

Spinnaker Media Advisory Board
Meeting Minutes
Friday, November 8, 2019, 9:00 a.m.
UNF Student Union, 58E/2200

I. Call to Order – 9:01 a.m.

II. Attendance –

Members Present

Mo Baker, Chair Adviser, Spinnaker Media
Paul Runnestrand Professional Print Journalism Representative
Staci Spanos, Professional Broadcast Representative
Sam Foley, Professional Business Representative
Nataliya Roman, Ph.D. Communication Department Faculty Representative
Lili Kendall Student Representative
Austin Nicklas Student Representative
Taylor Smiley Student Representative

Members Absent

Steve Patrick Professional Digital Media Representative
Rich Jones Professional Broadcast Radio Representative
Sunshine Ramirez, Creative Services Director Spinnaker
Amanda Cox Secretary, Spinnaker Media Office Manager

Others Present

Lianna Norman Editor-in-Chief, Spinnaker
Madison Roberts General Manager, Spinnaker Radio
Aisling Glocke General Manager, Spinnaker Television
Mary Belichis Promotions Director, Spinnaker
Hannah Johnson Interim Business Manager

III. Welcome

1. Collect Staci Spanos, Sam Foley Conflict of Interest Disclaimer

IV. New Business

1. Mo updates the board that UNF is preparing for next year's budget(s). Spinnaker has two budgets: A & S, and Auxiliary. Spinnaker also receives funding through SLS. The initial preparation for all budget requests' is underway. Mo explains the challenges with using all SLS funding. Sam Foley from Channel 4 has ideas that he'll present to Spinnaker Business Manager, Hannah Johnson, after the meeting.
2. Mo also updates the board on Spinnaker's fall survey. UNF's Research Department is taking the lead this year in pushing out Spinnaker's annual survey. Mo hopes to present the findings to the board in December and Student Government in January.
3. Mo mentions that Sunshine Ramirez is graduating and looking for a job.
4. The student leaders give their updates to the board:

- a. Mary Belichis, sitting in for Sunshine, updates the board on the Creative Services Department goals. Instagram has grown by over 100 on Instagram - Goal achieved. Engagement up on both Twitter and Facebook platforms. Creative Services is working on the Spring Magazine layout. And Sunshine is preparing the team for a smooth transition after Sunshine graduates.
- b. Madison Roberts starts by telling the board about radio's successful first play-by-play home game of the season. The game aired the night before. Madison is also training her team to take over after she departs in December. Madison gives kudos to her Program Director for producing radio's Halloween costume contest. It was a big hit. Madison also discussed the success of DJ outreach and engagement.
- c. Lianna says her team is staying strong to its goal of publishing 4-5 stories a day. The team is also hitting its goal of two video stories a week. The News team is also working hard on the spring magazine deadlines. News had a special guest in the newsroom this week, former Editor-in-Chief Tiffany Salameh. Tiffany talked with the team about getting their first news job—including how to negotiate a contract and the trials of a one-mand-band. Tiffany is currently on the campaign trail with Mayor Pete Buttigieg. News will have another guest, Connor Spielmaker, on November 13th.
- d. Aisling Glocke just returned from the CBI convention in St. Louis. Aisling thought the convention was very helpful, even though the convention focuses more on radio. Aisling hopes to produce a new interview show based on some information she learned at the convention. She's working hard to cross-promote all shows with news and radio. For example, if there's a new show (i.e., Spoilercast), TV writes an article for news to publish on UNFSpinnaker.com. Aisling also updated the board on TV's live streaming of UNF's Veterans Day Tribute. TV also plans to live stream UNF Orchestra's December Concert.
- e. Hannah Johnson discussed advertising opportunities with Pink on Campus and Banyon Apartments on San Pablo. Business is also still trying to work with Yogurt Mountain (YM), but YM does not have a budget for advertising. UNF's International Center is also interested in advertising. It, too, is low on funds. Hannah has hired a new sales associate, Carissa Marquez. Hannah says she just terrific!

V. Old business

1. Vote on October Minutes. Motion to approve October minutes. Hand vote, all present board members approved.

VII. Announcements

1. Mo reminds board members that we'll need a quorum for next month's meeting as we pick student leaders for the spring, summer, and fall terms. Professor Roman may not be able to make the meeting but could phone in, if needed.

VIII. Adjournment