

Spinnaker Media Advisory Board Meeting Minutes

Friday, March 4, 2022, 9:00 am on Zoom

Call to Order – 9:05 am

Attendance

Members Present

Amanda Cox	Director, Spinnaker Media
Rich Jones	Professional Broadcast Radio Representative
Dr. Linda Howell	Department of English Faculty Member
Ken Thomas	UNF School of Communication Faculty
Paul Runnestrand	Professional Print Journalism Representative
Sam Foley	Professional Business Representative

Absent

Ashley Goebel	Student Representative
Tony Brown	Spinnaker TV General Manager
Staci Spanos	Professional Broadcast TV Representative
Tarik Minor	Professional Broadcast TV Representative
Francine Frazier	Professional Digital Representative

Others Present

Carter Mudgett, Chad Eddins, David Eddins, Michael Eddins, Josh Eddins, Trent Eddins, Travis Eddins, and other staff

The Advisory Board interviews Ashley Mesmer for the Radio General Manager position. Ashley reviews her resume, highlighting her time volunteering in Spinnaker TV and for On the Couch. Rich asks Ashley what interests her about Radio. Ashley responds that she is interested in Music and helping Radio collaborate more closely with TV. Sam asks Ashley about her leadership style. Ashley explains that her leadership still would make everyone feel comfortable and understood. Linda asks how the position fits into Ashley's eventual career goals. Ashley responds that she hopes to one day work at a TV station doing a similar role.

Discuss and Vote on Radio General Manager

The Advisory Board discusses the two candidates. The leaders offer their input on the candidates. Rich moves to hire Lisa, Sam seconds. A hand vote is taken; the motion passes unanimously.

FY23 Budget Update

Amanda gives the Advisory Board a brief update on the proposed budget for the fiscal year 2022-2023.

Leader Updates

The following updates were emailed to the Advisory Board:

Carter's Update for News: "A magazine is in the works for the summer semester, and I'm thrilled that my team is passionate about getting it out. Google chats and overall communication is going well. I've been working with my editor team, and they're getting set up with team management for the reporters under them. The Posting plan setup is going well. So far, we have Sports articles being posted at set morning times. I also have plans to look at what best slots work for entertainment articles, probably toward evening hours

best video, most people went to view the Don Toliver and OzFest bit, so it seems like most people tune in for information about events on campus. We should start focusing more on that and find events that people are actually going to but might not know about.”

Old Business:

The vote on Jan 7 meeting minutes was postponed until the April 8 meeting.

The next meeting will be on May 6, 2022, at 9 am as a hybrid zoom/in-person meeting.

Adjourned – 10:00 am