

# Spinnaker Media Advisory Board Meeting Minutes

Friday, November 4, 2022, 9:00 am on Zoom

**Call to Order** – 9:02 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
Sam Foley	Professional Business Representative
Francine Frazier	Professional Broadcast TV Representative
Staci Spanos	Professional Broadcast TV Representative
Kensie Georges	Student Representative
Grace Dvorovy	Student Representative
Tate Rosenberg	Student Representative

### Members Absent

Paul Runnestrand	Professional Print Journalism Representative
Tarik Minor	Professional Broadcast TV Representative
Toby Dobson	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
Pablo Caballero	Spinnaker Business Manager
Robert Lessen	Secretary, Spinnaker Media Office Manager

## Welcome

Amanda greets the Advisory Board.

## New Business

### Spinnaker Media Excellence Fund

Amanda let the board know that the English department has committed \$2,500 to the Spinnaker Media Foundation account. Spinnaker launched a crowdfunding campaign for World College Radio Day and raised \$785, bringing the combined total to \$3,285.

## **Leader Update**

Carter updates the Advisory Board about the News. Carter notes that he and the other leaders met with JSU and other Jewish members of the UNF campus and had a constructive discussion about the antisemitism article. JSU had some suggestions on how Spinnaker could have handled the situation differently, including creating a 24/7 hotline and contacting the victims directly. Francine and Carter discuss the police beat reporting process. Carter also updates the Board on the status of the magazine and online coverage. Specifically noting that he is happy with the range of coverage from his team, highlighting the hurricane, election, state and student government, and breaking news coverage.

Lisa updates the Advisory Board about Radio. Lisa starts with a status update on the ongoing collaboration with Nutrition and the UNF School of Music. Radio is also working with the Black Student Union on a podcast called "Raven Radio." Lisa also informed the board that the Music Director has resigned due to school, but she promoted the Assistant Music Director to the role.

Kara updated the Advisory Board about Spinnaker TV. Nest News has been going smoothly, even if we can't go live due to technical difficulties, we film and upload it the same day at 3. We make TikTok's and Instagram reels for each episode as well. We started the show "Supernatural Archives" with Content Producer David as host, started as a Halloween special but the rest of the episodes are tied to UNF. Content Producer Laura is starting a film show and a cooking show in the future. Content Producer Max oversees the production of Nest News along with me. I uploaded a Spinnaker Introductory video to show what each department of Spinnaker is all about. I also updated the website to show all our shows and highlight our staff. Creative and TV are collaborating on a show to highlight the production of the magazine and promote it when it comes out digitally in January.

Winston updates the Advisory Board on Creative Services. Winston tells the We completed the Spinnaker Special Election Guide with a two-day turnaround and distributed by November 8. The first episode of the magazine show was shot, and we decided to hand out flyers to promote the digital magazine instead of years signs, so that we will have the ability to advertise companies outside of UNF on the flyer. We're also starting to promote the Spinnaker employees on LinkedIn with an introduction for everyone and we completed a last-minute, 24-hour giveaway in October.

Pablo updates the Advisory Board on the Business department. We hired two new sales executives working 10 hours a week each. They have been trained in the flytedesk buying platform and making mock cold calls. Went over the flytedesk website and fixed some pricing issues. Sold 3 social media packages to Community first credit union. We were able to get a special edition magazine focused on the upcoming election with help from Flytedesk. We are going for at least 2-3 days to the markets around the town center and we are hope to be in talks with the Jacksonville auto show, go Puff, goji, Jacksonville Jumbo shrimp, and myth night club.

## **Old Business:**

**The Advisory Board votes on the October 7<sup>th</sup> meeting minutes.**

Hand vote is taken; motion passes unanimously.

## **Announcements:**

The next meeting will be on **December 2<sup>nd</sup> at 9 am**. We will need a quorum for this meeting as we will be voting on leaders for spring 2023.

**Adjourned** – 9:42 am