

Spinnaker Media Advisory Board Meeting Minutes

Friday, December 2nd, 2022, 9:00 am on Zoom

Call to Order – 9:03 am

Attendance

Members Present

Amanda Cox

Director Spinnaker Media

Linda Howell

Department of English Faculty Member

Rich Jones

Professional Broadcast Radio Representative

Ken Thomas

UNF School of Communication Faculty

Paul Runnestrand

Professional Print Journalism Representative

Tarik Minor

Professional Broadcast TV Representative

Francine Frazier

include building out the newsletter and increasing multimedia coverage, and focusing on getting staff prepared for the workplace. Carter tells the board that News will be working more with TV and Radio on this multimedia coverage. To help with this, he plans on one-on-one meetings and more workshops to help maximize their takeaways.

Lisa updates the Advisory Board about Radio. Lisa highlights the execution of the GMR contract and successful collaborations with the Black Student Union, UNF Nutrition, and UNF School of Music. Lisa's goals for spring 2023 are to publish a regular radio newsletter. Also, she plans to hire a content producer for On-the-Couch production and start producing play-by-play for the upcoming basketball season. Rich and Lisa discuss which sport she plans to cover.

Kara updates the Advisory Board about Spinnaker TV. Kara explains that she has brought back Spinnaker Tries; Nest News is being broadcast live once a week; TV plans to make more TikTok videos. Kara notes that she plans to work more closely with the other departments on upcoming events for awareness around campus. Kara is exploring the process of revamping the website to increase foot traffic through the videos.

Winston updates the Advisory Board on Creative Services. Creative Services has taken the magazine fully digital, with an expected release on Jan 16, 2023. Winston notes that he plans to increase collaborations with other departments on our social media accounts to reach more advertisers and promote interdepartmental achievements. Winston's goals for next year are to improve communication within the department, as they are on very different schedules. Francine and Ken suggested that Winston look into Microsoft Teams.

Pablo updates the Advisory Board on the Business department. He was able to sell four social media packages, four newsletter packages, and a two semester-long underwriting. We also made a special voting ad for a Spinnaker voting guide, and we are close to closing a deal with Hicks Honor College for a semester-long website leaderboard ad for Spring 2023. Some of Pablo's goals are