

Spinnaker Media Advisory Board Meeting Minutes  
**Friday, November 1, 2024, 9:00 a.m. on Zoom**

**Call to Order** – 9:02 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
Sam Foley	Professional Business Representative
Staci Spanos	Professional Broadcast TV Representative
Alena Mika	Student Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative

**Members Absent**

Kaylie Phillips	Student Representative
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**Others Present**

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

**Welcome**

Amanda greets the Advisory Board.

**New Business**

Collin updates the Advisory Board on Creative Service. Collin highlights Spinnaker's social media channel growth, the new Instagram leaderboard ad, and the new Radio volunteer shirt. Collin explains that he will be working on updating the CSD handbook and a list of tips for the incoming Creative Services Director.

Abigail updates the Advisory Board on Business. Abigail notes that revenue is now at \$3,008.19, and she is working on deals with UNF Housing and the MVRC. Abigail also informs the Advisory Board that she has hired Rachel Rodrigo as her third sales executive.

Laura updates the Advisory Board on Spinnaker TV. Specifically, Laura shares that Spinnaker TV has won second place in the College Broadcaster, Inc. National Student Production Awards for Osprey 101. Laura also shares that TV has completed the transition to the @unfspinnaker YouTube channel, and she is already seeing an increase in subscribers.

Madelyn updates the Advisory Board on News. Madelyn highlights that pageviews and engagement are up on the website. Madelyn also asks for advice on election coverage.

Ishi updates the Advisory Board on Radio. Ishi shares that listening hours on TuneIn are up, Spinnaker Radio staff are preparing for Listen To Us S'more, and a Renda Station Tour. Ishi also updates the Advisory Board on a previous issue for which she sought advice.

**Announcements:**

The next meeting will be on December 6, 2024, at 9:00 a.m. A quorum will be needed to vote on leadership for Spring 2025.

**Adjourned** – 10:11 a.m.