

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, September 4, 2015

9:40 a.m.

UNF Student Union, Building 58 East, Room 2100

I. Call to Order – 9:55 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

**Members Absent**

**Others Present**

Tiffany Salameh	Digital Managing Editor, Spinnaker
Travis Covert	Interim Station Manager, Spinnaker Radio
	Candidate General Manager Radio
Connor Spielmaker	Station Manager, Spinnaker Television
Justin Belichis	Publisher, Spinnaker
Alejandro Nieto	Spinnaker Business Manager
Lori Durham, Secretary	Office Manager, Spinnaker Media
Clark Caraway	Candidate General Manager Radio

III. Welcome – Mo Baker, interim Adviser, introduced herself and gave a little background on herself. Each attendee introduced themselves.

IV. New Business

- a. Update on Search process for permanent Adviser/Director - Make up of Search Committee consist of 5 people: Chairperson, Tom VanSchoor; Connor Spielmaker, Spinnaker Media student leader; Hailey Guerra, Student Body President; Paul Horvath, Faculty Representative and Christine Malek, Director-Divisional Budget Officer. Mo Baker is not a candidate for the position. Recruitment request may be submitted this day.
- b. Introduction and Interview of Digital Professional Candidate for Board Representation
  - i. Steve Patrick introduced himself again and gave brief background information. Clarification made that he was applying as the Digital Representative.
- c. Vote for Digital Professional Candidate
  - i. Karen F. motioned to elect Steve Patrick as the Digital representative. Mary Keli P. seconded the motion. Vote taken by roll call. All in favor. Motion passed.
- d. Interview Spinnaker Radio General Manager Candidates

- i. Discussion with Leaders and Board members as to references and recommendations for both applicants. Travis was interim after Annie B. left. Clark was first choice but he had scheduling conflict, so Travis was second choice. Justin, says that Travis has a lot of heart and Clark is more the visionary. Several feel that Clark is the stronger candidate.
  - ii. Travis Covert Interview – Travis gave background on himself. Travis close to the staff and the DJs and loves how Spinnaker is developing. He helped develop a program for DJs and training them and how to get them involved more in their show. If he received the position, he would like to have more local artist interaction. Would like to keep growing the staff and the DJs. If he doesn't receive the position, he would still continue to work with radio. He also let the board know that he was currently on academic probation but confident his grades would come back up this semester. Clark Caraway – Clark gave background on himself. He became a DJ as a freshmen. He became the assistant program director and then the program director. Clark cares a lot about radio and has invested a lot of himself into radio. He knows the staff well and wants to train them to be the best they can be. He wants to make Spinnaker visible and liked on campus. He went over some of his ideas. Wants the students to have an experience they will remember. He wants Spinnaker radio to become part of the tradition. If he doesn't receive the position he will continue to work at radio.
- e. Discussion and vote for Spinnaker Radio General Manager
  - i. Board in agreement that Travis was delightful and seemed to love training people and would fit that role better, but Clark is very impressive. Seems very mature and would be crucial in future decision making. Paula made the motion to hire Clark as the General Manager. Mary Keli seconded the motion. Vote taken by roll call. All in favor, motion passed.
- f. Media Outlet Reports
  - i. Business – Currently revenue for the year is at \$48K. Alejandro went over the current staff and the hours they are working. Social Media clients are growing. He would like to be able to bring in a \$1k a month in revenue for this source of revenue. Three different packages available to clients for social media management. Alejandro is having to leave as business manager, but can stay on and put in a few hours a week until new one is hired. Promotions is doing well, they have obtained a billboard to promote radio. They are also having a launch party for the first Spinnaker magazine.
  - ii. TV – In working with Swank and that relationship, we are now able to offer 150 movies per semester in addition to the 69 new titles each semester on, campus TV and on demand. They are working with housing to have the rights to show TV shows on certain nights and hours on the campus channel. Working to promote the on demand with materials that Swank has provided free of charge. He is training the entertainment director to be his assistant manager, so he can work on more strategic planning. He has hired a new technical director but working on a possible conflict with SG. He may have to reopen that position. Some discussion as to the relationship with the department of communications.
  - iii. Jumped to old business with board's approval to vote on the April minutes before Paula Horvath had to leave. Paula motioned to approve the April minutes. Mary Keli seconded. Voice vote taken. 3 in favor, 1 abstained. Motion

passed. Paula invited leaders to come talk to her intern class. Paula also gave update on recruitment for the student board representatives. Hope to have portfolios together this weekend.

- iv. Publisher – Magazines arrived on Wednesday. His first. He has a fully staffed layout team. He wanted to remold the identity of the magazine while at the same time not forgetting their roots. It isn't perfect but he is happy with it. Mary Keli mentioned attribution and to keep in mind with the police stories. Justin brought copies of the Current and the magazines to the board. He hopes to grow the daily print to eight pages from four. He is currently printing 500 daily and distributing to three locations on campus. Times Union is the printer for this. Explanation as to why the cost is printed on the Magazine yet it is supposed to be free to students. This helps establish value in case of theft.
- v. Radio – Radio was able to fill over half of the DJ spots in the first and completely filled in the second week. They are going to try and do traffic on the news show. Connor is trying to work with UPD to help get local updates on campus.
- vi. Digital – Digital is working on a new design for the web page. It will be more colorful. Working on more promotion to have radio to do bumps to direct to website. New content and widgets. They are trying to get sur reports rights so they can publish those and trying to find someone they can work with to get t alive shot. Working with TV to filter Connors news shows to have video close. They are getting close to launching their aps.

#### V. Old business

- A. Vote on April 4, 2015 meeting minutes – See above.
- B. Spinnaker Radio LPFM – The secretary spoke about the invoice received from the attorneys and the amount being more than students had previously approved for the LPFM licensure. \$8k versus \$3K. There is a meeting scheduled between the leaders, UNF's general counsel and VP Everett Malcolm to discuss this. She also spoke on the Billboard and the hold up on contract and hoping to have it approved by date it is to go up.
- C. Board Composition update – See above.
  - a. Conflict of interest. – This is something the board will have to sign and we should have it at the next meeting.
- D. Budget Meeting with SG - The leaders are working on a budget model that will be put in place so that the next generation won't have to worry about where the funding comes from. This will be presented and we hope to nip it in the bud at this meeting.

#### VI. Announcements – Invite to the Launch Party on Friday

#### VII. Adjournment – 11:37 p.m.