

**Spinnaker Media Advisory Board
Meeting Agenda**

Wednesday, Sept. 3, 2014
10 a.m.

UNF Student Union, Building 58 West, Room 3601

I. Call to Order – 10:10 a.m.

II. Attendance – Lori Durham

Members Present

John Timpe, Chair	Adviser, Spinnaker Media
Morgan Wolf	Student Government Representative
Kaitlin Ramirez	Student Government Representative
Karen Feagins	TV Professional Broadcasting Representative
Dave Luckin	Radio Professional Broadcasting Representative
Dr. Paula Horvath	Faculty Representative
Brianna Sigman	Student, Communication Major Representative
Christopher Brady	Student, Coggin College of Business Representative
Bridger Neimeyer	Student, Non-Comm Major Representative

Members Absent

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Professional Print Journalism Representative

Others Present

Connor Spielmaker	Station Manager, Spinnaker Television
Scott Young	Station Manager, Spinnaker Radio
Jacob Rodriguez	Publisher Spinnaker
Lee Watters	Digital Editor, Spinnaker
Lori Durham, Secretary	Office Manager, Spinnaker Media
--	Business Manager, Spinnaker Media
Jesus Nieto	Business Manager Candidate
Ashley Chivalette	Business Manager Candidate
Mary Kelli Palka	Candidate Professional Print Journalism Representative
David Johnson	Alum, Departing Prof. Print Journalism Representative
Emily Moore	Business Office Fundraising Coordinator

I. Welcome – John welcomed those present and introduced everyone. David Johnson participating in creating a Spinnaker Alumni Group off campus.

II. Old Business

a. Vote on April 2nd and May 7th 2014 meeting minutes – Karen F. moved to ok the minutes from April and May, Paula H. seconded. Vote taken by show of hands. Eight in favor, one abstained.

b. Spinnaker Radio LPFM License

- i. ITS is working with radio to get all of this done. Some broken welds were discovered while inspecting the tower for UNF. These will have to be fixed first. We should still be able to have a go in the fall.

III. New Business

- a. Interview Professional Print Journalism Representative – Mary Kelli Palka
 - i. Mary Kelli Palka was introduced by John Timpe as candidate for the professional print journalism representative.
 - ii. Mary Kelli – Currently the Managing Editor with the Times-Union. She has worked for three different papers in the past. She started at the Times-Union in 2003 and left in 2012 for one year after layoffs, and pay cuts were made. She returned only when commitments were made to rebuild and become better. She would like to be a part of our board because when she was in college (Elon), she had a good experience and good adviser. She would like to be a part where she can do the same and possibly influence some life changes for others. Paula H. and Karen F. both said she would be an excellent representative.
 - iii. Karen made the motion to add Mary Kelli Palka to the board, Chris B. seconded the motion. Voice vote taken. All in favor. Motion passed.
- b. Vote to continue Lee Watters as Digital Editor
 - i. Lee was expecting to have leave because of a possible internship. He has given up the newsroom role, but would like to continue as the Digital editor. His contractual internship obligations do not allow him to be at the monthly advisory board meeting. He has discovered that 25 hours aren't necessary for him to take care of the digital editor position and is currently working only on Tuesdays and Fridays. There were no other qualifying applicants. Lee is working to hire additional staff, and the staff he currently has can handle the work while we look to hire someone to fill his shoes.
 - ii. Paula made the motion to continue Lee Watters on as Digital Editor. Karen seconded the motion. Voice vote was taken. All in favor. Motion passed.
- c. Leadership Interviews – Business Manager
 - i. Discussion prior to interview
 - 1. John read Lina's email to the board regarding what she would like to see in the person that is hired. David Johnson asked what the most important priority was for what the business office needed. John explained that it would probably be getting the revenue back up, and sales is the toughest part of the operation. It went down in the first two years by about 6% each year and when we switched to the magazine, about 25%.
 - 2. They are in need of someone who is interested in sales and is not afraid to ask strangers for advertising. We need someone to help find other revenue possibilities. Would prefer that they be skilled, and could work on the leadership skills if need be.
 - ii. Ashley Chivalette
 - 1. She is a marketing major with a minor in Communications and will graduate in the fall of 2015. She has been interested in media since high school. She has been glad to see the growth of student media since she has been here and with our reaching out with some of our controversial stories. She considers herself a creative person and has a dream to write

a book and have her own publishing company. She feels you have to think outside of the box and not always doing what is expected of you or taught to you. Her sales experience includes the customer service position that she has at Publix. She has done some fundraising for her sorority and did some work with Osprey Productions. She would work to put the magazine in places where people can pick it up off campus. She is currently taking five classes and will decrease her hours at Publix, if she gets this position. As far as leadership experience, she founded a fundraising club in high school, and worked as an Osprey Productions committee chair. Her biggest weaknesses would be her shyness but once she gets to know you she is more confident. Her greatest strength would be that she is a perfectionist.

iii. Jesus Nieto

1. Jesus has a degree in national business from Venezuela and an Associate Degree in advertising and marketing. He participated in an internship with a company where he did a canvas job analysis. He did a year of volunteer work where he worked on three different projects that catered to teenagers who were poorer. He had to do humanitarian fundraising by organizing events for kids and volunteers where an entrance fee was charged. He has experience in recruiting volunteers for these projects. He worked as a sales consultant for three months with a company that sold language courses. He was able to do well with this job where he had a goal of having to sell at least six courses in a month. He likes business a lot and when he saw the job duties online, he felt like he could do this. Marketing and advertising are also part of his interests.
2. Discussion and Vote on Leadership Candidates
 - B. Emily Moore, Fundraising Coordinator for Spinnaker Business, asked if she could speak. Spoke about her conversations with Lina. She feels that is important for the communication between the departments and the business office. Emily spoke to the shyness of Ashley, she knows her and knows that she would be able to handle it. She also said that Jesus could be a force to reckon with in his native tongue. The size of the board alone was probably intimidating to both of them.
 - C. Chris B. – Concerned with Ashley’s experience/confidence including with sales, knowledge of the print product, and lack of leadership since high school. He feels Jesus could do the job if we need to hire someone now.
 - D. Paula - Felt the opposite of Chris. Neither one would be the perfect candidate. Felt that without the stress of this interview group that Ashley would be a competent manager. Thought she doesn’t have as much as experience as Jesus does. She thinks she could learn. Jesus doesn’t have any goal with the media, where Ashley would have a better understanding of the platforms.

- E. Karen and Chris were concerned with comments re: Ashley's humility. Some felt she was nervous and couldn't find the words she really wanted to say.
- F. Karen liked Jesus because he appears to be a strategic thinker. Morgan was concerned that he had a culture/language hurdle to overcome at the same time that he would be learning a new job. Options are that we could reopen the position and keep looking and if any applicants reconvene in two weeks. Or we could wait until October meeting and see if there are more candidates.
- G. There is some urgency. Karen made the motion to hire Ashley as Business Manager. Paula seconded the motion. Voice vote taken. Seven voted yes. Two voted No. Motion passed. Ashley is new business manager. Suggestion was made that perhaps Jesus could work in another role, perhaps sales.

3. Media Outlet Reports

- B. Spinnaker TV – Connor – Residence Life on demand to launch in a couple of weeks. This will let students go online and watch movies on demand on their computers. Connor is hiring staff, some of his people are moving on. Positions will be posted.
- C. Business – John – The first magazine had a decent kickoff in sales. Not great but our yearly clients were confirmed thanks to Lina before she left. There is a large area for growth. We need work for more on-campus advertisers. Emily will work on raising the \$5k needed to start the foundation. Promotions has a new director, Jessica Holden. She will start working on the LPFM campaign.
- D. Spinnaker – Jacob – Wants to concentrate on pushing off-campus locations since the magazine is out there for a month. We are working to purchase some racks. Some places may only want a few. They cut the art team's hours, but it all still looks good. He is happy with the editors he has this semester. Feels that the content generated for the magazine is good.
- E. Spinnaker Radio – Scott – LPFM ran into a snag with the tower maintenance issues. Still targeting October or November. We have started original merchandise ordering. Over the summer, radio carried 22 DJs and picked up 7 new DJs. Roster is running at 30 at beginning of Fall. May advance live hours into evening hours if there is interest.
- F. Digital - The apps for Spinnaker news and radio are almost done. Traffic has picked up on Twitter. We are up to 2,050 followers from 1,850. General website numbers are up. All else is working. Archives have been digitized and he is assembling the database so that almost everything whether in print or online since 1974 will be available. In the 37 years history there are six issues that we cannot find. We are about to go to the alumni, and others to try to find.

- G. John – This is the time of year where we potentially talk about bylaw changes for revisions. We want to table until next month because general counsel is going over all bylaws and reviewing them. We are waiting on their feedback before we talk about them. SA would like you to also consider having resource officers at our meetings if you choose to consider this option.

IV. Adjournment – 12:02 p.m.