

Spinnaker Media Advisory Board meeting October 21, 2016

I. Call to Order: 9:35 am, October 21, 2016

II. Attendance:

Morgan Lander
Clay Ziegler
Karen Feagins
Staci Spanos
Steve Patrick
Sam Foley
Mo Baker

Cassidy Alexander
Mark Judson
Diane Colley
Shannon Burris

III. Introduction: Round robin on introductions.

IV. New Business

A. Spinnaker Focus Group: Mo Baker reviewed Spinnaker Web/app focus group study results produced by Professor Natalya Roman's class.

Executive Summary of Focus Group Research

- Most students would rather read an article than watch a video
- Students focus more on national news rather than international news
- Students would rather get their news updates from social media
- Students get most UNF news from peers and campus advertising
- Students are engaged with news that directly affects them
- Students either do not know about Spinnaker or it is an afterthought

Recommendations:

- Promote the website as the #1 source for campus news
- Incorporate more colors to the Spinnaker homepage and make it more appealing
- Personalize each student's homepage to fit their interests
- Provide more timely news
- Add more relevant stories to students
- Add more multimedia content (specifically sports action videos)
- Incorporate "Meet the Ospreys" or "Students of UNF" (copied from "Humans of New York") on the main page towards the top

B. Play-By-Play

Shannon Burris, Radio GM, updated the board on our progress for radio play-by-play of the ladies' basketball team. Money was approved for the equipment necessary. Talent/commentators were auditioned and hired. A producer and associate producers have also been hired. Rehearsal dates have been set for the first game, slated November 11, 2016.

Mark Judson, Business Manager, also discussed efforts to find a sponsor for our basketball play-by-play coverage. He is trying to secure sports businesses without interfering with the UNF Athletic Departments' sponsors. One business he is targeting is Top Golf.

C. Leadership Positions

Mo alerted the board that all the Leaders, except Mark who is graduating, will be re-applying for their positions. Jobs will be posted on November 9th, closing on November 28th.

Applicant applications will be sent to board on November 29th.

Mo reminded board that we will need quorum for vote on hiring. The next Advisory Board meeting is set for December 2, 2016. Mo will not be at the meeting as she is attending a Student Affairs' retreat. Lori Durham will oversee the meeting.

D. Media Outlet reports

Business: Mark updated the board on his outreach to clients. He is also assisting in looking for his replacement. He is reaching out to the Business College. So far, he has not been successful, but will keep on trying.

TV: Diane is very pleased to share that TV has tons of volunteers this semester. Spinnaker TV is working on 3 shows this fall: ***Birds of Play, The Spin, Center Court: The Coach's Show***. Will be auditioning for new hosts for Coach's show.

Radio. Shannon is excited about radio's social media outreach. They've doubled their numbers on Snapchat and Twitter. Staci asked what she thinks is working. Shannon believes a new emphasis from her team and Spinnaker in re-tweeting content is making the difference.

News/Digital: Tiffany was at a convention in D.C., so Cassidy updated for both. Presidential Debate Live Streams have been very successful. Students have expressed positivity towards the live streams and I think it's something we will continue to do in the future.

We tracked Hurricane Matthew and the team believes they did a pretty great job. Tiffany created an entire hurricane tab on the website which she updated hourly with the latest info and graphic from the National Hurricane Center. The news team also worked remotely from home during the storm updating with info about what was happening at UNF before, during, and after.

Timothy Tuite was let go from the Wordpress Programmer position. After countless warnings, he continually did not show up for office hours and failed to answer emails or communicate effectively.

Currently, no one has applied for the job on unfjobs.org. Tiffany asked Mo to help by contacting the IT department and seeing if it would be possible for me to talk to classes when I'm back from my trip.

App progress will be stagnant until we can find the right candidate.

Jay Srivasta was hired as the News Marketing Director this semester. He taught himself premiere, end design and is pretty well versed in graphic design. He hit the ground running and has been doing a fabulous job but now we're going to work on getting promos out faster, more social media posts and really honing in on our big marketing campaigns for the app and Spinnaker News.

Other than that, our copy team has been moving along smoothly and has been a big help for me especially with Cassidy in charge of the newsroom.

V. Old Business

- April minutes approved by: Steve Patrick and Karen Feagins
- July minutes approved by: Steve Patrick and Karen Feagins
- September minutes approved by: Steve Patrick, Karen Feagin, Morgan Lander

VI. Announcements: none

VII. Adjournment