

Spinnaker Media Advisory Board Meeting Minutes

Friday, January 15, 2021, 9:00 am, Zoom

Call to Order – 9:00 am.

Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Kenneth Thomas	UNF School of Communication Faculty
Staci Spanos	Professional Broadcast TV Representative
Paul Runnestrand	Professional Print Journalism Representative
Tarik Minor	Professional Broadcast TV Representative
Sydnee Batzlaffs	Student Representative

Members Absent

Alksandra Masabni	Student Representative
Steve Patrick	Professional Digital Media Representative

Others Present

Carissa Marques	Creative Services Director, Spinnaker
Sydney Chatani	Radio General Manager, Spinnaker
Aryan Anwar	Business Manager, Spinnaker
Darvin Nelson	Editor-In-Chief Applicant
Amanda Cox	Secretary, Spinnaker Media Office Manager

Welcome

New Business

- a. Interview Darvin Nelson for Editor-In-Chief Position
 - i. Darvin Nelson reviews his resume with the Advisory Board, highlighting his time as a volunteer and the general assignment reporter, followed by his time as the Features Editor and News Editor. Darvin explains that his goals as Editor-In-Chief will be to consistently put out content for students to enjoy and not let anyone graduate from UNF without knowing Spinnaker. Darvin also notes that he has been serving as Interim Editor-in-Chief and has enjoyed it. Mo notes that Darvin has been doing a fantastic job in the role.
 - ii. Rich asks Darvin about the challenges of working remotely and how he fosters a sense of collaboration with the team. Darvin notes that the team is using Zoom to collaborate and explains that he hopes to see

some in the office during the Spring Semester. Tarik asks Darvin how he determines what Spinnaker's top stories will be in busy news weeks. Darvin explains that he has learned a lot about picking stories from previous Editors and notes that most of the team is new, so he plans to train them so busy news weeks go smoothly. Rich asks Darvin about the values he would prioritize in the newsroom. Darvin responds that he hopes to share with the team are truth, creating content that the audience relates to, and teamwork. Carissa asks how Darvin would deal with difficult situations, such as reporters plagiarizing. Darvin explains that he takes plagiarism very seriously but that his response would depend on the case. Darvin clarifies that if the plagiarism were unintentional, he would call and teach the reporter how to cite and attribute, but if the plagiarism were intentional, the reporter wouldn't be working for Spinnaker. Mo notes that Darvin had to handle a similar situation as Interim Editor-In-Chief and did a great job.

- iii. Mo asks if there is a motion. Rich moves to make Darvin Nelson Editor-In-Chief. Paul seconds the motion. Voice vote is taken; motion passes unanimously.

b. Leader Updates and Goals

- i. Carissa updates the Advisory Board on Creative Services Department, informing the Board that the Spring 2021 Magazine has been printed and distributed on campus. Carissa presents the Creative Service Department goals, including planning a successful Spring Concert and identifying and training new staff for Summer 2021. Mo notes that if Covid numbers continue to spike, the Spring Concert will be postponed but that the team is moving forward on planning the concert.
- ii. Sydney updates the Advisory Board on Spinnaker Radio on the progress of the recently hired Program Director. Sydney presents that Spinnaker Radio's Spring goals, including consistent updates to the Radio website and social media, collaborating with Creative Services on the Spring Concert, training the team on the radio equipment, and working on a plan to bring back live radio shows safely. Sydney also notes that Spinnaker Radio has also brought on an intern for the Spring semester.
 - 1. Aryan updates the Advisory Board on Spinnaker Business. Aryan highlights the recently signed Community First contract and recaps the Flytedesk partnership. Aryan notes that she will be reaching out to departments that receive SLS funds for advertising. Mo asks Sam for his advice on pursuing sponsors for the Spring Concert. Sam notes that most clients are used to a degree of uncertainty and explains that there shouldn't be an issue if Spinnaker is upfront with potential clients about the possibility that the concert could be postponed or canceled.

- iii. Mo reads Chase's update on Spinnaker TV to the Advisory Board. Spinnaker TV's goals include developing a consistent program schedule and revitalize Spinnaker TV's social media pages.
- c. Radio Automation Software
 - i. Mo updates the Advisory Board on the progress of finding a replacement radio automation software. Mo notes that while the team loved the Wide Orbit presentation, the reoccurring cost was a concern. Sam suggests negotiating the reoccurring costs. Mo also notes that the team is looking into a few other options.
- d. Update on Funding Changes
 - i. Mo updates the Advisory Board on the changes to Spinnaker's funding, explaining that SG informed the leadership team that Spinnaker will be moving to SLS in FY22. Rich asks if the changes will affect the overall budget. Mo responds that the significant change is the lack of proviso language guaranteeing a funding minimum. Staci asks for clarification. Mo notes that UNF understands the outside revenue challenges Spinnaker faces. Ken asks if the funding change will affect Spinnaker's mission. Mo answers that it should not change anything.
 - ii. The Advisory Board discusses the challenge that the minimum wage will present to the FY22 budget. Paul suggests reaching out to The Alligator about how it compensates its staff. Carissa notes that the Daily Illini compensates its writers with an honorarium rather than relying on volunteers. Mo agrees, noting that students may want to volunteer but that they have to prioritize paid work.

Old Business:

Advisory Board votes on the December 4, 2020, Meeting Minutes. Rich moves to approve the December 4, 2020, Meeting Minutes. Paul seconds the motion. Voice vote is taken; motion passes unanimously.

Announcements:

The next Advisory Board Meeting is on February 5, 2021, at 9:00 am and will be held on Zoom.

Adjourned – 9:39 am