

Spinnaker Media Advisory Board Meeting

Friday, September 5, 2025, 9:00 a.m. on Zoom

Call to Order: 9:02 a.m.

Present:

Amanda Cox Director
Paul Runnestrand
Rich Jones News Director
Francine Frazier
Sam Foley
Staci Spanos
Patricia Booker
Dr. Kadesh Lauridsen
Kai Burgess

Spinnaker Media
Managing Editor, Florida Times-Union
WOKV
Senior Web Producer, WJXT-TV
National Sales Manager, WJXT-TV
Anchor WJXT-TV
Communications Professor
English Professor
Student Member from Communication

Others Present

Davin Green,
Jack Griffis,
Makayla Haynes,
Madelyn Schneider,
Rodrigo Arias,

Spinnaker TV General Manager
Spinnaker Radio General Manager
Spinnaker Creative Services Director
Spinnaker Editor-in-Chief
Spinnaker Coordinator

Absent:

Carianne Luter,

Social Media Producer, WJXT-TV

Introductions: Board members welcomed new members Dr. Kadesh Lauridsen and Professor Patricia Booker. All board members and new attendees introduced themselves.

Recognitions: Amanda acknowledged Staci and Sam for their 10 years of service.

I. Old Business

Minutes Approval: The previous board meeting's minutes were unanimously approved following a motion by Rich, seconded by Francine.

Bylaws Approval: A motion to approve the new bylaws was made by Francine and seconded by Professor Booker. The motion passed with a unanimous vote.

Spinnaker Business Manager: Amanda provided an update on the open Business Manager position.

II. Departmental Updates

Creative Services:

Makayla reported a 22% increase in Spinnaker's follower count since the last meeting. She also noted three departmental openings and explained a pivot to a new project management structure. Makayla gave an update on the brand guide soft re-brand. *Note: Makayla left the meeting early for class.*

Television and Video:

- David provided an update on YouTube analytics and addressed personnel issues.
- He praised the new TV "bug" (logo) for its satisfactory performance.
- **News Broadcasts:** The first news broadcast of the semester was a success with no issues.
- **Anchoring Auditions:** Auditions were well-attended. An anchor rotation system will begin on Wednesdays to give students more production experience.
- **Storage and Coordination:** David explained the system for storing B-roll and clarified how the News and TV departments coordinate content.

News:

- **Performance:** Madelyn reported a significant increase of 182 impressions compared to the previous summer, attributing the success to team effort and praising Makayla's assistance.
- **Journalism Development:** Madelyn highlighted how she helped her reporters develop their journalistic skills, citing a specific instance where a reporter handled being turned away from a sports game well.
- **Newsletter and Website:** Madelyn detailed the planned rollout of a sports newsletter, improvements to the website (including ADA compliance), and a maintenance strategy.
- **Archives:** Madelyn expressed concern about the archives due to a backlog of uncompiled articles from previous administrations.
- **Community Engagement:** Francine asked about reporter engagement with the community. Madelyn noted that a lack of story pitching was a challenge for her team. Francine suggested using a "beat system" similar to WJXT's. Staci praised the news coverage.

Radio:

- **Online Transition:** Jack announced that radio services are now online-only, which he stated was in Spinnaker's best interest.
- **New Programming:** The "Spinnaker Underground Radio Hour" launched, focusing on campus creativity with student contributions.
- **Operations:** There is an ongoing push for ADA compliance, and many students have volunteered as DJs.

- **Goals:** Key goals include achieving ADA compliance, establishing a stronger presence in the local music industry, and honing creative projects.

Business:

- **Hiring:** Jack reported on new hires and highlighted Alli as a successful addition to the team.
- **Finances:** Amanda provided an update on the Business department's financial totals.

III. New Business and Discussions

Content Strategy: Paul suggested repurposing content from other major outlets. Francine recommended using Google Doc checklists for organization.

Tour and Workshop: There was a discussion about touring Cox Media Group and Action News Jax.

Journalist Challenges: Professor Booker discussed the general struggles faced by journalists, both at UNF and elsewhere.

Alumni Networking: Amanda invited board members to an upcoming alumni networking event.

Q&A with Jack:

- Francine thanked Jack for publishing podcasts on multiple platforms.
- Professor Booker asked about Jack's connections in the music industry and encouraged him to engage with her students.
- Rich encouraged Jack to continue utilizing the "Theatre of the Mind" and to explore interdisciplinary studies.

IV. Announcements and Adjournment

- **Next Meeting:** The next meeting is scheduled for Friday, October 3, 2025.
- **Adjournment:** 10:23 a.m.