

**Spinnaker Media Advisory Board
Meeting Minutes**

Friday, April 17, 2020, 9:00 a.m.

Zoom

I. Call to Order – 9:05 a.m.

II. Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Rich Jones	Professional Broadcast Radio Representative
Austin Nicklas	Student Representative
Lili Kendall	Student Representative

Members Absent

Nataliya Roman, Ph.D.	Communication Department Faculty Representative
Staci Spanos	Professional Broadcast TV Representative

Others Present

Lianna Norman	Editor-In-Chief
Emma Finnegan	General Manager, Spinnaker Radio
Aisling Glocke	General Manager, Spinnaker Television
Aryan Anwar	Business Account Executive
Mary Belichis	Creative Services Director
Heydi Ortiz	Candidate for Editor-In-Chief
Cameron Visconti	Candidate for Spinnaker TV General Manager
Carissa Marques	Candidate for Creative Services Director
Jesse Raymer	Candidate for Creative Services Director
Emily Barrett	Candidate for Creative Services Director

III. Welcome

1. Mo acknowledges the challenges of meeting over Zoom and explains how the meeting and interviews will proceed in the new format.

IV. New Business

1. Leadership Interviews

I. The Advisory Board Interviews Heydi Ortiz for Editor-In-Chief

1. Heydi introduces herself, reviews her resume, and highlighting her time at Spinnaker as Managing Editor, Police Reporter, and volunteer.

2. Rich asks Heydi to describe some challenges she has faced and speak to how she has overcome them. Heydi points to the school going virtual due to Covid-19 as one of the challenges she has faced as Managing Editor. Heydi explains that she incorporated additional communications channels to help her team adjust.
 3. Steve asks Heydi about ideas she would like to implement. Heydi answers that her goals are to provide the reporters with additional feedback so that they can develop their skills and to update the Spinnaker website. Steve and Paul ask follow up questions about the website revisions.
 4. Paul asks Heydi about her relationship with the current staff. Heydi answers that she believes she has a good relationship with the team. Her primary focus has been on teaching her team of reporters.
- II. The Advisory Board Interviews Cameron Visconti for TV General Manager
1. Cameron introduces himself to the Advisory Board. Cameron reminds the Board that he has served as both the News Director and the Assistant General Manager for Spinnaker TV. Cameron says he is excited about the new opportunities in Spinnaker.
 2. Rich asks Cameron about the challenges the TV Department has faced during Covid-19. Cameron responds that the biggest challenge is getting the team to work on content at the same time. Steve ask how the team has adjusted to working remotely. Cameron answers that it has gone smoothly and that the team has banded together.
 3. Paul asks about Cameron's view on live programming. Cameron says that in his view live production is the way to go because it is a valuable skill for students to learn and it allows you to incorporate the audience with tools like twitter and polls.
- III. The Advisory Board Interviews Candidates for Creative Service Director.
1. The first Creative Services Director candidate interviewed is Carissa Marques:
 - a. Carissa introduces herself, reviews her resume, noting that she has been in the Business Department since Fall 2019 and hopes to use her skillset in the Creative Services Department. Specifically, she would like to see the Creative Services Department partner with Business to attract new advertisers and she would like to see Creative collaborate with Radio and News. She would also like to increase Spinnaker's presence in the community and on campus.
 - b. Steve ask Carissa how she would collaborate with the other Leaders and Staff. Carissa answers by highlighting her prior experience managing groups of students on large projects.
 - c. Rich asks Carissa how she priorities projects. Carissa responds that she believes writing down the department

- priorities, events, goals, and schedules helps the team best understand the priorities.
- d. Mary asks Carissa to elaborate on the kinds of editing software experience she has. Carissa notes that she has a bare minimum experience with graphics but has some experiences running a blog and creating content for that.
2. The second Creative Services Director candidate interviewed is Jesse Raymer
 - a. Jesse introduces herself and reviews her resume. Jesse explains that she is a freelance writer and social media brand manager. She has previously worked as the Spinnaker Media Music Director and worked with the former Radio General Manager, Shannon, on promoting Spinnaker Radio. Additionally, she has worked Void Magazine, creating content and copyediting.
 - b. Steve asks Jesse why she is interested in Creative Services. Jesse answers that she has a passion for Spinnaker; she follows Spinnaker on social media and would like to help Spinnaker with outreach. Rich asks her to elaborate on that point. Jesse explains that she would like to help Spinnaker form a more cohesive brand and brand aesthetic on social media and the web.
 - c. Lianna asks how she would handle branding conflicts between departments and leaders. Jesse says she would take the middle ground, asking the departments to contribute to the brands aesthetic and discussion.
 - d. Emma asks Jesse how she would communicate between departments. Jesse says that she believes Spinnaker is stronger when it functions as a team so she would focus on communicating between departments.
 - e. Mary asks if Jesse is a news-minded person. Jesse responds that she keeps up with local and national news.
 3. The third Creative Services Director candidate interviewed is Emily Barrett
 - a. Emily introduces herself and explains that she was a volunteer reporter in Fall 2019. Emily notes that she is also the president of the UNF Surf Rider Club and part of the Social Media and Public Relations clubs.
 - b. Steve asks if has experience branding an organizations. Emily responds that she does not have experience branding an organization but she has experience with social media branding for a club.
 - c. Rich asks Emily what ideas she would bring to Spinnaker. Emily says she would focus on promoting the Spinnaker App.
 - d. Mary asks Emily why she is interested in joining Spinnaker. Emily responds that she loves writing and DJing

for Spinnaker Radio, and she enjoyed her time working for her High School newspaper.

IV. The Advisory Board reviews Emma Finnegan and Aryan Anwar's progress in their respective departments.

1. Emma Finnegan presents her Radio updates and Summer 2020 goals to the Advisory Board.
 - a. Emma notes that under her watch, the new radio antenna was installed. Emma also worked on updating the job descriptions in Radio.
 - b. If kept in the Radio General Manager position, Emma would like to cross-train her team and hopes to collaborate with TV and Creative on content. Additionally, Emma proposes that Spinnaker Radio rebrand its website over the Summer.
2. Aryan Anwar presents her Business updates and Summer 2020 goals to the Advisory Board.
 - a. Aryan notes that she worked with Marketing to spend the majority of the SLS funds this fiscal year. Aryan also notes that she brought in Community First as an advertiser. She does anticipate a \$4,000 shortfall in advertising revenue.
 - b. If kept in the Business Manager position, Aryan would like to attract businesses that are relevant to college students as advertisers for Spinnaker. For example, 'Surfer The Bar' and apartment complexes. Aryan notes that this may be difficult with Covid-19 restrictions.
 - c. Sam asks what Community First purchased, Aryan answers that Community First underwrote Spinnaker Radio for the Spring 2020 semester.

V. Discussion and Vote on Leaders

1. The Advisory Board beings by discussing the Creative Services Director candidates
 - a. Mo asks the leaders for their input on the candidates. Mary says that it is easy to have ideas about branding the organization, but the Creative Services Directors' priority is leading the team. Lianna interjects that she feels Carissa is best to lead the team. Aryan responds by asking the other leaders if Carissa can lead a team with strong personalities while noting that Carissa has a talent for engaging people. Emma interjects that Jesse does have a stronger resume.
 - b. Lili states that in her opinion, Jesse has the most social media experience. Additionally, Lili says she has followed Jesse's work at Void and is impressed with Jesse's work. Mary and Lianna both respond that they feel Carissa is the better choice because of her experience with Spinnaker is more current, and she has proven herself capable of working across departments.

- c. Steven responds to the leaders' discussion by saying that he felt Jesse's resume and interview were stronger, but the leaders' reasoning for Carissa is also persuasive. He notes that both Jesse and Carissa are good choices.
 - d. Sam says that he is encouraged by Aryan's comment about Carissa's ability to engage the team across departments.
 - e. Rich says that he is encouraged by Carissa's passion for Spinnaker and the support that she would have should she be promoted. Paul agrees with Rich, noting that Creative Services is a mostly collaborative department, and Carissa has worked and volunteered in all areas; Paul also acknowledges Jesse's great aptitude for the position.
 - f. Rich asks if there might be another role for Jesse. Mo responds that she would approach Jesse about an alternative position.
- 2. Sam moves to hire Carissa for the Creative Services Director; Steve seconds the motion. The motion passes unanimously with six votes.
 - 3. Steve moves to hire Heydi for the Editor-In-Chief position; Rich seconds the motion. The motion passes unanimously with six votes.
 - 4. Rich moves to hire Cameron for the Spinnaker TV General Manager position; Sam seconds the motion. The motion passes unanimously with six votes.
 - 5. Rich moves to retain both Emma and Aryan in their current positions; Sam seconds the motion. The motion passes unanimously with six votes.

V. Old Business

- 1. Vote on December 6, 2019 Meeting Minutes
 - I. Sam moves to approve the December Meeting Minutes; Lili seconds the motion. The motion to approve the minutes passes with six votes.
- 2. Vote on January 10, 2020 Meeting Minutes
 - I. Rich moves to approve the January Meeting Minutes; Paul seconds the motion. The motion to approve the minutes passes with six votes.

VI. Announcements

- 1. The next Advisory Board Meeting will be on September 11, 2020, at 9:00 a.m.

- I. Adjourned – 10:00 a.m.