

Spinnaker Media Advisory Board Meeting Minutes

Friday, November 6, 2020, 9:00 am, Zoom

I. Call to Order – 9:02 am.

II. Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Steve Patrick	Professional Digital Media Representative
Professor Kenneth Thomas	UNF School of Communication Faculty Representative
Staci Spanos	Professional Broadcast TV Representative
Alksandra Masabni	Student Representative
Sydnee Batzlaffs	Student Representative

Members Absent

Tarik Minor	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Paul Runnestrand	Professional Print Journalism Representative

Others Present

Heydi Ortiz	Editor-in-Chief, Spinnaker
Carissa Marques	Creative Services Director, Spinnaker
Noah Cagel	Radio's General Manager, Spinnaker
Amanda Cox	Secretary, Spinnaker Media Office Manager

III. Welcome

IV. New Business

1. Leader's Fall 2020 Goals and Updates

I. Carissa updates the Advisory Board on behalf of Spinnaker's Creative Services Department:

1. Creative Services met the social media follower goals set at the beginning of the semester.
2. Creative Services has finished the Radio rebranding with Noah and is working on a TV website's rebranding.
3. The Spinnaker newsletter is being published weekly and includes Spinnaker's top stories and videos.
4. Creative Services is working on a socially distanced Spring Concert.
5. Carissa is working to prepare the Creative Services department to transition after Spring graduation.
6. Creative Services is planning on distributing Spinnaker Magazines around town where UNF students hangout.

II. Noah updates the Advisory Board on behalf of Spinnaker Radio:

1. Spinnaker Radio worked with the Creative Service Department to finish the Spinnaker Radio website redesign and are happy with its outcome.

2. The new hires are settling into their jobs as Music Director and Content Producer. Noah has implemented monthly goals for the Radio teams; the team worked on engagement in October and will be working on collaboration in November.
3. Spinnaker Radio will be working on transitioning the team for Spring.
- III. Heydi updates the Advisory Board on behalf of Spinnaker News:
 1. The Fall interns are nearly finished with their internships and have shown growth.
 2. The newsroom has been busy with election coverage.
 3. Heydi notifies the Advisory Board that she will be stepping down for the Editor-In-Chief at the end of Fall 2020. As a result, there will be transitions among the editorial team.
 4. Mo notes that Heydi has been very diligent about training interns and reporters by bringing professionals to address improvement areas.
- IV. Mo reads Aryan's updates for the Advisory Board on behalf of Spinnaker Business:
 1. Finding new revenue sources has been difficult.
 2. The Flydesk election ads are coming to an end.
2. Discussions
 - I. Ken asks Heydi about photos on the website, noting that the thumbnail photos are not posted within the story. Ken mentions that the AP Newsroom may have photos to supplement specific stories, for example, stories about the Jaguars. Heydi responded that the thumbnail issue is most likely a training issue.
 - II. Ken also asks for confirmation that Spinnaker TV and Spinnaker Radio is receiving the content produced by that School of Communication interns. Noah responds that this the first he is hearing about the shared content. Ken asks Noah to reach out to him to get Noah set up on the shared Google Drive.
3. Spinnaker Fall 2020 Updates
 - I. Mo updates the Advisory Board on the status of the survey, noting that SG has published the survey via Osprey Voice. Spinnaker expects the results within the week.
 - II. Mo updates the Advisory Board on the status of TV General Manager positions. Mo notes that the TV General Manager position is still open. Mo expresses concern about TV and the lack of applicants.
- V. Old Business
 1. Advisory Board votes on the September 11th Meeting Minutes
 - I. Rich moves to approve the September 11th Meeting Minutes. Steve seconds the motion. Voice vote is taken; motion passes unanimously.
- VI. Announcements
 1. The next Advisory Board Meeting is on December 4, 2020, at 9:00 am.
 2. A quorum will be needed for the next Advisory Board Meeting as the Advisory Board will vote on the Spinnaker Leadership positions for the Spring and Summer semesters.
- I. Adjourned – 9:26 am