

# Spinnaker Media Advisory Board Meeting

Friday, April 4, 2025, 9:00 a.m. Hybrid

**Call To Order** - 9:02 am

## **Attendance**

### **Members Present**

Amanda Cox	Director, Spinnaker Media
Paul Runnestrand	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, Writing Program
Sam Foley	National Sales Manager, WJXT-TV
Alena Mika	Student Member from Communication

### **Members Absent**

Professor Ken Thomas	Senior Broadcast Engineer Technician, Faculty
Staci Spanos	Anchor WJXT-TV
Kaylie Philips	Student Member from English
Kai Burgess	Student Member from Communication

### **Others Present**

Davin 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**

Makayla updated the board on the social metrics, noting a 72% increase in impressions from last month and an engagement rate of 8.98%. The industry standard is around 3%. Makayla also anticipates reaching 5,000 followers on Instagram before the end of the semester. Makayla presents her goals for the summer and fall semesters. Her first goal is to update Spinnaker's brand guidelines to ensure cohesion. Her second goal was to investigate ways to utilize GPTS to increase efficiency. The board provided advice on using AI in the newsroom, including ensuring accuracy, and discussed opportunities for using AI in SEO and ADA. Makayla also updated the Advisory Board on the recent Giving Day Campaign.

Madelyn updated the board on the newsroom. Madelyn highlighted that views were up 8% last month and described the recent news coverage. Madelyn's goals for summer and fall are to redesign the website with ADA compliance in mind, create and roll out a fall magazine, and bring back the sports newsletter with the Sports Editor.

Abigail updated the board on the business department's numbers. Abigail notes that the fiscal year revenue goal is \$26,401, and the department has raised \$23,775.32. She highlights the following: Raquel closed with Frasatti, SLS advertising funds have been completely used, and the team is following up on proposals for local clients. Abigail's goals for the summer and fall semester are to reach the revenue goal, organize the sales executive training, and hire a fourth sales executive.

David updated the board on TV, highlighting the 559 YouTube subscribers. He informed the board that he has hired and onboarded two new students since March, including a News Director. David's goals for the Fall and summer are to train his team in their positions before cross-training them in different roles and to create a second show similar to a morning show that enhances the channel and brings more views to Nest News.

Jack updates the board on Spinnaker Radio. His summer and fall goals are to hire a new program director as the current program director graduates in May, continue working through the ongoing radio tower/antenna situation, and bring the radio website up to compliance. Francine asked about music reviews, and Jack replied that he writes them and hopes others contribute as well.

The board discussed the Spring Leader Evaluations. Francine motions to retain all leaders for the summer and fall semester, and Rich seconds the motion. A hand vote is taken, and the motion passes unanimously.

The Rich motions to approve the Minutes from February 7 and 17, and March 7, 2025. Sam seconds the motion. A hand vote is taken, and the motion passes unanimously.

## **Announcements**

Amanda informs the board that this is the last board meeting of the semester and the next meeting will be September 5, 2025.

Amanda asks the board for volunteers to review the bylaws, which will be presented to the full board in September. Francine and Dr. Faulkner volunteered to help.

Amanda wraps up the meeting by recognizing Alena, thanking her for her service, congratulating her on her graduation, and saying goodbye since it was her last meeting.

**Adjournment 10:13 am**