

Spinnaker Media Advisory Board Meeting Minutes

Friday, April 8, 2022, 9:00 am on Zoom

Call to Order – 9:05 am

Attendance

Members Present

Amanda Cox	Director Spinnaker Media
Francine Frazier	Professional Broadcast TV Representative
Paul Runnestrand	Professional Print Journalism Representative
Rich Jones	Professional Broadcast Radio Representative
Ken Thomas	UNF School of Communication Faculty
Tarik Minor	Professional Broadcast TV Representative
Grace Dvorovy	Student Representative

Members Absent

Staci Spanos	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Linda Howell	Department of English Faculty Member
Kensie Georges	Student Representative
Ashley Goebel	Student Representative

Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Lisa Marino	Spinnaker Radio General Manager
Kevin Hodges	Spinnaker Creative Services Director
Robert Lessen	Secretary, Spinnaker Media Office Manager

Welcome

Amanda greets the Advisory Board.

New Business

Ratify the of March 4, 2022 vote on Lisa for the Radio General Manager position. Rich motions to approve, Ken seconds the motion. Hand vote is taken; motion passes unanimously.

Leader Update

Carter updates the Advisory Board on News. Carter highlights the recent data for the past two months have all been positive. He is hiring a new sports reporter to assist with coverage moving

into the fall semester. They'll be trained over the summer, so they're all prepped when basketball season starts. Carter also updates the Advisory Board on restarted of the newsletter.

Lisa updates the Advisory Board on Radio, including her onboarding and the progress on training, promoting DJ and On-the-Couch opportunities. A few episodes of On the Couch have successfully been filmed, edited, and posted. Spinnaker Radio is also exploring the TuneIn OnAir program. Spinnaker Radio will also be participating in Vinylthon on April 23rd at 1:00pm.

Amanda reads Tony's update on Spinnaker TV. TV has transitions to live Nest News and has been working with Radio to produce On-the-Couch. Kara is working to get a sponsorship from UNF Housing for Osprey 101.

Kevin updates the Advisory Board on Creative Services; they are looking for more advertisements for the semesterly magazine to help with the off-set of cost of printing. Noting the Instagram has kind of stagnated due to graduation and end of semester exiting. Kevin explains that TikTok has seen a good amount of growth since the last meeting. Kevin has also updated the Advisory board that his whole team has been replaced due to graduating staff.

Old Business:

The Advisory Board votes on the February 4th meeting minutes. Hand vote is taken; motion passes unanimously.

The Advisory Board votes on the March 4th meeting minutes. Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on May 6th at 9 am.

Amanda notes that this will be the last meeting until fall 2022. They will need quorum to vote on Leaders for Summer/ Fall and Bylaw revisions.

Adjourned – 9:28 am