

Spinnaker Media Advisory Board Meeting Minutes

Friday, February 2, 2024, 9:00 a.m. on Zoom

Call to Order – 9:01 a.m.

Attendance

Members Present

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
Rich Jones	Professional Broadcast Radio Representative
Sam Foley	Professional Business Representative
Carianne Luter	Professional Digital and Social Media Representative
Grace Dvorovy	Student Representative
Charlie Mapps	Student Representative
Kai Burgess	Student Representative

Members Absent

Kaylie Phillips	Student Representative
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Others Present

Lisa Marino	Spinnaker Radio General Manager
Laura Filipov	Spinnaker TV General Manager
Mitchell Brangaccio	Spinnaker Creative Services Director
Rodrigo Arias	Spinnaker Business Manager
Jeanne Gilbert	Spinnaker Editor-In-Chief

Welcome

Amanda greets the Advisory Board.

New Business

Mitchell updates the Advisory Board on Creative and the newly released magazine. Mitchell tells the board that Creative has decided to use Threads. Sam and Mitchell discuss using more polls and videos.

Lisa updates the Advisory Board on Radio and the department's events and collaborations. Lisa shares that she is cross training her team on Comrex and adding Radio's podcasts to the website. Lisa also shares that her team is working hard to increase engagement on social media.

Rodrigo informs the Board that his team has brought in \$14,000 and has \$9,000 left to achieve their goal. Rodrigo thanks Sam for letting him shadow at News4Jax.

Laura updates the Advisory Board on TV. Laura shares that she has hired one content producer and is in the process of hiring another. Laura shares with the Board the various improvements her team has made to Nest News.

Jeanne updates the Advisory Board on the News coverage and asks the Board for advice on managing her team.

Amanda reviews the Fiscal Year 2024-2025 draft budget with the Advisory Board. Rich motions to approve the minutes; Linda seconds the motion. A hand vote is taken; the motion passes unanimously.

Old Business:

The Advisory Board votes on the December 1, 2023 meeting minutes.

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

Announcements:

The next meeting will be on March 1, 2024, at 9:00 a.m.

Adjourned – 10:13 a.m.