

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, October 2, 2015

9:30 a.m.

UNF Student Union, Building 58 West, Room 3806

I. Call to Order – 9:35 a.m.

II. Attendance – Lori Durham

Members Present

Mo Baker, Chair	Interim Adviser, Spinnaker Media
Mary Kelli Palka	Professional Print Journalism Representative
Dr. Paula Horvath	Faculty Representative
Karen Feagins	Professional Broadcasting Representative
Steve Patrick	Digital Professional Representative
Erin Reedy	Student Representative
Ashley LaFreniere	Student Representative
Kelsey Oates	Student Representative

Members Absent

Donovan Smith

Others Present

Tiffany Salameh	Digital Managing Editor, Spinnaker
Clark Caraway	General Manager, Spinnaker Radio
Connor Spielmaker	General Manager, Spinnaker Television
Justin Belichis	Publisher, Spinnaker
	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
Dana Anglada	Candidate, Spinnaker Business Manager

III. Welcome – Congratulations to Mary Kelli on her promotion.

IV. New Business

- a. Introduction of new Student Board Representatives
 - i. Erin Reedy, Kelsey Oates and Ashley LaFreniere each gave background for themselves. Donovan Smith will not be available until October meeting.
- b. Spinnaker Media Advisory Board Disclosure and Conflict of Interest
 1. Forms were distributed for signatures and collected.
 2. For good of group, Alejandro Nieto would like to apply but he does not qualify for the requirements.
- c. Interview Spinnaker Business Manager Candidate – Dana Anglada
 - i. Dana was the only candidate. Dana gave her background and then left the room while the board discussed with current leaders what they were looking for in this position.

- ii. Paula knows her through projects that she is working on. Justin has classes with her. 4.0 GPA and we need ads. Connor says we need someone who can sell and someone to motivate and promote the department.
 - iii. Budget is hurting with revenue down. We need someone to sell ads. Not making enough to sustain us. Secretary gave some information on auxiliary budget and what is projected in revenue to come in. We could use up the auxiliary budget this year. Would be helpful to have a business professional on the board along with the TV broadcast person that we still need to fill the board.
 - iv. Dana returned at 9:47 for interview. Dana is a people person, tried to facilitate relationships with Spinnaker and clients. She has experience in cold calling. Has also been in retail for 3 years. She may graduate in December but it could be May before she does. Her time commitments allow her to be free pretty much all day during the week except for one class on Wednesday morning.
- d. Discussion among board members. Paula – She is a hard worker and very bright could be very diligent and also the only option. Mary Kelli motioned to hire Dana Anglada as the business manager. Steve P. seconded the motion. Vote taken by roll call. All in favor. Motion passed. Dana was brought back in and told she was hired. She will stay for the remainder of the meeting. Steve asked about posting position now since she may leave in December. He was advised that we will post all leader positions in November for the spring semester.
- e. Spinnaker Media Survey – Spinnaker Media survey is going through Osprey Update. SG asks for this report each semester. We are promoting this where we can. We would like to be able to send it out to every email, but we are waiting on help for this.
- f. Media Outlet Reports
 - i. Spinnaker TV – Working on expanding on demand to off campus. He is working with ITS to see what is the best way to do this at the lowest costs. They are running some TV series. October will be scary movies. Also, working with Radio to partner with athletics and Coash Driscoll. Will expand current radio show to do something live every week. Continuing conversations with ESPN to get those rights as well.
 - ii. Spinnaker Print – Daily print Monday through Friday with fresh content. We have printed 10500 copies. We have had 5861 picked up. Paula asked where they were. Justin gave the 5 locations on campus. We have started proof of performance across the different platforms. It was suggested to put a box by the communications department. Need some at the dorms as well. Paula agrees this a great product to push for sales. His vision is to see this go to eight pages. Justin passed out print stats to members. The magazine launch party was well attended with 100 plus magazines handed out. The next issue comes out November 11th. He hopes to have a release party at the UNF Gallery of Art. Bands will play there too. Since Spinnaker is sort of a cultural magazine, he thought this would be good. This issue will have more pages for total of 52 including the cover. Better quality. Plenty of content to go in it. Steve asked about the budget for printing. It was asked to the members what they thought about the daily going to bi-weekly. She believes you have to do what you can do with what you have but do it in the right way. Always consider the quality of the product. Board overall like the daily and the idea of it. Justin is hoping that the survey results will help in the decision.

- iii. Spinnaker Radio – Programming is now doing traffic three times a day. Danae the news director is doing a news bump that plays three times a day. She does a show from 9:00 a.m. to 10:00 a.m. and gives an update then. Trying to do traffic in the afternoons with some of the DJ's. The first proof of performance was done today and will run once an hour next week. Clark is working with Club Alliance to be able to have a talon on the walkway where we can have a contest for the design of it. Clark is meeting with the Director of Promotions next week to work with us as a sponsor of the "The Big Ticket". He would like to have a tent and give away promotional items. Will try to get soundbites from some of the bands. This is a big opportunity. Music Director is cleaning out the classic folders to make sure all songs are of the right quality. Hiring an assistant program director. For assistant tech director, working with Nolan to make sure we get the right person since they will be his successor. Radio is also working with Morgan to come up with a "Night on the Green". This could be an inexpensive. The boathouse is playing Spinnaker Radio on Mondays. First "On the Couch" session was recorded. We now have a Spinnaker Radio billboard on Beach Boulevard.
- iv. Managing Editor Digital – Doing a soft launch with the new website format that will go up today. There is different style going. Will have to train the copy team so they now how do it on Monday morning. We have columns running weekly. Hoping this will bring viewers back to the website. We did get the surf page up and running on the website. The live cam has to be refreshed every 30 seconds. This is a start. They did do a gun survey. With 48 hours, we had over 400 clicks, people were commenting. It was about 50/50. She will publish the results. Wants to get our viewership up. Would like to get the number of to 9000. She is also working with promotions to make it known that they have a surf report. Steve suggested getting an advertiser to help donate. Sponsors would be helpful. Could do surveys on the web through Survey Monkey. The Ap is not complete. We are having some digital issues with the graphics team. She wanted them to work on web first. It should follow in the next week.

V. Old business

- A. Vote on September 4, 2015 meeting minutes – Motion was made by Paula to approve. Mary Kelli seconded the motion. Vote taken by show of hands. All in favor.
- B. Update on Search process for permanent Adviser/Director – Connor gave this update since he on the committee. There about 25 candidates. He has lowered his list down to about five. There is meeting next week. Connor listed those on the committee.
 - a. Mary Kelli asked if any concerns and how are things going so far. She asked in part because of the Atlantic and encouraged us to read this. She had heard a little of this regarding Spinnaker. Nothing she would say out loud. Mo said if anything she might be a little too hands on, that is why she isn't here for the long run. The person needs to be a little more thoughtful and should be able to let kids sink or swim on their own.
- C. Budget Meeting with SG – Connor took lead on this. They reached a compromise, definitely not a settlement on anyone's part. The model that they envisioned would remove a lot of the conflict of interest. It's working its way through. Now deciding on a number to present to the powers that be that would make this funding model happen or not. It was explored in the past but not pursued. It is definitely being pursued now. It if happens it would be good, it would remove the conflict but would make some other

challenges. It would be less work on our end to make the budget happen. We need about \$400k to operate. Last year's budget was about \$236K. We may have to do some major cuts. The number is the final challenge. This needs to be solved by the next budget session. The prequel will start in November. We will continue as usual until changes are made. We still have to get through this year.

VI. Announcements

VII. Adjournment – 10:47 p.m.