

Texas Student Media
Board of Operating Trustees Meeting
April 24, 2015 at 1:00 p.m.
Belo Center for New Media,
KUT Community Room (BM 1.108A)
300 W. Dean Keaton Street., Austin, Texas 78712

Voting Members Present: Mary Dunn, Arthur D. Soto-Vasquez, Bobby Blanchard, Pauline Berens, Adam Alloy, Matt Eastin, Heidi Toprac, Robert Quigley, Todd Ross Nienkerk, Jeff Cohen

Voting Members Absent: Arjun Mocherla

Non-Voting Members Present: Gerald Johnson, Jordan Rudner, Rodrigo Leal, Edward Stockwell, Tess Cagle, Chris Gilman, Rohan Needel, Peter Flynn

Non-Voting Members Absent: Riley Brands

Guests Present: Frank Serpas, Jack Mitts, Brett Donohoe, Denise Twellmann, Claire Smith, Jan Ross Piedad, Robert Cross, Felisha Cockran, Jacob Kerr, Julia Brouillette, Christy Zhang, Peter Chu, Joshua Brenner, Noah Horwitz

Meeting Opening

The Texas Student Media Board of Operating Trustees April 24, 2015 meeting was called to order at 1:02 pm by Mary Dunn. Item B on the agenda, approval of minutes from the March 27, 2015 meeting of the Texas Student Media Board of Operating Trustees, was moved up.

Approval of minutes from the March 27, 2015 meeting of the Texas Student Media Board of Operating Trustees

Robert Quigley made a motion to accept the minutes from the March 27, 2015 meeting of the Texas Student Media Board of Operating Trustees as written. Arthur D. Soto-Vasquez seconded the motion and it passed.

Introduction of new Texas Student Media professional staff members

Gerald Johnson introduced Felisha Cockran, who recently joined the advertising team along with some new student sellers. She expressed her excitement to be here and spoke a little bit about herself.

Gerald then introduced three new students who have been working under Curt Yowell to develop BurntX, an online only platform. Britney, Molly, and Sunny introduced themselves and presented what they had been working on. They said their goal was to be at 70% new content

and 30% aggregating existing content, which could be from the McCombs School. The site personality is snarky and quirky and they are pushing hard to get students involved via social media such as Twitter and Snapchat, and want to really focus on engaging and connecting with them. The business model is the lean startup model and they are looking into native advertising and sponsored content.

Jeff Cohen asked what their ideas for revenue were. Gerald replied that they are working on different ways to prove the revenue model and then approach the Board about the possibility of it becoming an official entity. The website is very low overhead and they are working on gaining an audience first before giving it to the sales team. Jeff Cohen complimented the BuzzFeed-like idea.

Mary Dunn cautioned that we need to be careful not to compromise the integrity with native advertising. Robert Quigley explained that they had been discussing journalism ethics.

Executive Committee Report

Mary Dunn explained that they discussed the budget and that she was very excited about where we were. She also stated that they discussed the purchase of a new transmitter for KVRX from their gift account and noted that they were in support of that and that there were some awards that had been approved.

Jordan Rudner said that the people receiving the awards had not yet been notified, so it was decided not to announce them for the Daily Texan. However, Frank Serpas did announce the recipient of the annual award for a professional TSM staff member.

Discussion and possible action regarding 2015-2016 Texas Student Media budget

Gerald Johnson explained the proposed budget and explained that thanks to some gifts we should be positive next semester. He also explained that they are looking to allot more money to student wages. He said that Frank did an investigation into WOPOM, which is made up of 25 colleges across the country. Most of these are newspapers and comparison is complicated because of differences in way students were paid. They determined that we are in the 33rd percentile and with this \$50,000 we will be moved into the 67th percentile.

Mary Dunn noted that while this did not get us back to where we were before the cuts, it was a step in the right direction. Jordan Rudner said that they were very excited about it. She said that while the increases were still nominal any increase was good.

Todd Ross Nienkerk asked Jordan what new positions are being made as the Daily Texan switches to digital first. Jordan said that no new positions were able to be made yet but that they had the current staff working hard to focus on being digital first. She said that it would be great to have new money for new positions.

Jeff Cohen inquired as to what our goal for student wages was, and what it would take to be #1 on the list. Gerald Johnson approximated that it would be about another \$50,000 but needed to be supportable by the overall budget.

Frank Serpas also explained that many schools had entities of very different sizes and different positions, so that he did the analysis by comparing salaries of individual positions that the majority of schools had, such as news editor.

Todd Ross Nienkerk noted that he studied compensation strategies and that even if we were able to double what students were paid it would not still provide the motivation for people to work as it would still not be a way to pay rent. He suggested looking into other possible compensation strategies because this will never be a job for a student in the typical sense because other jobs are able to pay so much more money to their employees.

Mary Dunn asked how other universities were able to get this money and suggested that it couldn't be based on ad revenue. She also wondered at what point the money becomes substantial enough to make a difference to students. She suggested that asking for that information as a next step.

Jordan Rudner stated that she saw it as a nuanced thing and that for certain specific positions it could make a difference more than others.

Edward Stockwell noted that any increase was welcome but that small increases would not change who was able to work on the staff. He said that other forms of compensation such as parking passes would be a great thing to look into. He also said that he thought that most of the TSTV staff would likely not be upset if their portion of the \$50,000 went to the Daily Texan as it is able to have more of an effect there.

Jeff Cohen stated that he was afraid of the danger of the Daily Texan being an elite organization. He noted that Friends of the Daily Texan have raised a substantial amount of money and suggested the Gerald speak with them to see if there was any money available to supplement salaries. Robert Quigley also agreed that we need to make this less of an elite thing.

Jeff Cohen also inquired about how much the Powers publication was bringing in. Gerald stated that it was not done yet but that they were at about \$8000 currently and expected more. He also explained Support Student Voices as a way to make revenue.

Bobby Blanchard asked when we were planning on hiring half-time broadcast advisors. Gerald said that that would be coming soon.

Robert Quigley made a motion to pass the budget as is. Heidi Toprac seconded the motion, and it passed unanimously.

Discussion and possible action regarding approving the use of the KVRX Gift Account for the purchase of a new 91.7 FM transmitter

Mary Dunn explained that each entity has a gift account separate from this budget for emergencies and necessary other purchase. She said they had raised the low end of the bid for the new transmitter and that transmitters are usually replaced every 12-15 years in industry and this one has lasted 20 years. The new transmitter will be HD-upgradeable and Mary Dunn

stated that the Executive Committee was in support of this. Bobby Blanchard made a motion to approve the use of the gift account for this purpose. Arthur D. Soto-Vasquez seconded the motion and it passed unanimously.

Discussion and possible action regarding the appointments of The Daily Texan Managing Editor (summer), The Daily Texan Managing Editor (fall), Texas Travesty Editor-In-Chief, Cactus Yearbook Editor-In-Chief, KVRX Station Manager, and Texas Student TV Station Manager

Mary Dunn stated that there was one person applying for each position and that everyone met the requirements. She then opened the floor for them to introduce themselves.

Joshua Brenner, the applicant for the Texas Travesty Editor-In-Chief position, first introduced himself and Mary asked him about his Friday availability and what he was looking forward to for the next year.

Blake Gentry, the applicant for KVRX Station Manager introduced himself next. He said he was excited to work on redesigning the website this year and that he was available on Fridays for meetings.

Next, the applicant for Texas Student TV Station Manager, Christian Young, introduced himself. He stated that he was available on Fridays and was looking forward to pushing for HD.

Brett Donohoe, the applicant for The Daily Texan Managing Editor summer position, introduced himself next and said that he was looking forward to some digital initiatives and social media pushes.

Noah Horwitz then introduced himself and said he was sitting in on behalf of Riley Brands who was unable to attend and wanted to ask some questions for him. Noah asked Brett what he planned to do to keep up with the high amount of content produced last summer. Brett said that his baseline would be to have one new story from each department each day and would encourage more. Noah then inquired how Brett would keep the summer department heads accountable over the summer. Brett said that he would be holding meetings three times a week and vouched that all of the department heads are committed and proactive. Noah then asked what Brett would do with the decreased activity among student organizations over the summer. Brett noted that the reduced summer print schedule lends itself well to that. Noah also asked how Brett would deal with big breaking issues when there is a reduced print schedule. Brett said that he would handle it the same way it had been handled all year, updating the website frequently for big issues.

Jordan Rudner vouched for the exemplary job Brett had done while working with her and Pauline Berens agreed.

Jack Mitts, the applicant for the fall position of The Daily Texan Managing Editor, introduced himself next. He said that he was available Friday for meetings and was looking forward to continuing the digital first push and expanding their social media presence. Bobby Blanchard asked Jack to explain his JFK spread and the award they received because of it. Jack said that the coverage of the event was really good so he reassembled the page to commemorate his

memory and they won 5th place for best front page design because of this spread. Noah Horowitz noted that Jack did not have any News experience and asked how he would handle this. Jack said that over the summer he wanted to try reporting to learn more about that and noted that he had lots of experience and knew the right questions to ask. He also noted that no one at the Texan should be the best at everything in the office. Jordan Rudner expressed strong support for Jack.

Christy Zhang, the applicant for the Cactus Yearbook Editor-In-Chief position, introduced herself and said that she was looking forward to getting the name of the Cactus out to more people.

Bobby Blanchard made a motion to appoint Brett Donohoe as The Daily Texan Managing Editor for the summer. Pauline Berens seconded the motion and it passed unanimously.

Adam Alloy made a motion to appoint Blake Gentry as KVRX Station Manager. Robert Quigley seconded the motion and it passed unanimously.

Arthur D. Soto-Vasquez made a motion to appoint Joshua Brenner as Texas Travesty Editor-In-Chief. Todd Ross Nienkerk seconded the motion and it passed unanimously.

Adam Alloy made a motion to appoint Christian Young as Texas Student TV Station Manager. Robert Quigley seconded the motion and it passed unanimously.

Bobby Blanchard made a motion to appoint Jack Mitts as The Daily Texan Managing Editor for the fall. Adam Alloy seconded the motion and it passed unanimously.

Robert Quigley made a motion to appoint Christy Zhang as Cactus Yearbook Editor-In-Chief. Pauline Berens seconded the motion and it passed unanimously.

Activity reports from TSM Director and Student Managers

Chris Gilman covered the highlights from his report for the Texas Travesty. He was happy to say that they hit their goal of selling 50 Bill Powers shirts and that their screening of *The Room* had a lot of success. He then summarized some of the numbers from the year.

Rodrigo Leal then went over KVRX's report. He said that KVRX Presents was last night and went very well and he said he will be focusing on training Blake over the next month.

Next Edward Stockwell was glad to announce that the 3 productions were done and went very well and that they were looking forward to convocation coming up. He also said that he was looking into a whole camera upgrade and will have a formal proposal soon.

Tess Cagle said that yearbooks for the Cactus would be coming in between May 2 and 7th.

He board went into closed session at 2:40 pm at the request of Jordan Rudner.

Pauline Berens left the meeting during closed session at 2:40 pm.

Robert Quigley left the meeting during closed session at 3:03 pm.

The board reconvened in open session at 3:21 pm.

Daily Texan Managing Editor Jordan Rudner went over the first page of her board report. She said the 24-hour news cycle had been a success, and she mentioned many other accomplishments. Board Member Jeff Cohen told Jordan Rudner that as he reads The Daily Texan, "the quality of journalism has been spectacular on the news side." He said The Daily Texan had performed as a watchdog for the students, and he commended her for her work. Peter Chen, the adviser, said he could not say enough about how well Jordan Rudner had done. Board President Mary Dunn said Jordan Rudner has lived up to every expectation.

Mary Dunn noted Riley Brands was absent. She said the board would reach out to him if he had any questions. Mary Dunn also stated that the board would meet again in May.

Bobby Blanchard motioned the board close. Todd Ross Nienkerk made the second.

The meeting was adjourned at 3:26 pm.

Texas Student Media

Board of Operating Trustees Meeting

May 19, 2015 at 1:00 p.m.

William Randolph Hearst Student Media Building,

HSM 3.302

2500 Whitis Avenue, Austin, Texas 78712

Voting Members Present: Mary Dunn, Pauline Berens, Adam Alloy, Heidi Toprac, Robert Quigley

Voting Members Absent: Arthur D. Soto-Vasquez, Bobby Blanchard, Arjun Mocherla, Matt Eastin, Todd Ross Nienkerk, Jeff Cohen

Non-Voting Members Present: Gerald Johnson, Jordan Rudner

Non-Voting Members Absent: Riley Brands, Rodrigo Leal, Edward Stockwell, Tess Cagle, Chris Gilman, Rohan Needel, Shannon Geison, Peter Flynn

Guests Present: Frank Serpas, Peter Chu, David Maly

Meeting Opening

The Texas Student Media Board of Operating Trustees May 19, 2015 meeting was called to order at 1:02 pm by Mary Dunn. As there were not enough voting members present for a quorum, no voting could take place. Item B, discussion and possible action on the 2015-2016 schedule for the Board of Operating Trustees meetings, was moved up.

Discussion and possible action on the 2015-2016 schedule for the Board of Operating Trustees meetings

Frank Serpas outlined the following dates as being set for Board of Operating Trustees meetings for the upcoming year: August 21, September 18, October 23, November 20, February 5, February 26, March 25, and April 23.

As there were few members present, it was decided not to set dates for meetings during the summer yet.

Discussion and possible action regarding formation of a committee to recommend changes to the TSM Handbook

Mary Dunn described the committee that would be formed. This committee would identify sections of the handbook in need of clarification and develop a mechanism for handling complaints as well as the management of student managers. The committee would be required

to meet in open meetings and could be volunteers, presidential appointments, or voted on by the Board.

Mary Dunn appointed Todd Nienkerk, Heid Toprac, and Arjun Mocherla to serve on the committee. Robert Quigley volunteered to be an alternate should Todd not be able to participate, and Pauline Berens volunteered to be Arjun's alternate.

It was decided that any clarifications deemed necessary by the new committee should be recommended to the Board of Operating Trustees by the August 21st meeting, with a hard deadline of the September 18th meeting.

As this was Mary Dunn's last meeting, she sought to appoint an interim President of the Board of Operating Trustees for the summer. She appointed Robert Quigley interim President for June and Heidi Toprac interim President for July, as they would both only be in town for half of the summer.

The meeting was adjourned at 1:16 pm.

Texas Student Media
Board of Operating Trustees Meeting
August 28, 2015 at 1:00 p.m.
Hearst Student Media Building, Room 3.302
2500 Whitis Avenue, Austin, Texas 78712

Voting Members Present: Jan Ross Piedad, Arjun Mocherla, Pauline Berens, McKay Proctor, Matt Eastin, Robert Quigley, Jeff Cohen,

Voting Members Absent: Heidi Toprac, Todd Ross Nienkerk

Non-Voting Members Present: Gerald Johnson, Claire Smith, Jack Mitts, Christian Young, Christy Zhang, Joshua Brenner, Shannon Geison, Peter Flynn

Non-Voting Members Absent: Blake Gentry, Andrew Serice

Guests Present: Frank Serpas, William Smith, Amy Zhang, Peter Chu

Meeting Opening

The Texas Student Media Board of Operating Trustees August 28th meeting was called to order at 1:01 pm by Robert Quigley.

Item A, Discussion and possible action regarding appointments to the Texas Student Media Board of Operating Trustees, was tabled until the end of the meeting as only one applicant was present.

Discussion and appropriate action regarding the selection and appointment of the 2015-2016 President, Vice President, and Secretary of the Texas Student Media Board of Operating Trustees

Robert Quigley opened the floor for nominations.

Pauline Berens nominated Arjun Mocherla to serve as President of the Board. Robert Quigley seconded this nomination. This nomination was unanimously approved.

Arjun Mocherla nominated Pauline Berens to serve as Vice President of the Board. Robert Quigley seconded this nomination, and also nominated McKay Proctor for the same position. Arjun Mocherla seconded this nomination. Pauline Berens and McKay Proctor both briefly spoke about why they were interested in the position. A vote was held and Pauline Berens' nomination was approved 4:1.

Pauline Berens nominated McKay Proctor to serve as Secretary of the Board. Robert Quigley seconded this nomination. This nomination was unanimously approved.

Discussion and appropriate action regarding the selection of the members of the Executive and Election Committees

Robert Quigley opened the floor to Executive Committee nominations.

Robert Quigley appointed Heidi Toprac to serve as the School of Business member of the Committee in absentia.

Robert Quigley appointed Jeff Cohen to serve as the voting non-student member of the Committee.

Robert Quigley contingently appointed Matt Eastin to serve as the College of Communication member of the Committee.

As all of the student members were not yet elected for the term, it was unanimously agreed to table the student appointments to the Executive Committee until the September meeting. The Election Committee would also be appointed by the President of the Board at that time.

Discussion and possible action regarding the 2015-2016 Service Agreement with The University of Texas at Austin

Gerald Johnson explained that the Service Agreement was an annual contract that exists for the professional staff of TSM. He stated that the documents had been clarified and that the operating agreement is now better structured. No action was taken.

Jeff Cohen briefly introduced the new Dean of the College of Communication to the Board.

Gerald then provided some brief updates. He provided a professional organization chart and was excited to say that for the very first time every seat would be filled. He stated that the Sr. Graphic Designer had been picked and that they were currently interviewing for the Sr. Media Tech Support position that would replace Curt Yowell.

He then went into the budget. Gerald stated that we had been projected to end with a \$35,000 positive for the fiscal year but was eager to state that it would actually be closer to \$80,000.

At this point Gerald Johnson requested a closed session, and the Board went into closed session at 1:16 pm.

The Board returned in open session at 1:41 pm.

Discussion and possible action regarding appointments to the Texas Student Media Board of Operating Trustees

Robert Quigley opened the floor for the applicants to speak briefly about their interest and qualifications. Still only one applicant, William Smith, was present.

William Smith explained why he was interested in the position and responded to questions from the Board. He noted that in his experience he had been a large advocate of TSM, encouraging new students to get involved. He stated that he read the Daily Texan and occasionally listened to KVRX and was available on Friday afternoons.

Robert Quigley made a motion to appoint William Smith as a Student Board Member from the Moody College of Communication. Jeff Cohen seconded the nomination, and it was unanimously approved.

The Board members then discussed the merits of the other two applicants who were not present. After careful deliberation, Robert Quigley nominated Forrest Wolfe as a Student Board Member from the Moody College of Communication. Pauline Berens seconded the nomination, and it was unanimously approved.

Jeff Cohen then noted two things he would like to address in the upcoming year. First he said that he would like to examine the Trust and determine whether we would like to redraft it. The second item he wanted to discuss was the notion of reinstituting some pay for students who participate in the TSM properties.

Gerald Johnson agreed that he thought we should pay students as much as possible.

Jeff Cohen also noted that an important thing to address would be the transition to a digital future and examining what the Board's role in that would be.

Robert Quigley agreed that we are in a spot where we should think about overhauling the website. Jack Mitts also agreed but said that the difficulty in determining a proposal was figuring out who the key players needed to be, and that expectations of both the student managers and the Board need to be formalized. Claire Smith also added that a student would not be the solution to our problems. Robert Quigley emphasized that a plan was needed and that it should come from the students.

Arjun Mocherla then stated that everyone on the Board should come up with ideas for what they wanted to accomplish for the upcoming year.

The meeting was adjourned at 2:04 pm.