

Spinnaker Media Advisory Board Meeting Minutes

Friday, December 2nd, 2022, 9:00 am on Zoom

Call to Order – 9:03 am

Attendance

Members Present

Amanda Cox	Director Spinnaker Media
Linda Howell	Department of English Faculty Member
Rich Jones	Professional Broadcast Radio Representative
Ken Thomas	UNF School of Communication Faculty
Paul Runnestrand	Professional Print Journalism Representative
Tarik Minor	Professional Broadcast TV Representative
Francine Frazier	Professional Broadcast TV Representative
Staci Spanos	Professional Broadcast TV Representative
Kensie Georges	Student Representative
Grace Dvorovy	Student Representative
Tate Rosenburg	Student Representative

Members Absent

Toby Dobson	Student Representative
Sam Foley	Professional Business Representative

Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Lisa Marino	Spinnaker Radio General Manager
Kara Scarbrough	Spinnaker TV General Manager
Winston Davis	Spinnaker Creative Services Director
Pablo Caballero	Spinnaker Business Manager
Robert Lessen	Secretary, Spinnaker Media Office Manager

Welcome

Amanda greets the Advisory Board.

New Business

Leader Update

Carter updates the Advisory Board on the Newsroom. Carter tells the board that News received a copyright infringement claim about a photo published with an article titled "Hanukkah begins today" published on Dec. 10, 2020. The claim is asking for \$3,500 to resolve the matter or another form of compensation for the use of the image. Paul and Francine offered their experiences with the issue of copyrights. Carter lists his Spring goals, which

include building out the newsletter and increasing multimedia coverage, and focusing on getting staff prepared for the workplace. Carter tells the board that News will be working more with TV and Radio on this multimedia coverage. To help with this, he plans on one-on-one meetings and more workshops to help maximize their takeaways.

Lisa updates the Advisory Board about Radio. Lisa highlights the execution of the GMR contract and successful collaborations with the Black Student Union, UNF Nutrition, and UNF School of Music. Lisa's goals for spring 2023 are to publish a regular radio newsletter. Also, she plans to hire a content producer for On-the-Couch production and start producing play-by-play for the upcoming basketball season. Rich and Lisa discuss which sport she plans to cover.

Kara updates the Advisory Board about Spinnaker TV. Kara explains that she has brought back Spinnaker Tries; Nest News is being broadcast live once a week; TV plans to make more TikTok videos. Kara notes that she plans to work more closely with the other departments on upcoming events for awareness around campus. Kara is exploring the process of revamping the website to increase foot traffic through the videos.

Winston updates the Advisory Board on Creative Services. Creative Services has taken the magazine fully digital, with an expected release on Jan 16, 2023. Winston notes that he plans to increase collaborations with other departments on our social media accounts to reach more advertisers and promote interdepartmental achievements. Winston's goals for next year are to improve communication within the department, as they are on very different schedules. Francine and Ken suggested that Winston look into Microsoft Teams.

Pablo updates the Advisory Board on the Business department. He was able to sell four social media packages, four newsletter packages, and a two semester-long underwriting. We also made a special voting ad for a Spinnaker voting guide, and we are close to closing a deal with Hicks Honor College for a semester-long website leaderboard ad for Spring 2023. Some of Pablo's goals are focusing on SLS payments, pushing play-by-play, and letting clients know about our flyers and stickers options since advertising on social platforms is down as a whole. Francine added that companies might jump on the play-by-play thing.

Old Business:

The Advisory Board votes on retaining the leader for the spring 2023 semester.

Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on **January 6th at 9 am**. We will need a quorum for this meeting as we will be voting on minutes from November 4th meeting.

Adjourned – 9:57 am