

Spinnaker Media Advisory Board Meeting Minutes

Friday, December 6, 2024, 9:00 a.m. Hybrid

Call to Order – 9:05 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
Sam Foley	Professional Business Representative
Kai Burgess	Student Representative
Alena Mika	Student Representative

Members Absent

Charlie Mapps	Student Representative
Kaylie Phillips	Student Representative
Paul Runnestrand	Professional Print Journalism Representative
Staci Spanos	Professional Broadcast TV Representative

Others Present

Ishi Sharma	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Collin Frye	Spinnaker Creative Services Director
Madelyn Schneider	Spinnaker Editor-In-Chief Candidate
Abigail Nichols	Spinnaker Business Manager
Leanna Growick	Candidate
Jack Griffis	Candidate
Chay Perez	Candidate
Makayla Haynes	Candidate

Welcome

Amanda greets the Advisory Board.

New Business

The Advisory Board interviewed Leanna Growick for the Radio General Manager position. Leanna reviewed her resume and highlighted her volunteer work as a DJ at Spinnaker. She shared her goals of increasing Tunein, YouTube, and Spotify metrics by eight percent. Francine asked how she intended to achieve the increase. Leanna answered that she would achieve the increase through marketing. Rich asked if she had experience managing a collaborative work environment. Leanna replied that she had assisted people in the past. Ishi asked Leanna how she planned to organize her and her team's work. Leanna said she would hold a meeting.

The Advisory Board interviewed Jack Griffis for the position of Radio General Manager. Jack reviewed his resume and his three goals for the semester. Jack shared that he wants to increase the number of music views, be more visible on campus, and connect with other college radios. Francine asked how he plans to achieve these goals. He responded that he intends to put up flyers for volunteers, create a program schedule, and contact FSU's radio. Ishi asked about working with a team. Jack answered that he would have a group discussion and snip down his own ideas. Jack asked the board what a Radio GM could do to improve Spinnaker Radio. Rich shared that he would like the GM to create a collaborative environment that encourages learning and improvement.

The Advisory Board discussed the two candidates. Rich motions to hire Jack, Francine seconds the motion. A hand vote was taken and the motion was unanimously approved.

The Advisory Board interviewed Chay Perez for the position of Creative Services Director. Chay introduced herself, noting that she currently works for Spinnaker as an FWS Office Assistant. Chay presented her goals for the semester, including attending all Market Days, updating video marketing, and increasing Spinnaker's presence on Spinnaker Radio's social media. Carianne asked for an idea for a creative marketing campaign. Chay responded that she would push bigger graphics. Collin asked how she sees herself prioritizing the various department projects. Chay answered that she would review every project and prioritize from there.

The Advisory Board interviewed Makayla Haynes for the Creative Services Director. Makayla reviewed her resume and then listed her goals. Makayla's goals include increasing Instagram engagement by 10%, recruiting two new volunteers to help with graphics, and implementing a short-form video strategy to increase engagement. Francine asks how Makayla would describe her leadership style. Makayla responded that she would delegate a part of the process and get feedback from her team. Collin asked how she would delegate; her response was to pick out tasks for the team that fit each of their strengths. Makayla asked if there was a project that the Advisory board would want to see done. Carianne replied that she would like to see more fun content like videos, sports, and other campus-related content.

The Advisory Board discussed the Creative Services Director candidates. A few board members had to leave toward the end of Makayla's interview. Francine motioned to hire Makayla for the Creative Services Director position. Ash seconded the motion. A hand vote was taken, and the

motion was unanimously approved. However, the board no longer had a quorum, so the decision is temporary and will need to be affirmed at the February meeting.

Old Business:

The Advisory Board votes on the October 4, 2024, and November 1, 2024 meeting minutes. Rich motions to approve the minutes and Francine seconds the motion. The minutes are approved unanimously.

Announcements:

The next meeting will be on February 7, 2025 at 9:00 a.m.

Adjourned – 10:10 a.m.