

# Spinnaker Media Advisory Board Meeting Minutes

Friday, Jan. 7, 2022, 9:00 am on Zoom

**Call to Order** – 9:02 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
Tarik Minor	Professional Broadcast TV Representative
Francine Frazier	Professional Digital Representative

### Absent

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
Anthony (Tony) Brown	Spinnaker TV General Manager Candidate

## Welcome

Amanda greets the Advisory Board.

## New Business

### New Advisory Board Member

Amanda introduces Francine Frazier, the Senior Web Producer at WJXT. Francine notes that she is both a UNF and Spinnaker alumni.

### Interview Spring 2022 TV General Manager Applicants

Anthony (Tony) Brown interviews for the TV General Manager position. Tony reviews his resume and highlights his time at Spinnaker. Staci and Tarik ask Tony about his experience and vision for Spinnaker TV. Tony reviews his goals and vision for Spinnaker TV, including solidifying the content schedule by bringing back older shows like On the Couch and Spinnaker Tries, growing the TV channel, and raising awareness. Francine asks about Tony's comfort in making

decisions regarding news. Tony answers that he plans to get help from the other leaders. Ken asks Tony about the 15-1 channel. Tony explains that he will be focusing on 15-1 this semester. Rich and Tony discuss the vacancies in TV and Tony's plan to fill those positions. Amanda notes that Tony will be graduating at the end of the semester. Tony and Chase explain that they will be training the team to fill that role at the end of the semester.

Tony steps out of the room, and the Advisory Board discusses the role. Rich, Tarik, and Ken voice concern about Tony leaving at the end of the semester. Chase reassures the Board that he and Tony will be working on a succession plan. Ken encourages Chase to help Tony update the training manual to assist in the transition.

Ken motions to approve Tony as the TV General Manager, Linda seconds the motion. A voice vote is taken; the motion passes unanimously.

### **Leader Update**

Sydney informs the Advisory Board that she will be stepping down to focus on graduate school.

Tony and Chase update the Advisory Board on Club Watch and Nest News plans.

Bobby tells the Advisory Board that he has received good news from Academic Advising and will be staying for the Spring 2022 semester. Bobby notes that last semester was a learning experience and that he plans to hit the ground running, starting with hiring two sales executives. Staci asks about marketing the jobs. Kevin notes that open positions are advertised on social media and during Week or Welcome.

Carter updates the Advisory Board on his goals for News, highlighting that he hopes to implement Google Chat and a more structured story budget. Carter also notes that news has several vacancies he will be hiring for this semester.

Bobby updates the Advisory Board on Creative Services hiring campaign. Kevin also notes that his team will be transitioning focus from Twitter to platforms that feature video content. Kevin explains that he, Tony, and Chase have decided to abandon the independent TV social media profiles and instead use video content in the main Spinnaker profile. Kevin's goal is to drive traffic to TV's YouTube and Spinnaker's website. Kevin also notes that the magazine will be ready for Homecoming.

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

Spinnaker is working with Foundation to have the COAS Dean's Leadership Council tour Spinnaker in January 2022. Linda suggests that Amanda ask Foundations about the Africana Studies Foundation matching drive.

### **Old Business:**

The Advisory Board votes on the Dec 3 meeting minutes. Rich motions, Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

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

**Adjourned** – 9:54 am