

Texas Student Media Board of Operating Trustees Meeting  
The University of Texas at Austin  
William Randolph Hearst Student Media Building (HSM) room 3.302  
2500 Whitis Avenue, Austin, Texas 78712  
April 1, 2016

**Voting Members Present:** Arjun Mocherla, Pauline Berens, McKay Proctor, Matt Eastin, Heidi Toprac, Robert Quigley Christian Trudeau, Todd Ross Nienkerk. Jeff Cohen

**Voting Members Absent:** Forrest Wolfe, Jan Ross Piedad, Forrest Wolfe, Willaim Niel Smith, Jeff Cohen,

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

**Non-Voting Members Absent:** Claire Smith, Joshua Brenner, Andrew Serice

**Guests Present:** Frank Serpas,

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on April 1 was called to order at 1:01 p.m. by Arjun Mocherla.

Approval of minutes of the February 5, 2016 meeting of the TSM Board of Operating Trustees

Several typographical errors were noticed in the minutes including several misspellings of names and a failure to enter the correct date for the meeting. Those amendments were made to the minutes and Arjun Mocherla moved to approve the minutes as amended. Hiedi Toprac seconded the motion. It passed unanimously.

Declaration of election results following written report of results from Election Supervisory Board

Arjun Mocherla read off the election results as reported for the TSM elections. He moved to declare the results as written. Robert Quigley seconded the motion. It passed unanimously.

Executive Committee report

The executive committee was pleased to announce that the overhaul of the handbook was nearly complete. They also put forth the idea of re-labeling the Editor-in-Chief and Managing Editor positions at the Texan and better communicating the distinction with the student body.

The Executive Committee was also intent upon honoring Michael Brick by asking the Friends of Texan to donate towards a memorial award. Amy Zhang asked who would determine the recipient of the award. Gerald Johnson said it would likely be the Board determining the recipient of the award.

The Executive Committee added that next year the board should do a deep examination of its distribution structure with the intent of more efficiently delivering its products.

#### Discussion and possible action regarding 2016-2017 TSM budget

Gerald Jonson presented the 2016-17 Budget to the Board and explained some of the finer points. Members of the board inquired after various parts of the budget. Arjun Mocherla moved to approve the budget as presented. Heidi Toprac seconded the motion, The motion passed unanimously.

#### Activity reports from TSM Director and student managers

Arjun Mocherla provided the President's report. He was happy with the conduct of elections, and added that the handbook edits would make for even smoother sailing in the future. He also mentioned that the Board should examine the trust in addition to the handbook in the future.

Gerald Johnson provided the TSM Director's activity report, expressing his delight that the new transmitter for KVRX had finally been ordered. He also lauded a list of TSM alumni from all the entities from 190-2005 that would be very useful in fundraising, especially in the upcoming "Support Student Voices" campaign. He also introduced the newest hire to the TSM staff, Emily Cohen. Emily introduced herself to the board and gave her history in media and advertising. Gerald then touched on the success of the recent housing fair and asked if there would be a market for a second such event. He also announced a recruiting pull out for a recent issue of the Texan which was a large step for its advertising.

Blake Gentry delivered the KVRX station manager activity report. He said KVRX had a great South by Southwest and was going to do a collaborative show with NYU's student radio station.

Christian Young delivered the TSTV station manager activity report. He stated that the production team had five productions for the rest of the semester. They also were starting a new show centering on the history of magic. The station was in the midst of archiving its analog video library as well. Heidi Toprac asked whether TSTV had considered filming lectures. Robert Quigley said that it would be a great opportunity to make money and the Moody College of Communication was considering making TSTV their filming unit for their online classes.

Joshua Brenner was not present to deliver the Travesty activity report. Gerald Johnson said that the Travesty had room to expand on advertising.

Christy Zhang delivered the Cactus Editor-in-Chief activity report. She said that the Cactus had only six pages remaining. After that she would be pushing sales of the book aggressively.

Amy Zhang delivered the Daily Texan Managing editor Activity report. She expressed her excitement at the Texan's Olympic coverage for the upcoming summer. The paper also received funding from Communication Council that would be going towards photography, comics, and videos. The nascent podcast department was booming with 4 new podcasts. The Science and Technology department was also on its way to success with a set day of the week for a full page spread. The two biggest articles of the semester had been the resignation of the SG Chief Justice and the incidence of race-based assault in west campus. Jeff Cohen asked for the numbers on the success of the articles and Amy provided the analytics.

Jeff Cohen then asked how the students involved with TSM entities were doing in spring recruiting. Robert Quigley said that they had been doing well overall. Jeff Cohen said that the success of the entities in recruiting was a selling point for more funding and recruiting on campus.

Claire Smith was not present to deliver the Daily Texan Editor-in-chief report. In lieu of her presence, she sent a lengthy letter updating the Board on the state of the paper.

Arjun Mocherla moved to adjourn at 1:47 pm. Robert Quigley seconded. The motion passed unanimously.