

Spinnaker Media Advisory Board Meeting Minutes

Friday, February 3rd , 9:00 am on Zoom

Call to Order – 9:04 am

Attendance

Members Present

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| 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 |
| Sam Foley | Professional Business Representative |
| Francine Frazier | Professional Broadcast TV Representative |
| Staci Spanos | Professional Broadcast TV Representative |
| Grace Dvorovy | Student Representative |
| Tate Rosenberg | Student Representative |

Members Absent

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| Toby Dobson | Student Representative |
| Tarik Minor | Professional Broadcast TV Representative |
| Kensie Georges | Student Representative |

Others Present

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| 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 about the News. One of his goals this semester is to have reporters do a video or radio package. It will help them in the future and give the news article a little more pizzazz when there accompanied together. He is looking into doing an editorial letter for the decision from Gov. DeSantis to remove all DEI funding from state universities. Carter

notes that his team released the semesterly magazine and decided only to do a freshman zine in print; the other will be an online version. Regarding the newsroom, we have a full roster as we hired the police and government reporters and merged the news and managing editor positions together for now. We have also dropped the features editor and dropped down to one GA reporter to focus more on the news.

Lisa updates the Advisory Board about Radio. She notes that they are looking forward to the upcoming Men's basketball season now that she has a few teams for play-by-play. The department is looking for two content producers (website, social media, and on the couch). She notes that she has a radio intern who has a new show at 10 am daily. Lisa mentions that she's seen a significant uptick in interest in being a DJ, so they have had to implement a new training method to accommodate the influx.

Rich and Lisa had some dialog about one of the new DJs possibly being one of the content producers. Lisa wants to fill that role with someone whose skills are like our former content producer, Ashley.

Staci and Lisa discussed how successful the email campaign was at the beginning of the semester. It was due to the intro video that the TV department produced for dissemination to the first-year classes.

Kara updated the Advisory Board about Spinnaker TV. Nest News is back live and with fewer complications than in previous semesters. Spinnaker TV's views are up across the board. TV had brought back a few older shows, like Spinnaker Tries and Spinnaker on the Street, and some new ones, like Flicks. Kara is working on improving our external promotions through our Instagram reels for shows in the upcoming week. The view count was very low before the promotions on Instagram reels.

Francine and Kara discuss YouTube shorts, and Kara says she will investigate using Shorts.

Winston updates the Advisory Board on Creative Services. Winston notes that Spinnaker significantly grew followers over the Christmas break. Creative Services posted and disseminated the semesterly magazine all over the campus through QR codes. The numbers from last year's magazine to this year's magazine are up over 200% in online views. Winston ran a giveaway for a comedy show, which brought in more followers from the break. The department has an intern that semester working on radio and social media projects.

Pablo updates the Advisory Board on the Business department. Pablo's team is engaging local businesses every week to secure ads for the website and other products. We are looking high and low for SLS events we can promote on our various media platforms to use this year's SLS funds. Pablo notes that Business has brought in \$11,500; the goal is \$20,000.

Old Business:

The Advisory Board votes on the minutes for the Nov 4th and Dec 2nd, 2022, meetings.
Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on **March 3rd at 9 am.**

Adjourned – 10:00 am