

Spinnaker Media Advisory Board Meeting Minutes

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

Call to Order – 9:03 a.m.

Attendance

Members Present

Amanda Cox	Director of Spinnaker Media
Linda Howell	Department of English Faculty Member
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 Broadcast TV Representative
Paul Runnestrand	Professional Print Journalism Representative
Grace Dvorovy	Student Representative

Members Absent

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

Welcome

Amanda greeted the Advisory Board.

New Business

Leader Update

Rodrigo updated the Advisory Board on recently completed sales and the new hire.

Kara provided the Advisory Board with September's stats and an update on new content. Kara also noted that she will graduate in December but that two of her content producers are interested in applying for her position.

Lisa updated the Advisory Board on recent and upcoming events, social media posts, and recordings. Lisa also informed the board of recent antenna issues. Rich offered engineering assistance for the antenna.

Amanda pulled up a few Instagram posts from Spinnaker Radio's account. Francine shared Carianne Luter's feedback on Spinnaker Media's Instagram account. Carianne recommended using more videos with closed captions and not oversharing content in the caption. Carianne also suggests using more file images and fewer stock images. She also suggested that the students have fun with social media and adopt a conversational tone. Staci asked about the Spinnaker TV Instagram account. Kara explained that it needs to be deactivated.

Carter updated the Advisory Board on recent stories and the new magazine. Carter also reminded the board that he will be leaving the position in December and explained the ways he is working to transition his team.

Mitchell updated the Advisory Board on the promotional campaigns, including one for the new magazine.

Dr. Howell suggested the students find opportunities to promote themselves during orientation. She also recommended providing first-year advising with a poster.

Announcements:

The next meeting will be on November 3, 2023, at 9:00 a.m. We will need a quorum to vote on the student leaders for Spring.

Adjourned – 9:55 a.m.