

Spinnaker Media Advisory Board Meeting Minutes  
Friday, November 1, 2024, 9:00 a.m. on Zoom

Call to Order—9:02 a.m.

Attendance

Members Present

Amanda Cox

Director of Spinnaker Media ~~07~~.02

Francine Frazier

Professional Web Representative

Carianne Luter

Professional Digital and Social Media Representative

Rich Jones

Professional Broadcast Radio Representative

Paul Runnestrand

Abigail updates the Advisory Board on Business. Abigail notes that revenue is now at \$3,008.19, and she is working on deals with UNF Housing and the MVRC. Abigail also informs the Advisory Board that she has hired Rachel Rodrigo as her third sales executive.

Laura updates the Advisory Board on Spinnaker TV. Specifically, Laura shares that Spinnaker TV has won second place in the College Broadcaster, Inc. National Student Production Awards for Osprey 101. Laura also shares that TV has completed the transition to the @unfspinnaker YouTube channel, and she is already seeing an increase in subscribers.

Madelyn updates the Advisory Board on News. Madelyn highlights that pageviews and engagement are up on the website. Madelyn also asks for advice on election coverage.

Ishi updates the Advisory Board on Radio. Ishi shares that listening hours on TuneIn are up, Spinnaker Radio staff are preparing for Listen To Us S'more, and a Renda Station Tour. Ishi also updates the Advisory Board on a previous issue for which she ~~led~~ ~~the~~.

#### Announcements:

The next meeting will be on December 6, 2024, at 9:00 a.m. A quorum will be needed to vote on leadership for Spring 2025.

Adjourned – 10:11 a.m.