

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, October 6, 2017

9:00 a.m.

UNF Student Union, Spinnaker Media (radio)

I. Call to Order – 9:00 a.m.

II. Attendance – Lori Durham

Members Present

Karen Feagins	Professional Broadcasting Representative
Staci Spanos	Professional Broadcast Representative
Bobbi Doggett	Communications Dept. Faculty Representative
Lauren Commander	Student Representative
Madeline Rogero	Student Representative
Alexandra Winsor	Student Representative
Morgan Stark	Student Representative
Mo Baker, Chair	Adviser, Spinnaker Media

Members Absent

Clay Zeigler	Professional Print Journalism Representative
Steve Patrick	Digital Professional Representative
Sam Foley	Professional Business Representative
Bethany Pruitt	Student Representative

Others Present

James Donlon	General Manager, Spinnaker Radio
Tiffany Salameh	Editor, Spinnaker
Brandon Diaz, Proxy	General Manager, Spinnaker Television
Maame Mensima-Horne	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media

III. Welcome

IV. New Business

A. Welcome and Introduction to New Student Representatives

1. Mo welcomed the new student representatives to the board and thanked them for being here.

B. Student Leader Hurricane Irma Presentations/Semester Goals/Updates

1. Tiffany – Presented power point presentation on Hurricane Irma Coverage with overview of all stories, pre-storm, tracking, during and after. Tiffany provided stats for Twitter and Facebook. Most viewed story was “Know Your Zones” with 172K views. Student Press Law Center even Tweeted

about our coverage. The business office did a shout out to all of our clients letting them know that we are working for them.

2. James - James presented his measurable goals for the semester and showed through power point the radio coverage post Irma. He has hired new staff, Lili, Music Programmer; Seth Ouk, Assistant Music Director, and Jack Polefko, Assistant Programmer. Looking for talent for Play-by-Play. Since Hurricane Irma, he would like to set up a plan for hurricane coverage in the future. Perhaps could partner with WJCT in the future for coverage. He will be DJing at some market days this semester. Will program new shows like Local Hour, Art on Air, and a few more. Wants Play by Play to become a permanent thing for radio.
3. Brandon (for John) – TV hired a new assistant Editor which will be a great help. TV will be interviewing for an assistant entertainment director. TV will start auditions for Center Court next Monday. Working on Cross promotions with the other departments. Goals for the semester include, Increasing viewership on YouTube channel to 250. In increase current shows to five.
4. Anthony R. (for Maame) – Currently \$7k contracted for advertising. Business is working to contract out the remaining \$5k for SL&S funds by December. Our goal for the year is \$33k. Would like to get 3 sponsors for Play by Play. Currently talking with PDQ for postgame advertising.
5. Mo – Joe is absent. Creative is experiencing some growing pains.
6. Tiff – News would like to get 350 stories on line by the end of the semester and 50 news packages on YouTube. Tiffany asked board about advice on guest editors in print and how to lead. Bobbie D. suggested Guest Editor. Tiffany also asked advice as to how to safely report if news goes to Gainesville to cover Spence.

V. Old Business

- A. Vote on July 14th meeting minutes.
 1. Agree to send email for votes since some are not here to vote.
- B. Advisory Board Help – Best Practices
 1. Mo asked Karen or Staci if they could share their best practices, like we did last year.

VI. Announcements – James and John will travel to CBI conference in San Antonio.

VII. Adjournment – 10:20 a.m.