

Spinnaker Media Advisory Board Meeting Minutes

Friday, November 3, 2023, 9:00 a.m. on Zoom

Call to Order – 9:01 a.m.

Attendance

Members Present

Amanda Cox	Director of Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Staci Spanos	Professional Broadcast TV Representative
Ken Thomas	UNF School of Communication Faculty
Sam Foley	Professional Business Representative
Francine Frazier	Professional Web Representative
Paul Runnestrand	Professional Print Journalism Representative
Carianne Luter	Professional Digital and Social Media Representative
Grace Dvorovy	Student Representative
Kai Burgess	Student Representative
Kaylie Phillips	Student Representative

Members Absent

Linda Howell	Department of English Faculty Member
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Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
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 Candidate
David Green	TV General Manager Candidate

Welcome

Amanda greeted the Advisory Board.

New Business

Amanda welcomed Carianne Luter and Kai Burgess to the Advisory Board.

The Advisory Board interviewed Jeanne Gilbert for Editor-In-Chief. Jeanne introduced herself and laid out her goals for Spring. Jeanne's goals include boosting student engagement with on-campus events and social media, increasing workshops and in-person editing, and creating a more consistent posting schedule. Francine asked about Jeanne and what she looks for when hiring writers. Jeanne responded that she looks for quick learners with a passion for news. Rich

asked how Jeanne would hold people accountable for coming into the office. Jeanne said she plans to be nice but firm and emphasize that staff must communicate when they can't come into the office. Paul asked what stories Jeanne is passionate about. Jeanne said she is passionate about sports and hard news. Carianne asked what an ideal posting schedule would look like. Jeanne and the board discussed recent trends at Spinnaker. Jeanne left the room, and the board discussed her candidacy. Carter noted that she is the single best candidate for the role and that he has been impressed with her initiative. Francine moved to hire Jeanne as the Editor-in-chief, and Sam seconded the motion. A hand vote was taken, and the board unanimously passed the motion.

The Advisory Board interviewed Laura Filipov for TV General Manager. Laura introduced herself and laid out her goals for Spring. Laura explained that her goals for Spring include using promotional content like reels and polls to reach a wider audience, creating an efficient content schedule with at least two shows a week, and covering live events. Staci and Rich asked about Laura's resume, portfolio, and availability. Staci and Laura discussed producing Nest News more than once a week. Laura acknowledged that it would be a good experience for students. Ken asked about Laura's willingness to continue the partnership with Inside Swoop in 90 and other on-campus partners. Laura expressed her willingness to continue to collaborate with other departments on campus. Francine asked about encouraging folks in TV to write for New and use TV packages in web stories.

The Advisory Board interviewed David Green for TV General Manager. David introduced himself and laid out his goals for Spring. David's goals include training volunteers on running Nest News, implementing YouTube community page features like polls, and adding 250 subscribers by the end of Spring 2024. Staci and Rich asked about David's goals, resume, and availability. Carianne asked about how David would utilize existing content. Staci asked about producing Nest News more than once a week. David said it would be possible, but that TV might have to sacrifice other shows, and the increased frequency of Nest News might impact views. Francine asked about encouraging folks in TV to write for New and use TV packages in web stories. David said that should be possible. Ken asked about David's willingness to continue the partnership with Inside Swoop in 90 and other on-campus partners. David said he would continue that as it was a great opportunity to grow and engage students.

The board discussed the candidates for the TV General Manager position. Staci noted that both were equally qualified. Kara echoed the sentiment and said they have many of the same strengths, and either would work well. After much discussion, Francine moved to vote. A roll call vote was taken, and the board unanimously voted to hire Laura as the TV General Manager.

Announcements:

The next meeting will be on December 1, 2023, at 9:00 a.m. We will vote to retain Radio, Business, and Creative Services leaders.

Adjourned – 10:30 a.m.