

Spinnaker Media Advisory Board Meeting

Friday, February 7, 2025, 9:00 a.m. Hybrid

Call To Order - 9:02 am

Attendance

Members Present

Amanda Cox	Director, Spinnaker Media
Paul Runnerstrand	Managing Editor, Florida Times-Union
Rich Jones	News Director, WOKV
Staci Spanos	Anchor WJXT-TV
Carianne Luter	Social Media Producer, WJXT-TV
Francine Frazier	Senior Web Producer, WJXT-TV
Sam Foley	National Sales Manager, WJXT-TV
Dr. Ash Faulkner	English Associate Instructor I Writing Program
Professor Ken Thomas	Senior Broadcast Engineer Technician, Faculty
Kaylie Philips	Student Member from English
Kai Burgess	Student Member of Communication

Members Absent

Charlie Mapps	Student Member from English
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Others Present

Laura Filipov	Spinnaker TV General Manager
Jack Griffis	Spinnaker Radio General Manager
Makayla Haynes	Spinnaker Creative Services Director
Madelyn Schneider	Spinnaker Editor-in-Chief
Abigail Nichols	Spinnaker Business Manager
Rodrigo Arias	Spinnaker Coordinator

Welcome

Amanda greets the Advisory Board.

New Business

Rich motioned to reaffirm Makayla as Creative Services Director, and Francine seconded the motion. The vote was unanimously in favor.

Jack updated the Advisory board on TuneIn metrics and Heavy Metal Mondays (HMM). He also informed the board of his team's initiatives, such as new podcasts, vinylthon, and black history month initiatives. Rich commented on the great energy Jack brings to the team. Carianne asked if he was the one that recorded the promo for HMM. Jack replied that he did.

Laura updated the Advisory board on metrics for TV's YouTube channel and informed them of the new TV opening for a Nest news Content Producer. Laura mentioned that this role would focus on news and script writing. Updated the Advisory Board on potential continuation of Spinnaker Tries and potentially producing an Uptown Cheapskate package. Staci asked Laura if Spinnaker volunteers have TV production/journalism experience. Laura replied that they don't fully have this experience but are working weekly to develop this skillset. Staci then asked Amanda from what corners of the academic world students involved with Spinnaker come from. Amanda replied that it isn't about what they study but about their strengths and staffing weaknesses. Francine commented on the good work Alek has done with the packages he's been producing. She also gave Annette props on her weather production, stating that she looks like a natural in front of the camera.

Makayla updated the board on channel metrics for the month. She mentioned that her content focuses on students and how the content relates to Spinnaker as a whole. She also updated the board on the magazine rollout campaign she and her team have worked on. Makayla comments on Chay's pivotal role in short format videos and their success. Francine asked if Jack's HMM promo could be repurposed for other platforms. Makayla replied that this is possible.

Madelyn updated the board on the News department metrics for January. She mentioned that she's studying the analytics and trying to learn from them. The newsletter open rate is 77.4%. She also praised Alek's packages, stating that they help the news department add more material to their stories or even conceptualize new ones altogether. Rich asked if this statistic influences the news selection for the newsletter based on the demographic. Madelyn replied that they do keep that in mind. She explained in the newsletter that she's been doing A/B testing. This last test, she added pictures and emojis. She states that she will continue to test to improve these numbers further. She then asked if there were any suggestions. Francine mentioned that she doesn't put emojis on the header, but she does for things further down in her newsletter. Francine then asked if the newsletter is being promoted. Madelyn replied that we are promoting it on several of our platforms. Madelyn asked for advice on SEO. Paul suggested familiarizing yourself with Google trends. Madelyn then asked if there's anything that the Advisory Board wants to see from news. Rich mentioned to keep your finger on the pulse of the new leadership locally and nationally.

Abigail updated the Advisory Board on her new business goal amount: 14,205.75. She also updated the board on ongoing clients. These updates included her team's efforts with prospects and outreach. She informed the Advisory Board on the new prospect checklist she developed for the department and the business department's new meeting structure. Carianne asked how sold advertisement slots are managed. Abigail replied that it varies from client to client.

Old Business:

Vote On the December 6, 2024, Meeting Minutes. Francine motioned to approve, and Sam seconded. The vote passed unanimously.

Announcements:

The next Advisory Board Meeting will be on March 7, 2025.

Adjournment-10:00 a.m.