

Spinnaker Media Advisory Board Meeting Minutes

Friday, August 2, 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
Sam Foley	Professional Business Representative
Paul Runnestrand	Professional Print Journalism Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative

Members Absent

Staci Spanos	Professional Broadcast TV Representative
Kaylie Phillips	Student Representative
Alena Mika	Student Representative

Others Present

Ishi Sharma	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Collin Frye	Spinnaker Creative Services Director
Jeanne Gilbert	Spinnaker Editor-In-Chief Candidate

Welcome

Amanda greets the Advisory Board.

New Business

Amanda introduces Dr. Ash Faulkner to the Advisory Board.

Madelyn Schneider interviews for the position of Spinnaker's Editor-in-chief. She introduces herself, noting that she is an English major with a minor in Mass Communication. Madelyn highlights her time as Spinnaker's News Editor and her high school Yearbook editor. Madelyn's first goal is to implement a shift schedule for new employees to improve communication and

ensure stories are posted in a timely manner. Madelyn's second goal is to increase student government coverage. Madelyn's third goal is to utilize more volunteer and community content.

Sam and Francine ask Madelyn about the return volunteers and her plan to recruit volunteers. Madelyn responds that she plans to advertise volunteer opportunities via Market Day.

Carianne notes that she loves the newsletters that Madelyn has been writing and asks about including user-generated photos in them. Madelyn answered that she is open to using more student submissions, including photos, to make stories more comprehensive.

Paul, Ash, and Madelyn discuss Madelyn's clips and her decision, including those particular articles.

Francine asks about Madelyn's leadership style. Madelyn shares that she hopes to delegate responsibilities to others and encourage them to take ownership of their beat. Ken follows up and asks for examples of how she plans to redistribute the duties. Madelyn explained that she would convert the opinions editor to a managing editor and have that individual oversee volunteers and interns. Carianne offered a few suggestions for covering student government while hiring a student government reporter.

Madelyn leaves the room during the Advisory Board's discussion. Ken motions to approve Madelynn Schneider as Spinnaker's Editor-in-chief. Francine seconds the motion. A voice vote is taken, and the motion is approved unanimously.

Amanda notes that we don't have a candidate for the Advisory Board to interview for the Business Manager position. Amanda asks Collin to oversee the Business team while Spinnaker seeks applicants for the position. Sam offers Collin advice on managing the team during the interim.

Jeanne shares that this will be her last Advisory Board meeting, as she will be starting a new shift at Action News. The Advisory Board Members congratulate her on her new position.

Laura updates the Advisory Board on TV and shares her semester goals. Her first goal is to ensure content goes up on multiple platforms. Her second goal is to participate in more Market Days. Her third goal is to convert Nest News into smaller segments to use as shorts.

Ishi updates the Advisory Board on Spinnaker Radio and shares her semester goals. Her first goal is to engage more volunteers by tabling and holding open houses. Her second goal is to promote garner rotations and seek more student suggestions. Her third goal is to build checklists and guides that help streamline her new staff's onboarding.

Collin updates the Advisory Board on Creative Services and shares his semester goals. His first goal is to use segmented videos to grow the YouTube and Instagram audiences by 200

subscribers on each platform. His second goal is to utilize more user-generated content on social media. His third goal is to establish a comms channel across all departments for more effective collaboration.

Old Business:

The Advisory Board votes on the April 26, 2024, meeting minutes. Francine motions to approve the minutes, and Ken seconds the motion. The minutes are approved unanimously.

Announcements:

The next meeting will be on September 6, 2024, at 9:00 a.m.

Adjourned – 10:10 a.m.