

# Spinnaker Media Advisory Board Meeting Minutes

Friday, Dec. 3, 2021, 9:00 am on Zoom

**Call to Order** – 9:04 am

## Attendance

### Members Present

Amanda Cox	Director, Spinnaker Media
Paul Runnestrand	Professional Print Journalism Representative
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
Kaitlin Childers	Student Representative
Emma Curran	Student Representative

### Absent

Tarik Minor	Professional Broadcast TV Representative
Ashley Goebel	Student Representative
Sam Foley	Professional Business Representative

### Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Chase Hartman	Spinnaker TV General Manager
Sydney Chatani	Spinnaker Radio General Manager
Kevin Hodges	Candidate for Creative Services Director
Bobby Lessen	Spinnaker Business Manager

## Welcome

Amanda greets the Advisory Board.

## New Business

### Leader Update

Sydney updates the Advisory Board on the Fall 2021 semester and reviews her Spring goals with the Board. Sydney's Spring goals include increasing website engagement, training her team on Comrex, and preparing them for Play-by-Play. Rich encourages Sydney to look into Comrex's Field Tap product.

Chase updates the Advisory Board that Spinnaker TV produced their first episode of Nest News on Thursday, Dec. 2, 2021. Chase notes that he is proud of his team and looks forward to Spring 2021. Chase informs the Advisory Board that he has been offered a position at a local agency and will be stepping back to a different role at the start of January. Staci congratulates Chase on

his new job. Chase mentions that he hopes Spinnaker TV will continue to collaborate on stories. Ken also congratulates Chase on his new job and reminds Chase that there's fiber running between Spinnaker and the School of Communication.

Kevin updates the Advisory Board on Creative Services and the rebranding campaign, noting that engagement and reach have grown this past semester. Kevin also reviews his Spring 2021 goals, including rebranding Twitter to increase engagement, increasing the use of video content on social media, and working with News on a 50<sup>th</sup> Anniversary magazine after the original magazine idea fell apart. Rich asks about best practices for Instagram. Kevin responds that his strategy is to post engaging content. Staci praises Kevin for quick thinking on the magazine. Paul notes that scrambling for stories during the holidays isn't unique to Spinnaker and using evergreen content is smart. Rich suggests that the 50<sup>th</sup> Anniversary might be an excellent opportunity to collaborate. Linda suggests that Spinnaker reach out to the History department.

Carter updates the Advisory Board on News. Carter explains that his Spring goals are to increase communication with his staff, introduce Google chat or something similar, do more community-building events with the Spinnaker staff, restructure the story budget and editing process, increase the use of multimedia, and collaborate more with other departments. Ken notes the difficulty communicating via email and suggests looking into Teams. Paul seconds Ken's suggestion on Teams. Paul also suggests that Carter experiment with strategic posting times and divorcing the web and social media posting times as people check them differently.

Bobby updates the Advisory Board on the Fall 2021 semester and presents his Spring goals. Bobby notes that he will be training a new sales executive in the Spring and plans to use the SLS award and meet with potential external clients. Rich asks if Bobby's concerned about the financial pacing. Bobby acknowledges that it's been slow with departments and the clients are still hesitant but that he is optimistic about the Spring.

Amanda notes that there had been a second applicant for Spinnaker TV Station Manager but that they withdrew their application earlier in the week. The Advisory Board votes on the Spring 2022 Leader positionings. Staci motions to approve Carter as the Editor-In-Chief, Ken seconds the motion. A voice vote is taken; the motion passes unanimously. Rich motions to approve Sydney as the Radio General Manager, Linda seconds the motion. A voice vote is taken; the motion passes unanimously. Linda motions to approve Kevin as the Creative Services Director, Rich seconds the motion. A voice vote is taken; the motion passes unanimously. Staci motions to approve Bobby as the Business Manager, Linda seconds the motion. A voice vote is taken; the motion passes unanimously. Staci motions to approve Chase as the TV Station Manager; Ken seconds the motion. A voice vote is taken; the motion passes unanimously.

### **UNF Foundation Spinnaker Media Excellence Fund**

Spinnaker is working with Foundation on having the COAS Dean's Leadership Council at Spinnaker in Spring 2022.

**Old Business:**

The Advisory Board votes on the Nov. 5 meeting minutes. Rich motions, Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

The next meeting will be on Jan. 7, 2022, at 9 am as a hybrid zoom/in-person meeting.

**Adjourned** – 9:40 am