DIRECTOR’S REPORT

Gerald Johnson

- Review quarterly budget documents for Regents
- Recap

DT REPORT
THE DAILY TEXAN

Amy Zhang

ACCOMPLISHMENTS:
- Creation of two new departments - successful and sustainable
- Excellent and responsible reporting in major stories
- Fascinating and important features
- Sensitivity during breaking news
- Thank yous and looking forward

Clair Smith

- End-of-term activity
- Highlighted content
- Year in review
- Advice for future editors
- Hopes for the TSM Board
- Gratitude

Zoe Fu | Daily Texan Staff
Cover: Support Student Voices 2016
ACCOMPLISHMENTS:
• <<total April student sales>> (lost track)
• Summer team = 2 students, Current team = 11 students
• 10 out of 11 account execs have made sales
• 4 returning account execs for fall semester

ADVICE:
• Emphasize value-based selling focus from the start
• Establish afternoon meeting time early on; schedules will not line up as more are hired
• Give feedback on student emails, working toward more professional/persuasive copy

ACCOMPLISHMENTS:
• in the past year burnt x has been live, no period of time has been more successful than the past semester.
• as you can see in the first picture, the site received a huge spike in February and maintained a fairly upward trajectory in traffic after that point.
• In February, for the first time, the site hit 10,000 unique visitors for the month.
• Since February, traffic has generally kept up the 10,000 uniques, excepting March, a lull we can attribute to spring break.
• In-site traffic has grown (more users than ever are exploring the website and clicking on links to other stories within burnt).
• Users spend about two minutes on the site per story.
• SUMMARY: in-site traffic has grown, users spend more time on pages once they are directed there and the site experienced and maintained audience growth and continues to grow.
KVRX REPORT

ACCOMPLISHMENTS:
• Pledge Drive Happenings
• Gearing up for Summer Interim
• Planning transition for next year’s staff

TSTV REPORT

ACCOMPLISHMENTS:
• New website
• New logo
• HD upgrade
• Increase in productions
• New shows
ACCOMPLISHMENTS:
• New office
• New, competent staff
• New design
• Fabulous videos
• 6 beautiful issues with hardly any lawsuits

ADVICE:
• Create a community within the staff
• Encourage more people to be get their senior/group photo taken
• Start marketing early in the year or during summer
• Focus more on what individual students are doing, not just organizations