

# **Spinnaker Media Advisory Board Meeting Minutes**

Friday, September 1, 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

### **Members Absent**

Paul Runnestrand	Professional Print Journalism Representative
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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

## **Welcome**

Amanda greets the Advisory Board. Noting that the Board does not have a quorum and will not be able to vote on minutes or Bylaws.

## **New Business**

### **Leader Update**

Kara updates the Advisory Board on Spinnaker TV. Kara notes that Osprey 101's review of the dorms has had good views. Kara also explains that the TV studio was revamped over the summer. Kara explains that her goals for Fall are to continue cross-training her team, increase engagement by reusing content in various formats, update the website, and teach the equipment to the new volunteers. Rich asks if there are any students in the pipeline for leadership. Staci and Kara discuss other content on Osprey 101. Francine asks what Kara's goal is to have tutorials for new volunteers. Kara responds that she plans to have training material done by mid-October.

Mitch updates the Advisory Board on Creative Services and the Fall Freshman edition magazine. Mitch tells the Advisory Board that he has hired a new promotions director. Mitch's goals for Fall are to add 400 new Instagram followers, update the brand guidelines to include ADA compliance, and reinstate weekly team meetings.

Rodrigo updates the Advisory Board on Business. Rodrigo announces that Business met its goal last fiscal year and has \$2,100 in ad revenue for its new goal of \$24,000. Rodrigo's goals for Fall are to get his team on the same page on cold calls, hire a new sales executive, and increase the weekly prospects list from 10 to 20. Sam advises Rodrigo to hire people who can converse with the client, research the business, and have a valid business for calling.

Carter updates the Advisory Board about the News. Carter explains that his Sports and News Editors have moved on and that he is looking to hire a new team. Carter's goals for fall are to hire and train new editors on SNO and ADA compliance, offer new reporters more guidance on coverage, and update the guides in the newsroom. Also, Carter discusses coverage and pageviews with the Board.

Lisa updates the Advisory Board about Radio. Lisa announces that Spinnaker Radio has secured a new source for music and has seen an influx of volunteers this semester. Lisa also updates the board on changes to the website and the hiring status of the program director. Lisa's goals for Fall are to add athlete interviews to Radio's play-by-play coverage, begin uploading content on Spinnaker's Spotify, and launch a new slogan. The slogan Lisa and her team have chosen is "Spinnaker Radio, dedicated to diversity."

### **Announcements:**

The next meeting will be on **October 6, 2023, at 9:00 a.m.**

**Adjourned** – 10:00 a.m.