

Texas Student Media Board of Operating Trustees Meeting
The University of Texas at Austin
Jesse H. Jones Communication Center, Building A Lady Bird Johnson Room (CMA
5.136)
2504A Whitis Avenue, Austin, Texas 78712
February 5, 2016

Voting Members Present: Arjun Mocherla, Pauline Berens, McKay Proctor, Matt Eastin, Heidi Toprac, Robert Quigley

Voting Members Absent: Forrest Wolfe, Jan Ross Piedad, Forrest Wolfe, Willaim Niel Smith, Jeff Cohen, Todd Ross Nienkerk.

Non-Voting Members Present : Gerald Johnson, Claire Smith, Amy Zhang, Blake Gentry, Christian Young, Christy Zhang, Joshua Brenner, Shannon Geison, Peter Flynn, Andy Serice, Shannon Gieson, Peter Flynn.

Non-Voting Members Absent:

Guests Present: Frank Serpas, Peter Chen, David Maly Alexander Chase, Robert Zimmer.

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on DATE was called to order at 1:05 p.m. by Arjun Mocherla.

Approval of the minutes of the DATE meeting of the TSM Board of Operating Trustees

It was noted that the minutes innacruately reflected attendences of of Jeff Cohn, Robert Quigly and Christy Zhang. The board corrected these mistakes. Arjun Mocherla moved to approve the minutes as amended. McKay Proctor seconded the motion. The motion passed unanimously.

Discussion and possible action regarding the certification of candidates for Editor In Chief of The Daily Texan

The board asked a series of questions to candidate for Editor and Chief, Alexander Chase. Robert Quigley asked him which opinon pieces and editorials he had a hand in over the past semester. Alexnader listed off his bylines and the editorials to which he had contributed.

Gerald Johnson asked Chase about his working relationship with Claire Smith and what he had learned about the time commitment, Chase said that he had spent so much time working alongside Claire that he was intimately familiar with the requirements of the job.

Robert Quigley moved to certify Chase as a candidate. Heidi Toprac seconded. The motion passed unanimously.

Claire Smith inquired if Alexander would have to take a leave of absence from the paper during the election. The handbook says that a leave of absence is unnecessary for an uncontested election.

Discussion and possible action regarding the certification/appointment of candidates for TSM Board

The Board began to discuss the applicants for the Moody College seats on the board. David Maly raised a concern that the deadline for submitting an application had been unfairly early and outside the TSM governing documents' mandate that the TSM election season coincide with that of Student Government. Maly's concerns were addressed by multiple members of the board in turn. Heidi Toprac, Frank Serpas, Arjun Mocherla, and Gerald Johnson who explained the Board's deadline policy from multiple angles.

The Board moved on to substantive discussion of the candidates for the Moody College positions on the Board. There were two applicants and each had unique circumstances. Claire Smith spoke up for Mary Dolan who would rather not begin her job on the board immediately. That made the decision on which applicant to appoint to the board immediately and which to certify to the ballot rather straightforward. Heidi Toprac moved to appoint Christian Trudeau to the Board certify Mary Dolan to the ballot. Robert Quigley seconded the motion. The motion passed unanimously.

Discussion and possible action regarding potential changes to the TSM handbook

The Trust and Handbook committee examined the escalation policy proposed by Gerald Johnson. The idea expressed was that Gerald would arbitrate in matters within his purview, but any students affected can appeal to the board as necessary.

Heidi Toprac said that she would like to see additional oversight and an option in case the issue in question deals directly with the TSM director. She proposed the Assistant Dean for Media Relations at the Moody College of Communication. Arjun Mocherla also proposed that the board should find a way to use language that hardwires a route to Student Judicial Services for some issues. The Board decided that it will have the option to review and take action on the director's report at its next meeting following a reported incident with both the director and the Assistant Dean having jurisdiction over the reports depending on the situation.

Heidi Toprac moved to accept the amendment to the handbook. Robert Quigley seconded the motion. The motion passed unanimously.

Activity reports from TSM Director and student managers

Gerald Johnson provided the TSM Director's activity report, expressing his delight that the Travesty had successfully moved into its own office. He also celebrated the new KVRX automation system and a comprehensive collection of all accounts payable to the TSM entities. Advertising has been on an upward trend, beating goals in January and December using call blitzes effectively. The advertising office also had several very attractive offers for campus advertisement which had reeled in droves of customers.

TSM would also be presenting to the SSBC soon in search of additional funding. Everything was also looking rosy for the budget.

Blake Gentry delivered the KVRX station manager activity report. He said the Otto software would make KVRX that much better. He also announced a South by Southwest collaboration with Sweet Leaf Tea.

Christian Young delivered the TSTV station manager activity report. He stated that many of TSTV's recruitment had been a bit lackluster and turnout at their general meeting had been lower than usual. They attributed the downtick to poor promotion and an early start. There will be new content during the semester coming out of the writing incubator.

Joshua Brenner was not present to deliver the Travesty activity report. The Travesty had started its semester strongly with plans for big things later on.

Christy Zhang delivered the Cactus Editor-in-Chief activity report. She said that the Cactus had only a third of the book remaining and it was shaping up very well.

Claire Smith delivered the Daily Texan Editor-in-Chief report. She said there had been 23 try outs for the opinion section and the final writing staff for the paper would be 27. The Texan talks had been replaced by a podcast that focuses on big issues instead of trying to capture student opinions on the outside world. She thanked Amy Zhang for all her hard work.

Amy Zhang delivered the Daily Texan Managing editor Activity report. She announced the creation of two new departments at the paper- Science and Technology and Podcasts. Recruitment was up because the paper continued to integrate. She said that the Chartbeat analytics were helping her better understand demand at the paper. Robert Quigley asked if the paper needed any equipment and if they could make their podcasts with one of the student radio stations around campus. Amy said she would look into it.

Discussion regarding Human Resources update

The board went into executive session for proprietary discussion at 2:07 and then re-opened at 2:27.

Robert Quigley moved to adjourn. Pauline Berens seconded. The meeting adjourned at 2:29 pm.