

Spinnaker Media Advisory Board Meeting Minutes

Friday, Feb. 4, 2022, 9:00 am on Zoom

Call to Order – 9:05 am

Attendance

Members Present

Amanda Cox	Director, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Dr. Linda Howell	Department of English Faculty Member
Ken Thomas	UNF School of Communication Faculty
Staci Spanos	Professional Broadcast TV Representative
Tarik Minor	Professional Broadcast TV Representative
Francine Frazier	Professional Digital Representative

Absent

Ashley Goebel	Student Representative
Paul Runnestrand	Professional Print Journalism Representative
Sam Foley	Professional Business Representative
Tony Brown	Spinnaker TV General Manager

Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Kevin Hodges	Candidate for Creative Services Director
Bobby Lessen	Spinnaker Business Manager

Welcome

Amanda greets the Advisory Board.

New Business

Leader Update

Carter updates the Advisory Board on the status of Spinnaker Magazine, noting that the magazine production impacted the story budget for the website. Carter also mentions the Reporter Workshops and Spinnaker's coverage of the social media threat.

Bobby tells the Advisory Board that he is focusing on social media ads and digital ads. He's also planning his sales plan for the next magazine.

Kevin updates the Advisory Board on the magazine from the Creative Services perspective, noting that the team develops a draft for the next magazine. Kevin also updates the Advisory Board on hit goal to create more video content for social media.

Update on Radio General Manager

Spinnaker has one candidate who applied after this Advisory Board Meeting deadline.

Update on ENCO Clipfire

Amanda updated the Advisory Board on the ENOC Clipfire process. The final quote is \$12,195.00, which is down from the original \$22,395.00. The final quote doesn't include the cost of the computer. We'll be moving forward with the purchase process.

UNF Foundation Spinnaker Media Excellence Fund

Amanda updated the Advisory Board on the Spinnaker Media Excellence Fund. Including updates on the COAS Dean's Leadership Council toured in January 2022, the Africana Studies details, and Foundation looking into other leads.

Old Business:

The Advisory Board votes on the Jan 7 meeting minutes. Rich motions, Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

The next meeting will be on March 4, 2022, at 9 am as a hybrid zoom/in-person meeting.

Adjourned – 9:22 am