

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, February 14, 2020, 9:00 a.m.
UNF Student Union, 58E/2200

- I. Call to Order – 9:07 a.m.
- II. Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Sam Foley	Professional Business Representative
Rich Jones	Professional Broadcast Radio Representative
Staci Spanos	Professional Broadcast TV Representative
Nataliya Roman, Ph.D.	Communication Department Faculty Representative

Members Absent

Austin Nicklas	Student Representative
Paul Runnestrand	Professional Print Journalism Representative
Lili Kendall	Student Representative

Others Present

Heydi Ortiz	Managing Editor, on behalf of Lianna Norman
Emma Finnegan	General Manager, Spinnaker Radio
Aisling Glocke	General Manager, Spinnaker Television
Aryan Anwar	Business Account Executive
Mary Belichis	Creative Services Director

- III. Welcome

- IV. New Business

- 1. Leaders Updates: Leaders update the Board on Spring goals.

- I. Aryan Anwar updates the Advisory Board on Spinnaker Business. Spinnaker is \$5,811 short of the 2019-2020 fiscal goal. To date, SLS has used all but \$1,800. Aryan is reaching out to Top Golf, Pieology, and Surfer The Bar.
- II. Aisling Glocke updates the Advisory Board on Spinnaker TV. Spinnaker TV has begun to broadcast Nest News live on YouTube and 15-1. TV will be moving to a by-weekly News/Sports talk show. UNF’s Student Government Debates are scheduled for February 25, 2020. Spinnaker TV and Spinnaker News will be merging YouTube accounts – this will allow Spinnaker to focus on building its online audience and promoting the account.
- III. Emma Finnegan updates the Advisory Board on Spinnaker Radio. Emma informs the Board that the new Radio antenna will be installed on

February 15, 2020. Radio is also preparing to cover the ASUN play-offs. Emma also informed the Board that Spinnaker Radio is working on rebranding the website. Emma notes that the On The Couch interviews will be featured heavily in the Summer Magazine.

- IV. Mary Belichis updates the Advisory Board on Creative Services. Creative Services is halfway to meeting its social media goals. Creative Services will be hiring a Promotions Director. New promotional items are being finalized and will be ordered in March. Mary presents the Summer Magazine concept to the Board.
- V. Heydi Ortiz updates the Advisory Board on Spinnaker News on behalf of Lianna Norman. News has consistently posted five to six stories a day. News will be promoting the Spinnaker Tip Line.
 1. Heydi asks the Advisory Board to advise News on the best practices for reporting on deceased students. Rich advises Heydi to connect the readers to counseling resources. Steve suggests that, in instances of suicide, journalists should make the story about the issues rather than the individual. Sam suggests reaching out to resources on campus and asking for interviews on the topic. Steve reminds the Leaders that Mental Health is important to the UNF community.
2. Updates on Pageviews and Social Media:
 1. Heydi and Mary present the proposed changes to the website to the Advisory Board. Heydi explains that she drew inspiration from the Daily Illini, which is another SNO website. Heydi notes that the current website's layout is confusing and dated. The proposed changes to the layout would reference a newspaper layout. The changes to the layout are intended to give the site a cleaner, fresher look, and allow the Spinnaker to highlight additional content on the front page.
 - a. Rich asks if Heydi and Mary had considered exclusive content for subscribers. Heydi notes that exclusive content for subscribers is something to consider.
 - b. Heydi refers to Dr. Roman's previous presentation on Spinnaker's Google Analytics and says she hopes the changes will cause an increase in pageviews. Steven warns Heydi that she may instead see an initial decrease in pageviews as users adjust to the new layout. Steven advises that long-term growth would be the best metric to measure the success of the website changes.
 - c. Staci mentions that she loves the page layout and asks for additional details on the proposed "Housing" tab. Heydi explains that Business could sell ads to apartment complexes to post on the Housing Tab. Additionally, it might have a forum for students to find roommates. Dr. Roman notes that students in previous focus groups suggested a housing tab.

