

Spinnaker Media Advisory Board Meeting Minutes

Friday, Aug. 6, 2021, 9:00 am on Zoom

Call to Order – 9:01 am

Attendance –

Members Present

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Rich Jones	Professional Broadcast Radio Representative
Ken Thomas	UNF School of Communication Faculty
Tarik Minor	Professional Broadcast TV Representative
Staci Spanos	Professional Broadcast TV Representative

Members Absent

Sam Foley	Professional Business Representative
Robert Lessen	Spinnaker Business Manager

Others Present

Darvin Nelson	Spinnaker Editor-In-Chief
Chase Hartman	Spinnaker TV General Manager for Creative Services
Kevin Hodges	Spinnaker Radio General Manager
Sydney Chatani	Secretary, Spinnaker Media Office Manager
Amanda Cox	English Department Chair
Keith Cartwright	Director of the Writing Program and Center
Linda Howell	

Welcome: Mo greets Advisory Board and reminds members to send their updated Disclosure Agreements for the 2021-2022 academic year.

New Business

- a) Mo announces that Spinnaker will no longer be moving to the School of Communication and instead has been moved to the English Department. Mo introduces Keith Cartwright, the Department Chair, and Linda Howell, the Director of the Writing Center. Keith introduces himself and explains that the English Department is excited about ways to introduce students to Spinnaker. Linda also shares that she would like to introduce first-year writing students to Spinnaker. Ken relays to the Advisory Board that the School of Communications will continue its relationship and content sharing with Spinnaker.
- b) Ken Thomas introduces two of the three student members recommended to serve on the Advisory Board.
- c) Mo announces that she is retiring effective Sept. 3 and says she is very grateful for the nearly six years working with Spinnaker.

- d) Mo announces that Darvin Nelson will be stepping back to a 5 hour General Assignment position.
- (1) Darvin Nelson updates the Advisory Board on Spinnaker News, noting that Carter Mudgett, the News Editor, will be taking on the responsibilities of the Editor-In-Chief until the Board can appoint a new Editor-In-Chief at the September meeting. Darvin tells the Advisory Board that things have been going smoothly in the News department, and News has covered several SG stories and BOT meetings. Darvin notes that the next Editor-in-Chief will need to fill some staff positions. Darvin thanks the Advisory Board for allowing him to serve as Spinnaker's Editor-In-Chief, saying that he is grateful for the chance to learn leadership skills. Ken thanks Darvin for his leadership in collaborating with the School of Communication content sharing project.
 - (2) Sydney Chatani updates the Advisory Board on Spinnaker Radio. Sydney tells the Board that the team has been learning the new Comrex equipment and updating employee handbooks. Sydney updates the Board on the ENCO installation. Mo reminds Sydney that there will be a learning curve with the software.
 - (3) Chase Hartman updates the Advisory Board on Spinnaker TV. Chase tells the Board that his team has consistently created shows while remote but that they are excited to start live broadcasting in the Fall. Mo tells the Board that TV has had some technical challenges but is excited to hear about their plans for live broadcasting.
 - (4) Kevin Hodges updates the Advisory Board on Creative Services. Kevin explains that there has been a significant turnover in Creative Services, but he and Molly are learning the ropes and will be joined by Winston Davis in the Fall. Kevin explains that Creative has been working with the other department to rebrand their social media.
 - (5) Mo notes that Robert Lessen wasn't able to make the meeting but has been working on getting off-campus clients for the Fall. Mo tells the Advisory Board that Bobby will be working with Amanda and Linda to looking other funding sources. Steve mentions that there is quite a bit of special interest funding available to journalists for niche reporting.

Old Business:

- 1) Vote on Apr. 2 Meeting Minutes. Steve moves to approve the Apr. 2 Meeting Minutes. Rich seconds the motion. Voice vote is taken; motion passes unanimously.
- 2) Vote to certify provisional motions. Staci moves to approve provisional motions rehiring the spinnaker leaders and approving the Mar. 5 Meeting Minutes. Ken seconds the motion. Voice vote is taken; motion passes unanimously.

Adjourned – 9:33 am