

# Spinnaker Media Advisory Board Meeting Minutes

## Friday, September 6, 2024, 9:00 a.m. on Zoom

**Call to Order** – 9:01 a.m.

### **Attendance**

#### **Members Present**

Amanda Cox	Director of Spinnaker Media
Ken Thomas	UNF School of Communication Faculty
Ash Faulkner	Department of English Faculty Member
Francine Frazier	Professional Web Representative
Carianne Luter	Professional Digital and Social Media Representative
Rich Jones	Professional Broadcast Radio Representative
Paul Runnestrand	Professional Print Journalism Representative
Alena Mika	Student Representative

#### **Members Absent**

Sam Foley	Professional Business Representative
Staci Spanos	Professional Broadcast TV Representative
Kaylie Phillips	Student Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative

#### **Others Present**

Ishi Sharma	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Collin Frye	Spinnaker Creative Services Director
Madelyn Shneider	Spinnaker Editor-In-Chief

### **Welcome**

Amanda greets the Advisory Board.

### **New Business**

Amanda introduces Dr. Tru Leverette-Hall to the Advisory Board.

The Advisory Board interviews a candidate for the Spinnaker Business Manager position. After discussing candidates, the Advisory Board decides to continue seeking applicants.

Collin updates the Advisory Board on Creative Services and the Business Department. He notes that we are one follower away from the semester's Instagram goal. Creative worked with TV and Radio to promote the platforms at Market Day. Collin notes that the sales team has two existing clients who have purchased additional packages. Collin and Staci discuss utilizing the Spinnaker boxes.

Ishi updates the Advisory Board on Spinnaker Radio. Block Party and Radio Open Houses have generated new DJs and podcasters. Ishi's team is planning two special Market Days to broadcast 12 games this semester.

Madelyn updates the Advisory Board on News, highlighting student engagement in the first week. Madelyn and the team hosted drop-in hours for volunteers. The website had a 91% increase in page views. Madelyn has hired students for all but one of the open positions in news.

Laura updates the Advisory Board on TV. Laura explains that TV has moved from @Spinnakertelelevision to the @unfspinnaker YouTube channel to apply a streamlined marketing strategy. Laura notes that Supernatural Archive received a record 2,000 views.

### **Old Business:**

The Advisory Board votes on the August 2, 2024 meeting minutes. Rich motions to approve the minutes and Ken seconds the motion. The minutes are approved unanimously.

### **Announcements:**

The next meeting will be on November 1, 2024, at 9:00 a.m.

**Adjourned** – 10:10 a.m.