

Spinnaker Media Advisory Board Meeting

Friday, November 7, 2025, 9:00 a.m. on Zoom

Call to Order: 9:02 a.m.

Present:

Amanda Cox	Director, Spinnaker Media
Paul Runnestrand	Editor-in-Chief, Florida Times-Union
Rich Jones	Morning News Host, WOKV
Francine Frazier	Senior Web Producer, WJXT-TV
Sam Foley	National Sales Manager, WJXT-TV
Staci Spanos	Anchor/Producer, WJXT-TV
Patricia Booker	Professor, School of Communication

Others Present:

Davin Green	Spinnaker TV General Manager
Jack Griffis	Spinnaker Radio General Manager
Makayla Haynes	Spinnaker Creative Services Director
Madelyn Schneider	Spinnaker Editor-in-Chief

Absent:

Carianne Luter,	Social Media Producer, WJXT-TV
Dr. Kadesh Lauridsen	Professor, Department of English
Kai Burgess	Student Member from Communication
Rodrigo Arias,	Spinnaker Coordinator
Sophia Alcivar Cevallos	Spinnaker Business Manager

Old Business

The Advisory Board voted on the minutes from the previous board meeting. Patricia Booker motioned to approve the minutes, and Sam seconded the motion. The motion was unanimously approved.

New Business

Makayla provided the Advisory Board with an update on the Creative Services Department. Makayla noted that social media engagement is up this semester.

The Advisory Board interviews Sasha Koresh for Spinnaker's Editor-in-Chief position. Sasha reviewed her resume and time at Spinnaker. Sasha laid out her goals for the Spring semester, which included enhancing staff training, diversifying on-campus coverage, and ensuring a smooth transition. Professor Booker asked Sasha about her leadership experience. Sasha explained that she is a good listener and has experience managing and training a team.

After some discussion, Rich motioned to hire Sasha as Editor-in-Chief. Professor Booker seconded the motion. The motion passes unanimously.

David provided an update on the Spinnaker TV department. David highlighted the growth on YouTube driven by vertical videos.

Jack provided an update on behalf of Spinnaker Radio. Jack noted that his team has started to track their social media metrics. Jack also said that Ryan is working to increase the number of sports broadcasts. Jack updated the advisory board on the upcoming transition.

Announcements and Adjournment

Next Meeting: The next meeting is scheduled for Friday, December 5, 2025.

Adjournment: 9:43 a.m.