

Spinnaker Media Advisory Board Meeting Minutes

Friday, Oct 8, 2021, 9:00 am on Zoom

Call to Order – 9:00 am

Attendance

Members Present

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| Keith Cartwright | Department of English Chair |
| Steve Patrick | Professional Digital Media Representative |
| Paul Runnestrand | Professional Print Journalism Representative |
| Rich Jones | Professional Broadcast Radio Representative |
| Staci Spanos | Professional Broadcast TV Representative |
| Sam Foley | Professional Business Representative |
| Linda Howell | Department of English Faculty Member |
| Ken Thomas | UNF School of Communication Faculty |
| Tarik Minor | Professional Broadcast TV Representative |
| Ashley Goebel | Student Representative |
| Emma Curran | Student Representative |
| Kaitlin Childers | Student Representative |

Members Absent

Others Present

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| Anne-Marie Campbell | COAS Director of Development |
| 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 |
| Robert Lessen | Spinnaker Business Manager |
| Amanda Cox | Secretary, Spinnaker Media Office Manager |

Welcome

Keith greets the Advisory Board.

New Business

UNF Foundation Spinnaker Media Excellence Fund

Keith welcomes Anne-Marie Campbell, the COAS Director of Development, and turns the floor over to Bobby. Bobby notes that engagement has been slow, but he's optimistic that things will pick up toward the end of the semester. Bobby introduces Anne-Marie Campbell, explaining that she is here to discuss a new initiative: the Spinnaker Media Excellence Fund.

Anne-Marie explains the objective of the proposed Spinnaker Media Excellence Fund to allow the community to invest in Spinnaker and reviews the opportunities that a Foundation account would give Spinnaker. Anne-Marie notes the \$5,000 minimum requirement to open a Foundation account and asks the Advisory Board to think about who might be willing to help establish the fund. Anne-Marie answers the board members' questions regarding 1st-year goals, endowment possibilities, and foundation limitations. Linda highlights the potential benefits to Spinnaker, specifically student employment and increased independence. Steve asks about philanthropic funds. Anne-Marie notes that Foundation has a research team to help apply for grants, but that grants usually require rigid structure, data collection, and reporting. The Advisory Board asks about changes to the budget. Linda notes that there has not been much change in the A&S and SLS budget. Amanda confirms this and explains the minimum wage increase's impact on the budget.

Leader Update

Carter updates the Advisory Board on News. Carter highlights the recent collaboration with the School of Communication on weather and news updates and that Spinnaker was a finalist for the AP Online Pacemaker award. Carter also updates the Advisory Board on the ongoing conversation with PR. Steve and Staci compliment Carter for how he handled the situation.

Sydney updates the Advisory Board on the status of the ENCO installation, noting that she met her Oct 1 goal early. Sydney informs the board that her team has been collaborating with Languages, Literatures, and Cultures on multilingual programming and is getting live DJs and prerecorded shows scheduled in ENCO. Sydney's new goal is to get her team trained on Comrex and ready for the start of Play-by-Play.

Chase updates the Advisory Board on TV. Chase reminds the board that TV is rebuilding and training its staff. Chase notes that TV is building a reserve of shows, including Re-Edit, Club Watch, and a cooking show. Chase explains that he is looking forward to live shows coming back at the beginning of November and collaborating with other departments. Ken asks for an update on 15-1. Chase explains that the broken Media Player was repaired, and now the audio is not being pushed over fiber.

Kevin updates the Advisory Board on Creative Services, noting the Instagram rebrand has helped increase numbers and engagement. Kevin explains the plan for Twitter and TikTok, including the increased use of polls to encourage engagement and creating content specifically for those channels. Staci asks what stories they are using polls with; Kevin answers that they recently included a poll with the UNF football story.

Steve asks for an update on the search for an Advisor. Keith explains that the search has been slow but that he hopes sometime in November. Rich asks if Anne-Marie will be updating the board, and Linda suggests adding an update to the agenda for the next meeting.

Old Business:

The Advisory Board votes on the Sept 3 meeting minutes. Hand vote is taken; motion passes unanimously.

The next meeting will be on Nov 5 at 9 am.

Adjourned – 9:40 am