

# Spinnaker Media Advisory Board Meeting Minutes

Friday, March 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
Paul Runnestrand	Professional Print Journalism Representative
Sam Foley	Professional Business Representative

### Absent

Ashley Goebel	Student Representative
Tony Brown	Spinnaker TV General Manager
Staci Spanos	Professional Broadcast TV Representative
Tarik Minor	Professional Broadcast TV Representative
Francine Frazier	Professional Digital Representative

### 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 and notes that quorum hasn't been met — as a result, all actions will be temporary.

## New Business

### Interview Radio General Manager

The Advisory Board interviews Lisa Marino for the Radio General Manager position. Lisa reviews her resume and experience. Rich asks Lisa about her leadership experience. Lisa highlights her experience coaching youth sports and leading sectionals. Sam asks Lisa what about the position interests her. Lisa explains that she likes the environment and the variety the job offers. Linda asks Lisa about her career goals. Lisa mentioned that she is interested in music and production. Rich and Ken ask Lisa about recruitment and engaging students. Lisa answered that she would like to introduce Spinnaker Radio to students in the Music Technology program and that she's interested in live streaming events on campus.

The Advisory Board interviews Ashley Mesmer for the Radio General Manager position. Ashley reviews her resume, highlighting her time volunteering in Spinnaker TV and for On the Couch. Rich asks Ashley what interests her about Radio. Ashley responds that she is interested in Music and helping Radio collaborate more closely with TV. Sam asks Ashley about her leadership style. Ashley explains that her leadership still would make everyone feel comfortable and understood. Linda asks how the position fits into Ashley's eventual career goals. Ashley responds that she hopes to one day work at a TV station doing a similar role.

### **Discuss and Vote on Radio General Manager**

The Advisory Board discusses the two candidates. The leaders offer their input on the candidates. Rich moves to hire Lisa, Sam seconds. A hand vote is taken; the motion passes unanimously.

### **FY23 Budget Update**

Amanda gives the Advisory Board a brief update on the proposed budget for the fiscal year 2022-2023.

### **Leader Updates**

The following updates were emailed to the Advisory Board:

**Carter's Update for News:** "A magazine is in the works for the summer semester, and I'm thrilled that my team is passionate about getting it out. Google chats and overall communication is going well. I've been working with my editor team, and they're getting set up with team management for the reporters under them. The Posting plan setup is going well. So far, we have Sports articles being posted at set morning times. I also have plans to look at what best slots work for entertainment articles, probably toward evening hours."

**Kevin's Update for Creative Services:** "50th Anniversary magazine is out! It was very well received by the administration, professors, and local businesses. (not as popular with students.) TikTok is up and running, and we are producing our video content to keep up with posting for TikTok and Instagram reels. We are working on next semester's magazine, which will focus on experiential learning (Ospreys out of the nest.) We are making slow progress on our media kit, so we want to focus on building up the advertising page of Spinnaker's website."

**Bobby's Update for Business:** "We will have used all of our allotted SLS funds by the end of the semester on six events for students. We have passed out 100 magazines to local businesses to get the word out of what we offer here at spinnaker media. We are over 3/4 the way to our goal of \$ 8,500 for this semester. I will no longer be the business manager as I transition to the office manager position."

**Tony's Update for TV:** "Train potential General Manager...Transition to ENCO – We've gotten approval from the leaders; we're trying to get it through IT now and hopefully have it done by late summer/early fall. Gain an average of 50 views per video – Currently going okay. Nest News fluctuates between the 10s and 70s. Currently, 60% of people stop tuning in after the first few seconds, so we need to start hooking people better. Perhaps a flashier intro tease? On our

best video, most people went to view the Don Toliver and OzFest bit, so it seems like most people tune in for information about events on campus. We should start focusing more on that and find events that people are actually going to but might not know about.”

**Old Business:**

The vote on Jan 7 meeting minutes was postponed until the April 8 meeting.

The next meeting will be on May 6, 2022, at 9 am as a hybrid zoom/in-person meeting.

**Adjourned** – 10:00 am