

Spinnaker Media Advisory Board Meeting Minutes

Friday, Sept 3, 2021, 10:00AM

Attendance

Members Present

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

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

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 10-person 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