

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
April 29, 2016

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

Voting Members Absent: 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

Non-Voting Members Absent: Andrew Serice

Guests Present: Frank Serpas, Stewart Vanderwilt, Kailey Thompson, Jordan Rudner, Eleanor Dearman, Stacy Brick, David Maly, Armando Maese, Aaron Bicart, Max Friedman, Jackie Wang, Raven Cortright, Sarah Henkel, Tess Cagle, Nick Castillo, Peter Chen, Robert Zimmer, Emily Cohen, Alicia Dietrich

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on April 29 was called to order at 1:01 p.m. by Arjun Mocherla.

Approval of minutes from the April 1, 2016 meeting of the Texas Student Media Board of Operating Trustees

Several typographical errors were noticed in the minutes including several misspellings of names and some inaccuracies in the attendance. Those inaccuracies were amended and Robert Quigley moved to approve the minutes. Arjun Mocherla seconded the motion. It was approved unanimously.

Executive Committee Report

Arjun Mocherla discussed the progress of his goals for the year, noting that he would be finishing his alterations to the handbook in time for the board to approve them early next semester.

The Board also discussed its dates for meetings for next year. Arjun Mocherla moved to approve the proposed schedule. Pauline Berens seconded the motion. The motion passed unanimously.

Activity reports from TSM Director and student managers

Gerald Johnson provided the TSM Director's activity report. He distributed and discussed the quarterly financial report. Heidi Toprac asked for clarification on the large difference in Deferred Revenue from one quarter to another. Gerald explained that the advertisements for the housing fair had been sold ahead of time and we will not collect until we run the ads. That was reflected in the report as Deferred Revenue.

At this time the Board diverted to discussion of the Michael Brick Memorial Award for Outstanding Reporting, setting activity reports aside to be finished later.

Discussion and possible action regarding Michael Brick Memorial Award for Outstanding Reporting

Gerald Johnson introduced several representatives of Friends of the Texan who were there as a part of the effort to inaugurate the award. Jordan Rudner, former managing editor of the Texan shared how Mr. Brick shaped her growth as a journalist. She shared stories about his attention to detail and how he instilled his journalistic determination in every student he mentored. She encouraged Friends of the Texan to contribute to such an award to keep Mr. Brick's spirit alive. Arjun Mocherla moved to award Eleanor Dearman the inaugural Michael Brick Memorial Award for Outstanding Reporting. McKay Proctor seconded the motion. It passed unanimously.

The board then returned to the Activity reports of the student managers.

Activity reports from TSM Director and student managers

Amy Zhang delivered the Daily Texan Managing editor Activity report. She delighted in the success of the two new departments that began under her tenure and lauded their content. She said that Science and Technology and Podcasting were both going to be cornerstones for the paper moving forward. She thought that during her time as managing editor, the paper handled breaking news exceedingly well. Specifically the paper's coverage of the tragic death of Haruka Weiser and its use of its voice to bring a sense of comfort and community to a grieving university was exemplary. She thanked the Texan staff, Claire Smith, and her editors and department heads. She encouraged the paper to tell the stories on campus that are both important and hidden on campus. Robert Quigley repeatedly praised the paper for handling every quarter of campus with tact and insight.

Claire Smith delivered the Daily Texan Editor-in-chief report. She asserted that the opinion department was both bigger and better than it had been when she started. The Forum page had been a huge success in her time with the paper, bringing together people and viewpoints from across campus. Claire closed her report by reminding her successor and the board that humility is an important attribute and in a position of power people will repeatedly try to humble you. She said she was proud of what the paper had done in her time, and thanked all the people that had helped make that happen.

Blake Gentry delivered the KVRX station manager activity report. He said that the ongoing pledge drive was going well, with higher student involvement. He delighted in

KVRX's recognition from its peer organizations all around the country and also the success of the station's live shows.

Christian Young delivered the TSTV station manager activity report. He said that the production department was broadcasting graduation proceedings. He also celebrated the stations move to high definition and also towards more productions and more content.

Joshua Brenner delivered the Travesty activity report. He said that the Travesty had never been this in demand and never had this much publicity. After moving into the new office, the paper revamped its website and added a video department. His advice to future managers was to encourage creativity in the writers to guarantee the strength of the paper.

Christy Zhang delivered the Cactus Editor-in-Chief activity report. She said that the yearbook turned out very well. The book reflected the growing diversity of campus. Her advice to future editors was to reach out to students to better understand what they want and also work on the organization that creates the book itself.

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

The uncontested candidates went first in the appointment process.

Armando Maese was unopposed in applying for appointment for KVRX station manager. He expressed a desire to broaden the diversity of genres for live shows and maintain the station's excellence.

Max Friedman was unopposed in applying for appointment to Travesty editor. He said he had worked closely with Josh over the past semester and he had learned a lot at his side. He wants to increase the collaboration in the paper and work on more timely content.

Aaron Bicart was unopposed in applying for appointing to TSTV station manager. He told his story with TSTV ad expressed a desire to increase the stations promotion on social media.

Cat Cardenas was unopposed in applying for summer managing editor of the Texan. She was not in attendance.

Jackie Wang was unopposed in applying for fall managing editor of the Texan. She talked about her experience as an assistant editor and said she would encourage teamwork.

The only contested appointment was for editor of the Cactus.

The first candidate, Raven Cortright, talked about her experience with yearbook in high school. She waylaid concerns about her lack of academic focus on journalism as a major in natural sciences. Pauline Berens asked what she wanted to chance about the book. Raven said she would try to involve more students and broaden the scope of the book. Arjun Mocherla asked how to fill out the organization pages which are currently a bit lopsided. Raven said that the best way to remedy that was outreach, since the Cactus cannot make any organizations submit.

The second candidate, Sarah Henkel, talked about her yearbook experience in high school. She also said that she wanted to prove the value of a physical yearbook. Her greatest goal was to increase creativity and style of the book.

McKay Proctor asked each candidate what they admired in the other. Raven said that she admired Sarah's voice and feeling as a writer. Sarah said that she admired Raven's sense of story and connection.

Pauline asked each candidate about her commitments during the academic year and how much time she could dedicate to the yearbook. Sarah said she would not have Wednesday or Friday classes and her other extracurricular commitments are flexible. Raven said she would have no Monday, Wednesday, or Friday classes so she could put that time into the book.

The board went into closed session at 2:13 pm.

The board reopened at 3:02 pm.

Arjun Mocherla moved to approve the appointment of all unopposed candidates and also Raven Cortwright to the management positions of Texas Student Media. Jeff Cohen seconded the motion. The motion passed unanimously.

Upon reflection at his final meeting, Arjun Mocherla mused on the current position of the board and its entities. There was now space for innovation where previously there had only been space to struggle for survival. He challenged the entities to strive for greatness.

Arjun Mocherla moved to adjourn at 3:06 pm. Robert Quigley seconded. The motion passed unanimously.