

Spinnaker Media Advisory Board Meeting Minutes

Friday, May 6th, 2022, 9:00 am on Zoom

Call to Order – 9:09 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
Staci Spanos	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative
Linda Howell	Department of English Faculty Member
Kensie Georges	Student Representative
Grace Dvorovy	Student Representative

Members Absent

Tarik Minor	Professional Broadcast TV Representative
Ashley Goebel	Student Representative

Others Present

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

Welcome

Amanda greets the Advisory Board.

New Business

Approval vote of April 8, 2022, Vote on TV General Manager / Creative Services Director

Hand vote is taken; motion passes unanimously.

Approval vote of the proposed changes to the by-laws

A hand vote was taken; the motion passed unanimously

Approval vote for retaining existing leaders for summer/fall 2022 (Carter, Lisa)

A hand vote was taken; the motion passed unanimously

Leader Update

Carter updates the Advisory Board on News and his goals. He notes that he is looking to build the editorial teams and review other papers. They will be covering the presidential search alongside Radio. Some of his goals are to work on the newsroom, renovate the volunteering and onboarding process, streamline editing for Radio and TV programs, and follow the AP style with more consistency.

Lisa updates the Advisory Board on Radio and Goals. She is working on expanding the content, better night rotational mixes, better morning content, and moving around some of the podcasts. Lisa will be live streaming the presidential search and finish the soundproofing of the podcasting room. Some of her goals are to finalize the TuneIn process and to cover the pride month events. Also, she will appear in the fall UNF music ensembles.

Tony notes that this is his last meeting, and he will graduate this spring semester. Tony expresses his confidence in Kara and believes she will excel in TV and rise to the challenges of running the station.

Kevin updates the Advisory Board on Creative Services. Kevin notes that he will graduate in the summer after his internship with 3D Digital. He also expresses his confidence in Winston's ability to run the department with great success.

Old Business:

The Advisory Board votes on the April 8th meeting minutes.

Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on **Sept 2nd** at 9 am.

Adjourned – 10 am