

Spinnaker Media Advisory Board Meeting Minutes

Friday, Sept 3, 2021, 10:00AM

Attendance

Members Present

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| Mo Baker, Chair | Adviser, Spinnaker Media |
| Steve Patrick | Professional Digital Media Representative |
| Paul Runnestrand | Professional Print Journalism Representative |
| Rich Jones | Professional Broadcast Radio Representative |
| Staci Spanos | Professional Broadcast TV Representative |
| Sam Foley | Professional Business Representative |
| Ashley Goebel | Student Representative |
| Linda Howell | Incoming UNF Dept. of English Faculty Member |

Members Absent

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| Ken Thomas | UNF School of Communication Faculty |
| Robert Lessen | Spinnaker Business Manager |
| Tarik Minor | Professional Broadcast TV Representative |
| Emma Curran | Student Representative |
| Kaitlin Childers | Student Representative |

Others Present

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| Darvin Nelson | Outgoing Editor-in-Chief |
| Chase Hartman | Spinnaker TV General Manager |
| Sydney Chatani | Spinnaker Radio General Manager |
| Amanda Cox | Secretary Spinnaker Media Office Manager |
| Carter Mudgett | Candidate for Editor-in-Chief |
| Kevin Hodges | Candidate for Creative Services Director |

Welcome

Mo greets the Advisory Board and notes that this will be her last Advisory Board meeting.

New Business

Item 1 Revisions to the Bylaws

The Advisory Board discusses the proposed revisions to the Spinnaker Bylaws. Mo explains that most of the changes update the bylaws to reflect Spinnaker's move to the Department of

Chase updates the Advisory Board on ~~TV~~ Chase notes that he now has a ~~radio~~ team with volunteers and reminds that board that the team transitioned content production roles during the pandemic. Chase informs the Advisory Board that TV is getting back to live production and UNF Centered Shows, including interviewing a UNF administrator for 9/11 and UNF vets regarding Afghanistan.

Sydney updates the Advisory Board on the status of the ENCO installation, noting that her goal is to have it up and running by Oct. 1. Sydney's main priority has ~~been~~ updating the employee handbooks to help her team transition to their ~~new~~ Covid roles. Sydney mentions that she hopes to have more news, weather, and traffic content once ENCO is up and running. Sydney also updates the Advisory Board on the social media rebranding that Creative and Radio have collaborated on.

Kevin asks the Advisory Board for advice on engaging readers and removing spam and bot accounts commenting on Spinnaker's social media accounts. Mo explains that Spinnaker's policies don't allow students to engage with commenters on social media. Steve explains that it is important to engage readers on social media because it builds loyalty, but that Kevin and Carter should limit who should be allowed to remove comments and have ~~defined~~ reasons for removing comments. Mo suggests that the leaders come up with a new policy.

Old Business:

The Advisory Board votes on the Aug. 6 meeting minutes. ~~Res~~ moves to approve the minutes. Sam seconds the motion. Voice vote is taken; motion passes unanimously.

The next meeting will be on Oct. 8 at 9 am. The Advisory Board Meetings will be held on zoom for the remainder of the semester.

Adjourned—9:33am