

Spinnaker Media Advisory Board Meeting Minutes

Friday, December 1, 2023, 9:00 a.m. on Zoom

Call to Order – 9:01 a.m.

Attendance

Members Present

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| Amanda Cox | Director of Spinnaker Media |
| Staci Spanos | Professional Broadcast TV Representative |
| Ken Thomas | UNF School of Communication Faculty |
| Linda Howell | Department of English Faculty Member |
| Francine Frazier | Professional Web Representative |
| Paul Runnestrand | Professional Print Journalism Representative |
| Carianne Luter | Professional Digital and Social Media Representative |
| Grace Dvorovy | Student Representative |
| Charlie Mapps | Student Representative |
| Kai Burgess | Student Representative |
| Kaylie Phillips | Student Representative |

Members Absent

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| Rich Jones | Professional Broadcast Radio Representative |
| Sam Foley | Professional Business Representative |
| Carter Mudgett | Spinnaker Editor-In-Chief |

Others Present

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|---------------------|--------------------------------------|
| Lisa Marino | Spinnaker Radio General Manager |
| Kara Scarbrough | Spinnaker TV General Manager |
| Mitchell Brangaccio | Spinnaker Creative Services Director |
| Rodrigo Arias | Spinnaker Business Manager |
| Jeanne Gilbert | Editor-in-Chief Candidate |
| Laura Filipov | TV General Manager Elect |
| David Green | TV General Manager Elect |

Welcome

Amanda greets the Advisory Board.

New Business

Amanda reads Carter Mudgett's thank you note to the Board.

Jeanne updates the Advisory Board on news coverage. Jeanne explains that the news team is finishing the digital magazine; otherwise, the news is slow as classes wind down and internships end.

Kara gives her last update to the Board. Kara announces that her team has finished the last Housing Osprey 101 videos. The TV team has also completed an On-the-Couch and a live Othello recording.

Rodrigo updates the Advisory Board on the sales goal; the team has brought in \$8,372 of the \$23,000 goal. Rodrigo is optimistic for the Spring semester because he recently hired two new sales executives. Rodrigo explains that one of his goals for Spring is to create video tutorials for the new sales executives.

Mitchell provides the Advisory Board with updated social media analytics. Mitchell notes that his goals for Spring 2024 are to promote the new digital magazine and utilize videos on other social media channels. Carianne, Ken and Mitchell discuss keeping track of which content drives subscribers.

Lisa updates the Advisory Board on Spinnaker Radio. Lisa tells the Board that her team had a successful Listen to Us S'more Market Day take-over to celebrate 30 years of student-run radio at UNF. Lisa notes that her team has been busy with new podcasts, live broadcasting volleyball coverage, and producing Othello with UNF Shakespeare. Lisa's Spring goals are to prepare her team for the transition, increase the Fall play-by-play coverage, and introduce an efficient alternative to On-The-Couch. Lisa also seeks the Advisory Board's advice on personnel matters.

Staci motions to retain Lisa, Mitchell, and Rodrigo; Linda seconds the motion. A hand vote is taken. Kia abstained from the vote. The motion passes with nine votes.

Old Business:

The Advisory Board votes on the October 6, 2023 meeting minutes.

Ken motions to approve the minutes; Francine seconds the motion. A hand vote is taken; the motion passes unanimously.

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

Ken motions to approve the minutes; Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

Announcements:

The next meeting will be on February 2, 2023, at 9:00 a.m. We will review the FY25 Budget.

Adjourned – 9:58 a.m.