

Spinnaker Media Advisory Board Meeting Minutes

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

Call to Order – 9:05 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
Sam Foley	Professional Business Representative
Francine Frazier	Professional Broadcast TV Representative
Grace Dvorovy	Student Representative
Tarik Minor	Professional Broadcast TV Representative
Kensie Georges	Student Representative

Members Absent

Staci Spanos	Professional Broadcast TV Representative
Pablo Caballero	Spinnaker Business Manager
Toby Dobson	Student Representative
Tate Rosenburg	Student 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
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. Carter notes that the website is up on its monthly pageview numbers for the month. The newsletter has seen an increase in subscribers. The newsroom is shifting its focus to cover more local topics and how it affects the university

community. The editorial article was successful in its reach to the community. There was a lot of support from the community.

Rich praised Carter for his use of the editorial article for community action.

Lisa updates the Advisory Board about Radio. Radio had a great season with Play-by-Play and is considering submitting the commentators for CBI awards in multiple categories. Lisa notes that we had great success with our Black History Month music hour, so we have made it a permanent slot on our rotation. Lisa is looking forward to the Women's History Month music hour having the same success. Radio is hiring a few new positions early to help transition our graduating members. We have also started on the Shakespeare project with Dr. McCluskey, and it will be airing this month on Spinnaker radio.

Francine suggested getting video shots of projects like this in the future to promote it on YouTube shorts and Instagram stories.

Kara updated the Advisory Board about Spinnaker TV. TV will record the live showing of UNF Shakespeare's play this month. Kara notes that TV has seen great engagement on the YouTube channel. Nest News is utilizing more b-roll in the broadcast from events in and outside the university and using more of the production equipment to produce a better live show with rotating graphics.

Winston updates the Advisory Board on Creative Services. The engagement across all three social media platforms is up 85% from last month. Creative has revamped the graphic request process with google sheets. Winston is hiring a new promotions director as Taylor is graduating. The creative intern Matt has finished his first project highlighting the radio department staff to our social media platforms.

Pablo was absent and unable to update the Advisory Board on the Business department.

Old Business:

The Advisory Board votes on the minutes for Feb 3, 2023, meeting.

Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on **April 7th, 2023, at 9:00 am**. We will need a quorum for this meeting to vote on Leaders for the summer and fall.

Adjourned – 09:57 am