Spinnaker Media Advisory Board Meeting Minutes
Friday, September 11, 2020, 9:00 am, Zoom

I. Call to Order – 9:01 am.

II. Attendance –

Members Present

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

Members Absent

Others Present

Heydi Ortiz	Editor-in-Chief, Spinnaker General Manager, Spinnaker Television
Carissa Marques	Creative Services Director, Spinnaker
Aryan Anwar	Interim Business Manager
Amanda Cox	Secretary, Spinnaker Media Office Manager
Noah Cagel	Candidate for Spinnaker Radio's General Manager
Sydney Chatani	Candidate for Spinnaker Radio's General Manager

III. Welcome
   a. Introduce New Board Members
      I. Tarik Minor will be serving as a Broadcast TV Representative.
      II. Professor Ken Thomas will be serving as the UNF School of Communication Faculty Representative.
      III. UNF Communication undergraduates Alksandra Masabni and Sydnee Batzlaffs will be serving as student representatives.
   b. Review Spinnaker's Organizational Chart
   c. Review Advisory Board's Role, as laid out in Spinnaker Media Bylaws.
   d. Confirm receipt of Advisory Board Member's Conflict of Interest Disclaimer

IV. New Business
   a. Interview Radio GM Candidates
      I. Before the interviews, Mo presents the revisions made to the Spinnaker Radio website to the Advisory Board. The website is screen shared with the Board. Mo and Carissa note that the website overhaul was a group effort between Creative Services and Spinnaker Radio.
      II. Sydney Chatani

1. Sydney reviews her resume to the Advisory Board, highlighting her time as a volunteer DJ, her experience managing 30 DJs during Spring 2020, and her work on the Spinnaker Radio Social Media overhaul during Summer 2020.
2. Rich asks Sydney about her role in the new website design and how she has maintained communication with the team during Covid. Sydney responds that the website redesign was a group effort with Noah and Creative Services, especially Stella, the Art Director. Sydney notes that her primary contribution was organizing the top navigation bar and choosing the color scheme. Sydney also notes that Covid has made communication tricky but that she makes herself available to her teammates via text and email.
3. Staci asks about Sydney's vision for the Station. Sydney answers that she hopes to collaborate with other local radio stations, including Flagler College, and work on content share agreements. Sydney notes that she would continue the current social media rebranding and begin individual meetings with the Radio team.
4. Sam notes that on Sydney's resume, she lists conflict management as a strength and asks for an example. Sydney highlights two examples. The first example occurred during her time as a barista dealing with 30 clients – she apologized for being short-staffed and managed their expectations. The second example happened when she had to confront a DJ.
5. Tarik asks Sydney about her thoughts on media competition and how she would promote Spinnaker to stand out from other Media sources. Sydney answers that Spinnaker has a unique advantage because it doesn't have a direct competitor, but she would still reach out to students with new promos and through the social media rebrand.

III. Noah Cagel
1. Noah introduces himself and reviews his resume, highlighting this time as Spinnaker's Music Director. Noah explains that he would like to serve as Spinnaker's General Manager because he has a passion for Spinnaker Radio and notes that he would like to implement some of the skills he is learning in his Leadership classes. Noah explains his two goals for Spinnaker Radio are to increase diversity at Spinnaker and to focus on local music and musicians.
2. Rich asks how Noah communicates while working remotely and his role in the Radio website relaunch. Noah answers that he had to increase communication with the team to train the content director, work on public service announcements, and the website and social media rebranding. Noah also explains that the website was a collaboration between Creative Services and Radio, and he was responsible for coordinating the team and the timeline.
3. Mo asks Noah to talk about Discord. Noah explains that he set up a Discord account for Spinnaker to help the team communicate. Noah notes that its screen share and video chat features have helped train new hires. Steve asks Noah to elaborate on how new people are currently being onboarded and trained. Noah explains that he's working with IT to get everyone remote access, especially for the SAM

broadcasting software. Noah also notes that frequent and open communication is important for training new hires.

4. Carissa asks Noah to give some examples of other times he has shown leadership. Noah responds that he founded an E-Sports Club in high school, which became the largest club on campus. He notes that he grew the club by holding meetings in the cafeteria to promote the club; he also made sure to leave the club with good leaders and still serve as a mentor.
5. Sydnee asks Noah what makes him a good leader. Noah responds that he believes in being an authentic leader, meaning sticking to his core values, being authentic with his team, and being adaptive but consistent.

IV. Board Discussion

1. Rich begins the discussion by noting both candidates are strong contenders for the position and asking Mo if Noah and Sydney work well together. Mo agrees with Rich's assessment and answers that Noah and Sydney work very well together.
2. Sam asks when Noah graduates. Mo responds that Noah will graduate in December 2020. Tarik asks how that would affect the team. Mo responds that this will allow the relatively new team to continue to grow.
3. Steve asks Mo if Sydney would stay on in her current position. Mo answers that she believes Sydney would. Rich notes that he would like to move to make Noah the General Manager and give Sydney a few months to grow.
4. Tarik moves to approve Noah as Radio's General Manager. Rich seconds the motion. Voice vote is taken, with the Board unanimously voting to approve the motion. The motion passes.

b. Leader Updates and Fall Goals

I. News – Heydi presents her goals for Fall 2020 and updates the Advisory Board on the UNF Spinnaker Website redesign.

1. Heydi's goals for Fall 2020 are to develop professionalism in the reporters with workshops and by communicating to the reporters that she expects them to pitch their stories with confidence and appropriate sources. Heydi's second goal is to increase users on the website with investigative pieces.
2. Heydi presents the UNF Spinnaker Website redesign to the Advisory Board. With the website displayed via screen share, Heydi walks the Board through the new layout. Staci and Rich both note that the new layout looks clean. Steve notes that on the mobile site, 'Sports' is placed above 'News,' which might drive traffic away from the site. Paul also notices that the trending column appears to be auto-filling, resulting in older stories being listed. Steve suggests that the trending settings be set to stories in the last 7 to 10 days.
3. Heydi asks the Advisory Board to advise News on the threshold for allowing anonymous sources. Steve reminds Heydi that the standard of proof is much higher for anonymous sources. Rich suggests that Heydi challenge the source to go on the record.

II. Creative Service Department – Carissa updates the Advisory Board and presents her goals for Fall 2020.
    1. Carissa notes that Creative Services was successful in gaining 100 followers on Instagram. Creative Services has also been working on increasing involvement in the UNF and local Jacksonville communities by putting magazines in more Jacksonville locations.
    2. Carissa's goals for Fall 2020 is to continue with the 'On Paper, On Purpose' method of managing the Creative Services Department, gain 150 new followers on Instagram, Finish Radio's rebranding and start on TV's rebranding, and bring back the newsletter.

III. Business – Aryan updates the Advisory Board and presents her goals for Fall 2020.
    1. Aryan notes that there have been no new sales as businesses are hesitant to buy advertising due to Covid. Aryan informs the Board that she is talking with Flytdesk and InfoLinks as possible clients.
    2. Aryan's goals are to work with Sam to find revenue during Covid, maintain relationships with current and past clients, and make a plan for moving forward.
    3. Aryan asks the Advisory Board for advice, noting that she had offered existing clients two months of free advertising, but no one took her up on the offer. Sam and Rich assure Aryan that business is tough for everyone. Sam suggests Aryan remind clients that they need to plan to either reopen or for long-term, modified operations, and advertising with Spinnaker can be part of both plans. Steve askes if Aryan had looked into political advertising. Aryan responds that political advertising was an option with Flytdesk. Mo notes that increased election coverage and a newsletter were important to attract political adverting dollars. Sam suggests that there may be opportunities with the new website.

c. Fall 2020 Updates
    I. Mo informs the Advisory Board that most of Spinnaker will be operating remotely.
d. Announcement Regarding TV General Manager Position
    I. Mo announces to the Advisory Board that Cameron has stepped down from the TV General Manager Position to focus on his studies.
e. Spinnaker Spring Survey Update
    I. Mo informs that Advisory Board that Spinnaker had a meeting with Student Government about the Fall survey. The conclusion was that the Fall Survey would not be pushed back to Spring because the results are needed for the budget presentation, which begins in January.

V. Old Business
a. Vote on Meeting Minutes
b. Staci moves to vote on the approval of both the February 14, 2020 Meeting Minutes and the April 17, 2020 Meeting Minutes. Sam seconds the motion. Sydnee, Alksandra, Paul, Rich, Staci, Steve, and Sam vote to approve minutes. Ken and Tarik refrain from voting. Motion passes; February and April Minutes are approved.

VI. Announcements

a. The next Advisory Board Meeting is on October 2, 2020, at 9:00 am.

I. Adjourned – 10:14 am