

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, September 9, 2016
9:30 a.m.

UNF Student Union, Building 58 West, Room 3606

I. Call to Order – 9:37 a.m.

II. Attendance – Lori Durham

Members Present

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| Mo Baker, Chair | Adviser, Spinnaker Media |
| Dr. Paula Horvath | Faculty Representative |
| Karen Feagins (phone) | Professional Broadcasting Representative |
| Clay Zeigler | Professional Print Journalism Representative |
| Erin Reedy | Student Representative |
| Lauren Musielak | Student Representative |
| Madeline Rogero | Student Representative |
| Morgan Lander | Student Representative |
| Lauren Commander | Student Representative |

Members Absent

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|---------------|---------------------------------------|
| Steve Patrick | Digital Professional Representative |
| Stacy Spanos | Professional Broadcast Representative |
| Sam Foley | Professional Business Representative |

Others Present

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|------------------------|---------------------------------------|
| Diane Colley | General Manager, Spinnaker Television |
| Cassidy Alexander | Publisher, Spinnaker |
| Mark Judson | Spinnaker Business Manager |
| Tiffany Salameh | Digital Managing Editor, Spinnaker |
| Shannon Burris | General Manager, Spinnaker Radio |
| Lori Durham, Secretary | Office Manager, Spinnaker Media |

III. Welcome – Mo Baker – Welcome to 2016 fiscal year. Thank you for your time. Today will be basically a meet and greet.

IV. New Business

A. Introductions

i. Current Board Members

1. Each current board member gave brief background, title, where they work and their representation on the board. (Paula Horvath, Karen Feagins, Steve Patrick (absent),)

ii. New Professional Board Members

1. Each new board member gave brief background, title, where they work and their representation on the board. (Sam Foley (absent), Staci Spanos (absent), Clay Ziegler)

iii. New Student Board Members

1. Each new student board member gave brief background, title, where they work and their representation on the board. (Lauren Commander, Lauren Musielak, Madeline Rogero, Morganne Lander)
- iv. Quick Review of Bylaws
1. Mo went over the bylaws of the board composition. There are five outlets: Radio, TV, Print, Digital and Business. The board consist of 14 voting members, seven student representatives, one faculty member, and five professional representatives. The Director acts as chairperson and votes only in case of a tie.
 2. Leaders are not on the board, but is the boards place to help the leaders establish their goals and follow their progress through their progress reports each month. The board is responsible for hiring the leaders for the summer fall term and the spring term. When changes are made or voting is required we must have quorum which according to the bylaws is half plus one of the filled positions or eight if all positions are filled.
- v. Spinnaker Media Student Leaders – Leader Responsibilities and Goals
1. Cassidy A., Publisher – She Oversees the news content production for digital and print. Goals are to put in place a system for breaking news. She wants to focus on long form journalism. Clay suggested to keep reporters interest to set incremental goals to break up the piece and tasks. When touching base with them keep that excitement level high.
 2. Tiffany S., Digital – Her roles are to oversee the copy team and the programmer that works on the app. Her goals are to increase Facebook likes and to perfect push notifications on the app.
 3. Mark J., Business – He oversees the sales team that sell ads for the print and digital. He is over the promotions director who promotes at Market Days, and orientation events. His goals are to get Spinnaker’s face out there. He would like to see more one on one outreach to advertisers and for promoting. In the process of revamping the sales team. Revenue goal \$40,000 currently sitting under \$8k. We lost The District after at least eight years which is a loss of \$20Kl.
 4. Dianne C., TV – They are a full blown entertainment station, with new shows, on-demand movies while on campus. They are planning on movie nights with a couple of clubs this year. She hopes to focus on freshmen to volunteer and retaining them. Currently two new shows, The Spinn and Birds of Play. They will also be doing a one minute news update show a day. Will continue to help with On the Couch segments.
 5. Shannon B., Radio – Her main job is to keep the station in compliance with FCC regulations and emergency alert system reports. She wants to do more community outreach, update the website, do more On the Couch segments and get them posted sooner. Also wants to keep the format fresh. She also wants to get the DJ booth fully functioning. They have had some issues and continue to work on them.
 6. Mo – Spinnaker is working with the Communications department through a campaign class to help us with promoting our brand. We have an opportunity to possible do a play by play for the women’s basketball games.

- V. Announcements – Paula reminded us to look out for Media week.
- VI. Adjournment – 10:15 a.m.