

Spinnaker Media Advisory Board Meeting

Friday, October 3, 2025, 9:00 a.m. on Zoom

- I. Call To Order 9:02 a.m.
- II. Attendance

Present:

Amanda Cox Director, Spinnaker Media

Paul Runnestrand, Managing Editor, Florida Times-Union

Rich Jones News Director, WOKV

Francine Frazier, Senior Web Producer, WJXT-TV

Sam Foley, National Sales Manager, WJXT-TV

Staci Spanos, Anchor WJXT-TV

Patricia Booker Communications Professor

Dr. Kadesh Lauridsen, English Professor

Others Present

Davin Green, Spinnaker TV General Manager

Jack Griffis, Spinnaker Radio General Manager

Makayla Haynes, Spinnaker Creative Services Director

Sasha Koresh, filling in for Madelyn S. Editor in Chief

Rodrigo Arias, Spinnaker Coordinator

Absent:

Kai Burgess, Student Member from Communication

Carianne Luter, Digital Media Engagement Manager, WJXT

I. Old Business

- a. Board to vote on meeting minutes from September 5, 2025.

Unanimously approved.

II. Makayla updated on her department first, since she must leave early.

Metrics for the month of September on Instagram-

666,440 Views

18,446 Interactions

Team Update

In September, she hired 3 new people, filling her team! She is currently working on training all of them in their assigned roles.

Fall Goals-

Hire and train a new creative/marketing department that follows processes and works collaboratively with other departments.

Run 3 long-form targeted campaigns over the course of the semester with specific goals and metrics in mind.

Develop project management structures and templates for her team.

III. Public Comment

IV. New Business

- a. Amelia is interviewed first. Booker asks her where she consumes news from, Amelia replies Instagram.

Then Sophia is interviewed, Booker asks her where she gets her news from and Sophia replies Instagram and NPR.

- b. Other Department Updates

TV:

Numbers:

1.3k views

56.5 watch hours

+14 subscribers (just passed 600)

Most popular: Interview with President about AI, ICE, etc - 212 views

Department

Have 2 interviews for a potential 4th member of TV next week, hoping to start onboarding that person by end of next week

Began implementing new techniques to enhance production quality - last week implemented OTS shots on the TVs behind the anchors to allow for an easier segue (segway) into broll/packages

Last week, Annette plans on doing a stand-up on the beach talking about the weather and then “stepping into” the studio to round off her weather segment

Annette - been doing a phenomenal job with Osprey 101 and being a big help with Nest News and doing run throughs while Madeline and I work on getting things prepared

Madeline - absolute rockstar, tackling our biggest stories and writing them beautifully. Even did the editing for the interview with the president which came out great. Slowly starting to train her on switcher

Matthew - he’s doing better but there’s been some frustrations with composition and how he’s been going about getting packages. But we sat down with him and gave him some feedback and he seems to be implementing those well so far Follow up email so he has it in writing.

News

30-day analytics for unfspinnaker.com

Page Views: 29,061 (+41.98% from August)

Active Site Users: 16,454 (+61.46% from August)

Average Engagement Time: 48s (+4 sec from Aug)

Top Performing Stories:

Professor and former Trustee takes legal action against UNF

UNF announces it will offer free AI certificate

Letter to the Editor: A message to the Osprey community about censorship

UNF president announces he is sole finalist in USF presidential search

'I'm not here to be the hero': UNF president on ICE agreement, his role

September Updates

Magazine has been released! Has been received well

1200 digital views on release day, still climbing

Distribution went much smoother this time around.

Officially launched the bi-weekly sports newsletter, has been performing decently with around a 6% click rate and has an established audience of around 1200 subscribers.

(if they ask, explain that most of these subscribers are from the previously established sports newsletter from a few years ago)

With that, my fall goals that I set over this summer are now complete! :)

What's next?

Hiring a general assignment and police reporter

Training potential EIC candidates

Wrapping things up / adding things to training materials for a smooth transition when I graduate

- V. Announcements
 - a. Our next meeting is on November 7, 2025
- VI. Adjournment 10:08 a.m.