

Spinnaker Media Advisory Board Meeting

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

Call To Order - 9:03 am

Attendance

Members Present

Amanda Cox	Director, Spinnaker Media
Paul Runnerstrand	Managing Editor, Florida Times-Union
Rich Jones	News Director, WOKV
Carianne Luter	Social Media Producer, WJXT-TV
Francine Frazier	Senior Web Producer, WJXT-TV
Dr. Ash Faulkner	English Associate Instructor I Writing Program
Professor Ken Thomas	Senior Broadcast Engineer Technician, Faculty

Members Absent

Staci Spanos	Anchor WJXT-TV
Sam Foley	National Sales Manager, WJXT-TV
Kaylie Philips	Student Member from English
Kai Burgess	Student Member of Communication
Charlie Mapps	Student Member from English

Others Present

David Green	Interim 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

Amanda called an audible and moved the budget to the top of the meeting. She reviewed the A&S, SLS, and Auxiliary budgets for the 2025-2026 fiscal year. After reviewing the budget, Ken suggested utilizing FWS in additional roles. Paul asked about the minimum wage.

Amanda updated the Advisory Board on the ongoing issues with Spinnaker Radio's antenna.

Jack updated the board on the new staff and DJs and provided the metrics for February. Also, he mentioned that themed hours are in production.

Madelyn updated the board on the News department's metrics for February. Madelyn spoke on the department's top stories for the month. Updated the board on newsletter metrics as well. The Magazine was rolled out in February, Madelyn stated. Madelyn also updated the board on the Student Government election coverage.

Paul asked Madelyn about using the AP Newsroom subscription. The team discussed its use; Madelyn and David emphasized the importance of AP news stories for Nest News. Amanda mentioned we need AP stories and that Spinnaker splits the costs with the School of Communication. Ken noted that it helps his internships in the department. Paul mentioned that it is worth considering alternatives that provide visuals for less.

Makayla updates the board on Instagram analytics. She wants to reach 5k followers before the semester ends. Makayla asked Carianne for suggestions on the new platform. Carianne replied that they should at least create the account to claim the handle. She also suggests planting content seeds early on as opposed to later in the platform's lifetime.

Abigail updated the board on new revenue: \$21,726.04. She gives the board a PowerPoint presentation on goals and objectives. She brought the Advisory Board up to date on the ongoing campaign.

David updated the board on TV and his goals. David explained how he's focusing on strengthening news. He's excited about a Nest News producer. He's been working on graphics. David's goals are to define roles and have backup roles, grow the YouTube channel, and organize the equipment.

Announcements

The next advisory board meeting is scheduled for April 4, 2025.

Adjournment 9:58 am