

Spinnaker Media Advisory Board Meeting Minutes  
Friday, April 26, 2024, 9:00 a.m. on Zoom

– 9:01 a.m.

Amanda Cox  
Ken Thomas  
Linda Howell  
Francine Frazier  
Paul Runnestrand  
Alena Mika

Student Representative  
Student Representative  
Professional Broadcast Radio Representative  
Professional Business Representative  
Professional Broadcast TV Representative  
Professional Digital and Social Media Representative  
Student Representative

Lisa updates the Advisory Board on Radio and the department's events and collaborations. Lisa shares that there are 1,140 unique listeners and 796 listening hours for Spinnaker radio. She also shared that the most successful sports broadcasts during the Spring semester were Men's/Women's basketball games and baseball games. Lastly, all four broadcasters in her team showed growth and improvement throughout the season.

Rodrigo informs the Board that his team has brought in \$17,337.86 and they need \$5,970.14. He also mentions that the company that sells the neon signs are trying to get more out of the partnership than what was originally planned. The business recruitment video is done and posted and the business training videos will be done by next week.

Laura updates the Advisory Board on TV. Laura shares that she has hired one content producer, which completes her team. Laura shared with the board that five new videos have been put up and that there is more engagement due to Market Days.

Jeanne updates the Advisory Board by explaining that she is working on being more assertive with her team and how she is training new volunteers. Jeanne is also seeking more SG news coverage and tabling at the career fair.

Amanda reviews the Fiscal Year 2024-2025 draft budget with the Advisory Board. Francine motions to approve the minutes; Sam seconds the motion. A hand vote is taken; the motion passes unanimously.

The next meeting will be on September 6, 2024, at 9:00 a.m.

– 10:13 a.m.