Monthly Activity Reports
from the
Director, Media Advisers,
Student Managers and Editors
April 19, 2012

Members of the Board of Operating Trustees:

In my final board report ever, I would like to thank everyone on the board for their support of Cactus. It has been quite an experience as a student manager the past year and I am thankful for the opportunity.

I think there was a lot of distress and confusion within the board during our last meeting about our publishing contract. We have an odd contract with Weiswirth - which has me confused pretty regularly to be honest. From my understanding, we need to sell 250 more books to comply with our contract. To do this, we will be tabling at the Great Texas Exit May 18 and 19 at the Alumni center. The Texas Exes were very cooperative in trying to include us in their event, held during spring commencement. Graduation is a great time to sell book to parents and recent grads. We'll be giving out graduation/UT themed postcards and order forms, as well as having a computer on site to encourage some to purchase a book on site. We'll be trying to promote sales during orientation, as well, which we spend the entire summer doing through freshman portraits.

In retrospect, we rented a photo booth for 40 Acres Fest as a way to promote the book and readership. The booth was free for anyone to use, but I required everyone you wanted to use the booth to first "like" us on Facebook, if they hadn't already. Our likes increased from just under 250 to 409 that day, and our overall reach via Facebook increased by 9600% - which is so much it is laughable.

Anyway, I think I was a good way to get students engaged and aware of the book. Ideally, I would love for Cactus to build our own booth within the next year, and use it as a way to make money. We could rent the booth to student organizations hosting events - which is literally all the time.

In addition, we would be at all campus events anyway, letting students take photos and engaging them with use online. Hunter and I have some summer projects, in other words.

Best,

Bianca Krause
Editor-in-Chief,
Cactus yearbook
Jack's Report

My office has moved! If anyone needs to reach me, you can find me in the business office, HSM 3.200. I will be there at least through the summer while the 2nd floor is being renovated. My phone number is the same, 471-1084, but my email has changed: jacksimons@austin.utexas.edu. Please continue to let me know if you have any questions or need any specific information.

Talks with our yearbook publisher, Walsworth, is on-going, but there is hope that we will be able to continue our working relationship with them. They have always generously worked to help us put out an award-winning yearbook for the university. Our new representative, Ryan Renaldi, has been exceptionally supportive this year.

The Cactus participated in Forty Acres Fest last week. This event showcases all of the organizations on campus. The Cactus staff had a photo booth set up for the event. It was a fun activity for everyone, and it was a good way to publicize the need for everyone to have his photo taken for the yearbook.

Freshmen Orientation will begin at the beginning of June, so preparations are already in the works. The Cactus yearbook holds a photo studio twice a week during each session in order to capture as many freshmen as possible. This is the time that we can reach out to the most freshmen, and it helps us get more pictures and sell more books during Orientation.

I have already finished the front section of the Freshmen Directory, which includes 10 pages of UT traditions and facts about the university. Now after we take the photos during the orientation sessions this summer, we will include those pages before the books are mailed out to the buyers right before the students arrive for the fall semester.

The different TSM entities are preparing for their end of the year parties. I have prepared award certificates for them to hand out at each function to their deserving staff members.
April Board Report

To the TSM Board,

Since our last board meeting we had a 2nd general meeting, which was focused on updating the bulk of our volunteers about new things going on at the station since emails aren't always the best way of communicating. In the meeting we updated everyone on the 24seven, new station policies, and the app. We had one very gracious volunteer, Demi, who gave Chris his iPhone to use in developing the iOS version of the TSTV app. Between that and the Mac computer we plan on lending Chris from the station, he should have a nice version of the app for iOS soon.

At this time our volunteers are extremely excited about 24seven and have come up with all sorts of ideas for shows to fill up time. These ideas range from extra episodes or spinoffs of current shows to entirely brand new shows. The last 24seven gave rise to The Night Nite Show, so I’m sure a couple of these new shows will come back as a regular show in the fall. Big thanks to our marketing team for getting us some coverage on the event! At the time of my writing this, we’ve had interviews with The Horn, The Austin Chronicle, and KVRX. We’re anticipating more interviews in the next week or two. Also, a huge shoutout to the sales team who’s been working like crazy with us on getting sponsors. We’ve really enjoyed the synergy that's been going on. At the end of the week, we’ll also be making three presentations about journalism at the ILPC Journalism Convention here n campus. Our producers are excited for the opportunity to talk about what their work here has given them to high schoolers.

As for normal operations, things have been running mostly smooth. Our staff director and programming director have dropped out of their positions due to personal and medical reasons, but their replacements have more then stepped up to the plate and adjusted quickly into their new roles as staff members. So luckily we didn't encounter much of a speed bump there. I should also point out that our sports department got Longhorn highlights from an alum filming an away game at his job in KLBB in Lubbock. Goes to show you how much the alums love this place.

And finally, we’ve won some pretty great awards since the last board report! We’ve been awarded the best entertainment broadcast from the CMA Apple Awards in New York, and a first place award from SPJ for sports photography. We also took home second place for television news reporting as well from SPJ! I’m extremely proud to say we’re still bringing home awards in news, sports, and entertainment!

Steven Zurita
TSTV Station Manager 2011-2012
Manager@TexasStudentTV.com
Texas Student Media Board of Operating Trustees,

This past Friday marked a groundbreaking occasion for TSM: it was the first time that all the student managers, advisers, and a handful of student staff have gathered to educate each other on our respective revenue projects. Myself and everyone I've talked to found this session incredibly helpful. Communication and brainstorming in this fashion is crucial to the vitality of this organization, and gathering to discuss our plans for advertising and event revenue was really enlightening. This type of clear, open dialogue about advertising and general revenue plans is essential going forward, and I hope it continues.

The station's year-end projects are in full swing and quickly coming to fruition. Katy, Jalilah and myself recently met to fill Katy in on basic Station Manager protocol, and Katy is quickly and enthusiastically becoming familiar with her roles and responsibilities.

After some initial testing of our new website, we've decided to stall the official launch until Friday, 4/27. There were some reoccurring bugs that Michael has had to re-visit, but I'm still fully confident that the finished product will be the best online presence the station and our fans have ever seen. My staff and I have already begun filling the site with photos, album reviews and blog content for the launch. I'm personally very excited about the prominent display of album reviews; all too often I see very well-established music blogs and websites post album reviews to records that KVRXers have already been listening to for a year, and it's refreshing to know that we'll be able to beat those folks to the punch.

Friday, 4/20 marks our Local Live CD Release Show at the 29th St. Ballroom at Spiderhouse. We're all very excited for this as well. Curtis Henderson, our Local Live Director and audio engineer of all the sessions, has done an incredible job preparing the artwork, selecting and contacting the bands, mastering the audio, etc. This year's theme is apocalyptic in a healthily ironic way; hands-on professional experience gained through projects like Local Live are the means by which KVRX will continue to remain relevant to UT students for years to come.

By my next board report, expect to see great things happening online for KVRX. We finally have a professional, up-to-date public outlet for our incredible storehouse of music knowledge and underrepresented community issues, and it's a very exciting time.

Travis Bubenik
2011-2012 Station Manager
TSM BOARD REPORT

April 2012
Dan Knight, Broadcast Adviser

TSTV

Regarding the agenda item to change the call sign of the TV station, I'll offer the detailed explanation here. The original legal call letters of the analog station were K09VR-TV. This corresponded somewhat with KVRX-FM since we could also use KVR-TV. You'll notice there are only three letters instead of the four you see on most stations. That was how the FCC differentiated full power stations from low power stations. Full power stations were AAAAA-TV, low powers AAA-TV or an optional XXXX-LP.

Now that all stations are digital, the -TV designation has been replaced by -DT for full power stations and -LD for low power. Viewers are not aware of this, so many full power stations primarily use only their four-letter call sign except for the once an hour required legal ID which is often not the most prominent thing on the screen.

We are allowed to adopt a four letter call sign as long as the suffix is -LD. This is not the problem it was during the analog era since nobody really knows what -DT or -LD designates, whereas with the analog station it was an impediment to explain why we would be -LP versus the ubiquitous -TV.

Advantages of a four-letter call sign: 1) More easily marketable since marketing and promotional materials would primarily use KVRT, which doesn't need to be explained. 2) More credibility on resumes. Again no explanation for a three-letter call is needed, and there are very, very few graduates that can list real, on-air experience at a call sign station. 3) Retains the legacy KVR with which alumni associate. 4) Along with HD and improved production values, it is another piece updating the station's image.

The procedure is to file a routine form with the FCC.

We will also be holding the annual "Pizza Summit" for a few of the incoming and outgoing leaders to gather. Besides a transfer of knowledge, it's an opportunity to discuss what went well, what went wrong, things that can be fixed, and things that can go away. We develop goals, and plan for the next year using the experience of the outgoing leaders and the aspirations of the incoming leaders.
KVRX

The "Local Live" CD release party and show has some locally popular acts so we're hoping for a big show. Travis will have an update. This is the sixteenth edition of the "Local Live" CD. That's quite a tradition. Local Live in general and specifically the CD has been the career springboard for a number of KVRX producers and also several bands. It reinforces the reputation the station has for indentifying the new up-and-comers.

Hearty congratulations to KVRX's Michael Neverdakis. Michael is a PhD candidate in the Radio-Television-Film Department and has won a prestigious Fullbright. He does a weekly program on the station "Austin Hellenic Radio," which has become a real focal point for the (much larger than I imagined) Hellenic community in Austin. He takes a no-holds-barred approach to problems in Greece, doing interviews with prominent economists and distinguished guests representing various viewpoints. Michael engages them in a high level of discussion that you don't often get, even at the network level. He also plays some Greek music and does news and interviews with locals from the Greek community. It's really a model radio program---for any station. If you'd like to listen, it's Thursdays at 7:00PM.

There's a frenzy of training on the new website. Training over 70 DJ's is somewhat of a daunting task, but now that the major parts of the site are in place, the training has begun. The website is tied to the automation and music program system, which will allow some additional features, like album art displayed during songs and many others. Nevertheless with flexibility comes complexity, which is somewhat like changing the course of an ocean liner--oh, and we still need to be on the air each day. Enough music has been entered into the automation music program that we will begin running it in non-FM hours along with the new website. That's the first step toward giving internet hours the same feel for KVRX internet listeners as for FM listeners. It will allow intentional programming rather than a shuffle, including timed announcements and even DJ interstitial.

We will also be holding the annual "Pizza Summit" for incoming and outgoing radio leadership.
We’re almost there! It’s been an exciting, stressful and mostly great semester at the Texan. We’ve incorporated more graphics and illustrations into the paper, explored topics ranging from tuition rates to the pizza and produced more great sports features than I’ve seen in the paper before.

We’re hoping to finish out the last week with smooth sailing and get ready to move out of the basement for the summer to make way for the remodeling project. It will, I’m sure, be a shock to come back in the fall to a totally new facility, but we’re looking forward to the more open space.

If all goes as planned, today the Texan’s special issue on race, racism and diversity is on the stands as I am speaking to you. The issue is in part a response to the backlash the paper received re: the controversial Trayvon Martin cartoon. But it is primarily a chance for us to explore an important issue on campus that affects many students — and one we were not familiar enough with before we began the work.

I’d like to express full confidence in Aleks Chan as an applicant for managing editor. His commitment to the paper has made my job easier this semester, and I know he will take over and do excellent work.

I thank the board for this opportunity to serve The Daily Texan as its managing editor. I am proud to be part of this organization.

Regards,
Audrey White
DT Managing Editor Spring 2012
The Daily Texan Editor
April Board Report

In the wake of the controversy surrounding the cartoon that ran March 27 in The Daily Texan, today's (April 27's) issue of the Texan is especially focused on diversity on campus. Of course, the issue is not an exhaustive exploration of diversity, but hopefully it serves as the first of many steps to cover various issues of significance far more effectively and thoroughly than before.

Dozens of staff members attended the round table discussion earlier this month with Frank Guridy, associate professor and director of the John L. Warfield Center for African and African American Studies; Ted Gordon, associate professor and chair of the African and African Diaspora Studies Department; journalism professor Robert Jensen; and Texas Observer columnist Cindy Casares. At the meeting, we discussed how to better reach out to the UT community, and several staff members afterward remarked on the insightful and beneficial nature of the discussion. We have also scheduled an open forum April 25 to discuss how The Daily Texan can improve its outreach and coverage.

Additionally, the editorial board has had several discussions on how The Daily Texan can better raise consciousness of race and diversity on campus. We have contacted professors, students and alumni to get their input on how best to do so. The opinion page will remain an open forum for guest submissions, and we will be more proactive in soliciting content that represents our readership’s diverse perspectives well.

Within the opinion department, incoming editor Susannah Jacob, the other editors and I have discussed ways to improve the process by which we evaluate and run cartoons. One possibility is to, first, hire more editorial cartoonists, one of whom can edit the others’ cartoons. Another option is to outsource our cartoons to the comics department, as we do with our photos to the multimedia department. Both of these possibilities have clear benefits and disadvantages, and the editorial board is currently trying to decide how best to move forward.

To help address the structural problem that is inherent to the Texan, we hope to better publicize the tryout process and encourage students from various colleges and those who may not otherwise be inclined to apply to do so.

Since I became editor last June, The Daily Texan has seen several changes, including the addition of a web department and the combination of the photo and video departments. Our website has been totally revamped, and our Twitter and Facebook have gained thousands of additional followers. I have worked throughout the year to increase collaboration both internally — among departments within The Daily Texan — and externally — among entities within TSM. The increased internal collaboration was apparent during the Student Government elections, the coverage of which reflected the
combined efforts of the news, opinion, multimedia and comics departments. Moreover, the relationship between the Texan and TSM is far stronger, and I hope that growth continues.

The Daily Texan has received a number of accolades this year. In the opinion department, our editorial board ranked first in editorial writing and our columnists third in column writing in Region 8 by the Society of Professional Journalists. The Texan also received three other Mark of Excellence awards in the region.

I have thoroughly enjoyed my term as editor-in-chief of one of the top college newspapers in the country. Moving forward, the Texan will continue to evolve to better serve the University community. As it does, I ask future TSM board members and alumni to refrain from attempting to assess the value of the Texas Student Media experience by examining the number of TSM alumni working in media-related careers. I do not plan to pursue a career in journalism; nevertheless, this experience has proved invaluable. Thank you for your support and for the opportunity to work in this capacity.

Viviana Aldous
Daily Texan Editor
The Daily Texan Editorial Adviser's Board Report

Let’s see... what hasn’t happened since the last time we spoke? How about the good stuff first?

1. The Texan had a distinguished visitor – Neil Brown, editor of The Tampa Bay Times – who came and met with staff and offered his assessment of our work. His message: We’re good, but not great. Take more chances and go for bigger stories. Improve the quality of the writing and the ideas behind the stories. Have more fun. What he liked: Life & Arts coverage, the Opinion page and the comprehensive nature of our campus coverage.

2. The Texan and its staff received a number of prestigious awards. The Texas Associated Press Managing Editors named the Texan the top daily collegiate paper in the state for 2011. It’s the second year in a row the Texan has won this honor. The Society of Professional Journalists named former Texan Sports editor Trey Scott the top collegiate sports columnist in Region 8 (Texas and Oklahoma) for 2011. The Opinion page staff also took the top spot for editorial writing. Both will now compete on the national level. Also honored were senior reporter Liz Farmer (second place in investigative reporting for a MyEdu story), the Texan Opinion page columnists (third place) and the Texan website (third place for affiliated website.)

3. The Texan is preparing for a different type of summer. Design prototypes for a weekly tabloid edition are in the works (at a new, reduced size that should help save some money and fit in with the Statesman’s printing web reduction.) The long-rumored Texan newsroom renovation will begin after the last edition of the semester appears on May 7 and preparations are under way to expedite that process. A lot of detritus of semesters past will disappear with the renovation, which is a good thing. But the memories will remain.

Then there is the matter of the Trayvon Martin editorial cartoon that went viral. Here’s what we have learned:

1. Clearly, the cartoon never should have appeared in print. It was ambiguous in its meaning, it contained an obvious error and an offensive phrase. The repercussions were massive and immediate. Ultimately, I think the editorial board handled the rapidly evolving situation as well as could be expected. I think managing editor Audrey White distinguished herself for her willingness to meet with protesters while also putting out a paper and boosting staff morale. I applaud the entire Texan staff for keeping their heads and doing their jobs while in the middle of the maelstrom. They found out what it’s like to be in the media spotlight and it’s a lesson none of them will soon forget.

2. I’d like to be able to say such a mistake will never happen again. But after seeing almost everything go wrong that could go wrong during a 30-year career in the news business, all I can say is I don’t believe the Texan staff will make THAT mistake again. Every element of the paper (and website) has to be examined and weighed for its possible impact on our readership. That doesn’t mean something won’t be published, but it means it propriety and its correctness must be closely assessed. I’ve only asked that I not be surprised by anything I see in the paper. That’s only happened twice in my tenure: on this occasion and last spring when an offensive file photo
was used as the dominant image on the front page. I’ve asked the staff to not let that happen again. Of course, a new staff is about to come in, so I’ll be making that point again.

3. The Texan needs to raise its own consciousness -- and that of the campus community -- to matters of race and diversity. To that end, Audrey has already arranged a newsroom forum with professors and administrators that proved to be of great value to the staff. We plan to make it part of the orientation process that kicks off each new semester. Viviana is also holding an open campus forum on the coverage of race a few days before the board meeting. The Texan is putting together a special, in-depth edition focusing on race at UT-Austin. You should have seen it by now. If the edition half as good as I hope it will be, I think the paper’s readers will be impressed and it will be clear that the Texan staff is listening to the concerns of the community.

I’ve been pleased with the work accomplished in the basement this semester. I’m looking forward to what the summer brings and meeting the challenges facing the Texan, TSM and the University in the fall and in the renovated newsroom.

Doug Warren/Editorial Adviser, The Daily Texan
TEXAS TRAVESTY
April Board Report

The Texas Travesty is excited for its third issue of 2012! On the stands now! Snacks! Senior goodbye columns! Jokes! Comics!

In sports news, the Texas Travesty IM Softball team remains undefeated for its third game in a row (Are you undefeated if you forfeit every game?), anyways, Go Travvies! And be sure to check out the weekly IM Sports Report blog on our website, written by our very own pet graduate student, Mr. Joe Faina!

This week, I will be performing during the Moontower Comedy festival. The staff and myself will be interviewing as many comics as possible for some solid online content for next year.

Speaking of live comedy, please come to our comedy show April 27th at the 21st street co-op. We are going to feature some hilarious Austin and Dallas comics. It's going to be a really fun time and we hope to see the entire board of trustees in attendance.

Finally, I'd like to thank the graduating seniors by listing their replacements for next year. Here are the upper-staff members for 2012-2013:

Kristen Moor, Managing Editor
Dustin Mark, Associate Editor
Nick Mehendale, Associate Editor
Aaron Rodriguez, Design Director
Shelby Wilson, Webmaster
Katherine Swope, Publicity Director
Vishal Jain, Events Coordinator
Aston Wallin, Distribution Director

And hopefully,

David McQuary
Editor-in-Chief
**Student Advertising Notes: CJ Salgado - Advertising Adviser & Ryan Ford, Student Manager**

We are concluding our interviews for hiring student staff for the upcoming summer and fall semesters. The Advertising team did a great job recruiting candidates during the Communication Job Fair at The UT Club in the stadium, and we are excited about the high number of applicants. Our primary focus is booking Orientation revenue, and coordinating participation at the Orientation events over the summer. The advertising team would like to thank Amy Villarreal for taking the time to discuss revenue with the TSM staff. It was a great experience and we are hoping to have more of those in the future, we feel it was eye opening to everyone involved.

I am very pleased to announce our Advertising department received four awards during the CNBAM (College Newspaper Business & Advertising Managers) 2012 conference. Many schools across the nation participated in the contest; a total 672 entries were submitted and judged by industry experts.

These are the categories we placed in:

- Best of Category - Best Group Promotion
- 2nd Place - Best Sales Promotion Materials
- Third Place - Best Sales Incentive Program
- Third Place - Best Display Ad Black & White

A big thank you to all of our professional staff and students in our Creative department! We greatly appreciate all of your hard work and dedication to our team and TSM!

Last, I would like to thank Ryan Ford for all of his contributions during his term here as Student Manager for the Advertising Department. He has thoroughly invested himself in TSM since his freshman year when he started as an Account Executive. Ryan, thank you for all of your hard work and determination. You have played an integral role in our team and TSM, and we will miss you. We wish you the best!

**Broadcast and Events Notes: Carter Goss - Broadcast & Events Manager**

**TSTV:** 24/7 Starts this Sunday and 12:00AM. The students at TSTV are broadcasting LIVE 24 hours a day from Sunday April 22 until Saturday April 28 at Midnight. There will be many special segments and features all week long. Day and Night. Please tune in.

We have ironed out most of the wrinkles with the Weekly Wheel Deals segment. We hope to use last week's show as a sales tool to grab more dealers in the Austin market.

Welcome Becca, I look forward to working with you.

**Radio:** The south by shows went smoothly and were well attended. KVRX received a lot of branding during the week. Local Live Volume 16 was pressed this week and will be released at the concert on 4/20 at the Spider House ballroom. We expect a nice turnout.

Welcome Katy, you've already shown what you can do with pledge drive, I look forward to teaming up and pushing the station further in the right direction.

**Events:** Fashion Alley is April 19. We continue to adapt to the needs of our clients and this year we have support from 9 clients that will receive a ton of exposure at this year's fashion show at the Frank Erwin center. This is the first year to combine our print product, Orange Runway, and the Textiles departments program into one piece. It's called Contour and turned out extremely sharp looking. Great job Adrienne Lee.
1. March Traffic Numbers

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2. Ongoing Projects

The KVXR website has been pushed back from a target date of April 20, 2012 to April 27, 2012. This is due in large part to the need to train DJs on how to use the new system. Once all staff members begin to use the system, I am confident that KVXR will have the best growth opportunity—I am encouraged by the OpenX ad numbers for the current kvrx.org.

3. Upcoming Projects

As in the last update, the upgrade and subtle redesign for the Daily Texan is still currently scheduled to occur during the summer of 2012, with a target launch of August 2012 with the new academic school year.

This redesign should also include a responsive mobile design. Since 20% of all traffic to the Daily Texan comes from mobile devices, a responsive design must be required. Because many mobile devices have different screen resolutions and aspect ratios, a responsive design will allow the Daily Texan to be flexible in its content delivery. Rather than having to create an iPhone version, an iPad version, a Kindle Fire version, an
Android version, etc. we can create one version that scales intelligently from a full-screen computer down to a small mobile phone.

Finally, the transfer to a managed Rackspace account is currently scheduled to occur during the intercession period in May 2012. Since a 3rd-party vendor is performing this transfer, little resources from the web development side should be required. However, it is impossible to guarantee that no problems will occur and some testing of the finished product by the web developer should be anticipated.

4. **Timeline of Projects (5 month plan)**

- Apr 15: Release of kvrx.org to testing
- Apr 27: Launch of kvrx.org
- May 21?: Beginning of managed Rackspace hosting transfer
- June 1: Beginning of major development of new *Daily Texan* platform
- Aug 10: Release of new *Daily Texan* site to testing
- Aug 20: Launch of new *Daily Texan* site, including mobile version
- Sept 1?: Begin discussions with TSTV about redesign
The western portion of the 3rd floor of HSM is being prepped for the Texan’s summer sojourn. Jack Simons’ move to the Business Office has cleared three contiguous rooms to house the newsroom, editors, and photo/video staff. Additional power and Ethernet drops are being added to the conference room to maximize the number of computers the Texan can use while they’re displaced during the renovation project. The move upstairs will occur during May 7-11; construction is due to start May 14 and end by August 10.

Copies of the program for the “Contour” Fashion Show were delivered to two dozen fashion/style/beauty establishments around Austin. TSM sold advertising for the program and organized the Fashion Alley vendor showcase preceding the event.

The audience study conducted for TSM by Harvey Research had a disappointing response rate (less than 7%). In addition, the respondents did not reflect the male/female ratio of the UT population, thus requiring the use of sample balancing to match the known 50/50 split. The challenge now is to determine useful findings that can be pulled from the data, particularly ones advertisers will find appealing.

Surveys will soon be sent to student members of the TSM Board and to the student managers and editors to assess how their positions have contributed to leadership growth. “Expand Opportunities For Effective, Ethical Leadership And Civic Engagement” is one of the initiatives in the Division Of Student Affairs’ strategic plan.

Frank Serpas III
TSM Operations Manager
Dear Board Members,

The end of the semester always comes so quickly. I have really enjoyed working with our student managers, and have been impressed with their leadership, initiative and flexibility. We will celebrate accomplishments across TSM with a variety of different awards that student managers and advisers will receive to hand out as we wrap up the semester. Additionally, we have received recognition and won several awards from other media associations. Jack is compiling the list of awards received, and it is impressive with almost every department receiving one or more.

A special thank you to board member Amy Villarreal for conducting the first ever TSM Revenue Roundup. I appreciate everyone’s participation and willingness to have open conversation. We are planning a follow up for June with the new student managers and professional staff.

We incorporated the budget revisions, and submitted the 2012/2013 budget to meet the University’s deadline. We will continue to have ongoing conversations, especially as we receive updates on SSBC funds, contract updates and as we review revenue projections in finishing out this fiscal year.

Lori and myself completed business training for all departments with the advisers, incoming and outgoing student managers to ease transition. We reviewed all business forms, policy, procedure and budgets for the remaining months in this fiscal year, along with outlining semester budgets for the upcoming year.

Frank and Lori have been diligent in reviewing contracts, and we were able to bring the Cactus photography contract up to date and received $3,000.

Digital Manager position is currently posted. We anticipate filling the position as soon as possible, and May presents the challenge of not having many students available for participation. Michael Redding has agreed to assist with interviews. As things progress, I will be seeking input and keep the team posted.

Frank has done an impressive job in heading up the renovation project. He is managing all the logistical aspects and Phase I of the project has already begun.

The coming months will be very busy in preparation for the upcoming year. I anticipate conducting board training in June and July. We will review performance evaluations for every staff member in July. Needless to say, it will be a busy summer.

Jalah Goette  
Interim Director  
Texas Student Media  
The University of Texas  
Work: (512) 471-3851  
jalah@mail.utexas.edu
TSTV DIGITAL PROJECT UPGRADE COMPLETION

The TSTV Digital Upgrade effort began in 2008, driven by two factors:

1) TSTV faced a January 2010 FCC deadline to switch from analog to digital broadcasting
2) Industry-wide adoption of high-definition production technology dictated that TSTV follow suit to continue to provide a relevant pre-professional student experience

Funding for the upgrade came via alumni donations, a special Student Services allocation, and the TSM reserve. Phase I of the upgrade was successful, as a digital transmitter and a channel 29 antenna were installed at the top of the UT Tower in January 2010. However, TSTV wasn’t able to broadcast at full power until July 2011, after resolving potential interference issues with KABB in San Antonio. In addition, roughly two-thirds of the funds raised for the upgrade were expended in the first phase, leaving less money for the second phase than originally budgeted.

Since then, the cost of technology has gone down enough, and new equipment has been developed to enable Phase II of the project. The two “big ticket” items are:

1) A high-definition live production system for the studio which includes a video switcher, graphics, playback of pre-recorded segments such as news video, format conversion, virtual sets and digitizing for later playout, all in one unit (the same equipment is being purchased by the Longhorn Network and is used by Fox Sports and other professional organizations)
2) A high-definition video server and automation system for 24/7 programming

Once the upgrade is complete, TSTV will be able to air high-definition programming and advertisements on channel 29.1. In addition, one last remaining hurdle, enhancing production values, will be addressed in a number of ways, especially:

1) “virtual sets” will greatly improve the look of many studio shows
2) new on-screen graphics will facilitate viewer interaction and make for better station branding

The attached spreadsheet shows details of the fund balance to date. Below are itemized equipment needs with initial estimates and a summary of fund sources.
### FUND SOURCES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<td>2012 TSM equipment allocation</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$44,052</strong></td>
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</table>

### PHASE II OF THE DIGITAL UPGRADE:

These are approximate prices. We plan to do two bids. One for the automation server and one for the Tricaster and miscellaneous items.

1) HD server with automation for channel 29.1,
   
   - single channel
   - 2 layers of crawl overlays,
   - one slate layer overlay
   - EAS downstream overlay
   **$13,000**

2) Newtek Tricaster 450 studio production system, including
   
   - control surface
   - additional Live Type license
   - 21" monitor, mouse, keyboard
   - Virtual Set Editor
   **$22,225**

3) Miscellaneous
   
   - analog to digital converter
   - SD to HD upconverter
   - trilevel sync generator
   - cables
   - digital to analog converter
   - green screen construction
   **$2,900**

4) Multi view monitor
   **1,500**

5) Routing switcher- HDSDI
   **2,000**

6) Studio camera viewfinders
   **1,700**

**TOTAL** **$43,325**
# Texas Student Media
The University of Texas at Austin
TSTV Digital Transmitter Analysis

## Source of Funds

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<tr>
<th>Source</th>
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## Use of Funds

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</table>
2012-2013 SERVICE AGREEMENT

Whereas the Board of Regents of the University of Texas ("University") and Board of Operating Trustees of Texas Student Media Trust ("Operating Trustees") have amended the Declaration of Trust;

Whereas, the Amended and Restated Declaration of Trust has altered the historic relationships between the Trust and the University;

The University and the Operating Trustees have for good and available consideration agreed as follows:

I. Definitions

1.1 The definitions in the Amended and Restated Declaration of Trust, a copy of which is Attachment 1 hereto and incorporated into this Agreement, shall apply to this Service Agreement.

1.2 “Operating Revenue” shall mean all revenue received by the Trust other than funds received from the University including student service fees.

II. Purpose of Agreement

2.1 The purpose of this Agreement is to implement paragraphs 3.1 and 4.1(b)(1) of the Amended and Restated Declaration of Trust and to allow the Trust to retain staff who are employees of the University.

2.2 The specific goal is to allow the current personnel who have served as advisers, accountants, and day to day managers of the Student Media to provide those services to the Trust without losing the retirement and other non-salary benefits they have
had as employees of the University and to allow such Leased Employees the opportunity
to take advantage of discounts and other purchasing advantages University Employees
enjoy.

III. Terms of Agreement

3.1 The term of this Agreement is from September 1, 2012, until August 31, 2013, provided, however, this agreement may be extended for additional one year terms by mutual written agreement of the parties fully executed prior to the expiration of the then current term.

IV. Leased Employees

4.1 During the term of this Agreement, the current Student Media employees of the University that are assigned to work for the Trust ("Leased Employees") will remain employees of the University. The Leased Employees are listed on Attachment 2 to this Agreement. The Leased Employees shall receive the salary and benefits they are receiving or would have received, but for this Agreement during the term of the Agreement. The Leased Employees shall be assigned during the term of the Agreement by the University to perform the tasks assigned to them by the Board of Operating Trustees, but remain obligated to comply with the Board of Regent's Rules and Regulations and the University's Handbook of Operating Procedures as provided in the Amended and Restated Declaration of Trust of Texas Student Media Trust. The Trust shall be responsible for reporting and verifying all Leased Employees assigned work schedule, reporting time, meal and rest periods and ending time in the form stipulated by
the University office of Payroll Services and as directed the assigned University Contract Administrator. The Operating Trustees may, however, request to terminate the services of any Leased Employee for any reason that would also constitute good cause for termination of employment of a University employee under the provisions of the University’s Handbook of Operating Procedures, provided that the actual decision to terminate the employee will by made solely by the appropriate University official for good cause shown in accordance with the University’s Handbook of Operating Procedures. Nothing herein shall be construed to limit the rights of any University employee to grieve the terms and conditions of employment or to appeal an adverse personnel decision as provided in the University’s Handbook of Operating Procedures. It is expressly understood and agreed that in any case where the trust requests to terminate the services of a Leased Employee, the trust will cooperate with, defend and indemnify the University in any administrative or legal proceeding of any kind initiated by either the University, the Leased Employee, or any state or federal agency arising out of or related to the services of the Leased Employee to the Trust. The Operating Trustees have no intention of changing any University employees to Trust employees or to in any other way to reduce benefits or employment status of the current Trust staff so long as the individual’s work performance remains satisfactory to Operating Trustees’ management staff.

4.2 During the term of this Agreement all of the Operating Revenue shall be deposited in accounts designated by the University. Pursuant to 3.1 of the Amended and Restated Declaration of Trust, this Operating Revenue will be controlled by the Trustees.
4.3 The Operating Trustees shall cause the University to be reimbursed for all of the expenses it incurs in providing the Leased Employees, including the payment of any wages, benefits, compensation, damages, costs or attorney fees arising out of or relating to any administrative or legal proceeding of any kind initiated by either the University, the Leased Employee or any state or federal agency arising out of or related to the services of the Leased Employee to the Trust.

V. **Student Employees and Operations**

5.1 During the term of this Agreement, the Operating Trustees may from time to time request the University to employ the students ("Student Leased Employees") who work for the various student media the Operating Trustees control. Such Student Leased Employees assigned to perform services for the Trust will be employees of the University and not the Trust and the Operating Trustees will establish their duties and obligations. The Student Leased Employees shall receive the salary and benefits they would have received if they were performing services directly for the University and The Operating Trustees shall cause the University to be reimbursed for all of the expenses it incurs in providing the Student Leased Employees, including the payment of any wages, benefits, compensation, damages, costs or attorney fees arising out of or relating to any administrative or legal proceeding initiated by either the University, the Student Leased Employee, or any state or federal agency arising out of or related to the services of the Student Leased Employee to the Trust. The Operating Trustees will direct the University as to when, how and how much to pay such Students Employees.
5.2 The Operating Trustees may from time to time enter into contracts with suppliers or vendors as provided in paragraph 3.1 of the Amended and Restated Declaration of Trust.

VI. Non-Operating Revenue

6.1 All of the Trust’s Non-Operating Revenue shall be deposited in accounts designated by the University and shall be used for the benefit of the Trust as directed by the Operating Trustees.

6.2 The Operating Trustees can invest and use the TSM Reserve Funds as they see fit.

Date ____________________

OPERATING TRUSTEES

By _______________________
Printed Name: ______________
Title: ______________________

DIVISION OF STUDENT AFFAIRS

By: _______________________
Printed Name: ______________
Title: ______________________

THE UNIVERSITY OF TEXAS AT AUSTIN

By: _______________________
Printed Name: ______________
Title: ______________________