

Spinnaker Media Advisory Board Meeting Minutes

Friday, October 7, 2022, 9:00 am on Zoom

Call to Order – 9:05 am

Attendance

Members Present

Amanda Cox	Director Spinnaker Media
Paul Runnestrand	Professional Print Journalism Representative
Linda Howell	Department of English Faculty Member
Rich Jones	Professional Broadcast Radio Representative
Ken Thomas	UNF School of Communication Faculty
Tarik Minor	Professional Broadcast TV Representative
Kensie Georges	Student Representative
Grace Dvorovy	Student Representative
Toby Dobson	Student Representative

Members Absent

Francine Frazier	Professional Broadcast TV Representative
Staci Spanos	Professional Broadcast TV Representative
Sam Foley	Professional Business Representative

Others Present

Carter Mudgett	Spinnaker Editor-In-Chief
Lisa Marino	Spinnaker Radio General Manager
Kara Scarbrough	Spinnaker TV General Manager
Winston Davis	Spinnaker Creative Services Director
Robert Lessen	Secretary, Spinnaker Media Office Manager

Welcome

Amanda greets the Advisory Board.

New Business

Updated Disclosure Agreement

Amanda updated the board that this is a new year and that we need updated disclosures according to the bylaws.

Spinnaker Media Excellence Fund

Amanda let the board know that the English department has committed \$2,500 to it for us to raise the other \$2,500 through our College Radio Week campaign.

Leader Update

Carter updates the Advisory Board on News. Spinnaker received pushback from the UNF Jewish community for a Police Beat article on an antisemitism post it found on a student's door. We reached out to the Jewish Student Union and media professionals to schedule a meeting to discuss their concerns. Carter will give an update to the board about that meeting next month. News has made some personnel changes, including bringing on a sports reporter and repurposing 10 hours from the Managing Editor position for business.

Lisa updates the Advisory Board on Radio. Radio will work with News to create a weekly segment of top stories. Radio is collaborating with the UNF Nutrition department on PSAs and with the UNF School of Music to get some of the school's students' music on the air. At volunteers' request, Radio will expand the music library to include genres like K-Pop. Additionally, Lisa is working on increasing giveaways and contests.

Kara updated the Advisory Board on Spinnaker TV. Kara informs the Board of TV's progress with "Nest News" and other ongoing series. Kara explains that TV is collaborating with other Spinnaker departments. For example, TV is working with News on man-on-the-street style packages and scripts for "Nest News," Radio on "On the Couch, promotions with Creative, and working on new sponsorships with Business. Finally, TV is working with volunteers to facilitate shows they want to make and help them build technical skills.

Winston updates the Advisory Board on Creative Services. Creative Services is working on the Spring 2023 digital magazine and a miniseries to promote the magazine. Creative is working with TV and the Sports Editor to bring back the Spinnaker Athlete of the Month video.

Old Business:

The Advisory Board votes on the September 2nd meeting minutes.

Hand vote is taken; motion passes unanimously.

Announcements:

The next meeting will be on **November 4th at 9 am.**

Adjourned – 9:34 am