48 pages printed. They will be running a proof of performance to push it prior to release. Daily print numbers are lingering around 230-240. They added more distribution boxes around campus. The release party will be the 20th in the Boathouse with live music. There will be discounted beer, specialty holiday drinks and an ugly sweater contest. They will also announce the SAIL awards, which is Spinnaker's best of UNF.
- iv. Radio – Mo spoke for Clark who attended the CBI conference in Minnesota. He came back with knowing that promotion is the key. We need to promote our brand. Survey (later) will show that people don't really know us. Wants to find a way to let people know that we are here and that we care.
- v. Digital – Mo for Tiffany. Tiffany has taken over the Copy Chief position because she feels that she needs more to do. She wants to do this and learn by it. The website is doing well.

V. Old business

- A. Vote on October 3, 2015 meeting minutes – Motion was made by Steve to approve. Paula seconded the motion. Vote taken by show of hands. Five in favor. Motion passed.
- B. Update on Search process for permanent Adviser/Director – Connor updated the board that had narrowed it down to three candidates who will be visiting in the next week. Adam Crips, Assistant Director at SCAD. Two others are from Jacksonville, Drew Dixon and Greg Walsh. Invitation was extended to the board student reps to attend the student open forum and to the professional reps to attend the faculty open forum.
- C. Budget Meeting with SG –We have some major budget challenges that we are working through with SG. The conflict of interest with SG funding us is with General Counsel. If they approve then it will go to President Delaney. So that conflict of us having to report to them will be off to the side, but they will still fund us. We currently have a freeze on some positions in Spinnaker, mainly no hires to Auxiliary or to replace some of the positions, i.e. social media.

- D. Spinnaker Media Survey – Mo displayed the survey on the projector screen. This is not a scientific survey. This is just a snapshot of the survey. The magazine has good recognition, but not “The Current” which is new. Mo, went over answers of several of the survey questions. She also showed some of the comments made, good and bad. The Board asked questions to the student leaders and talked of ideas to promote Spinnaker.

VI. Announcements

VII. Adjournment – 10:32 p.m.