MARKETING/OPERATIONS
• Transmitter – electrical upgrades complete
• Census – who makes TSM?
• Marketplace materials and website

ADVERTISING
• October was a record month - $128,000
• Utexas.rent
• .tent
• Marketplace
• Ongoing production
• MTP
• New Sales Rep.

ADVISORS
• Moody’s College Writing Support – Cactus
• Professor Kathleen McElroy/Contest entries
• All training/libel completed
• Guest speaker Danielle Lopez from the Statesman – Social Media engagement
• TSTV writing incubator - two scripted shows
### TSM student participants, October 2016

<table>
<thead>
<tr>
<th>Daily Texan</th>
<th>TSTV</th>
<th>KVRLX</th>
<th>Texas Travesty</th>
<th>Cactus Yearbook</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Daily Texan chart" /></td>
<td><img src="image" alt="TSTV chart" /></td>
<td><img src="image" alt="KVRLX chart" /></td>
<td><img src="image" alt="Texas Travesty chart" /></td>
<td><img src="image" alt="Cactus Yearbook chart" /></td>
<td><img src="image" alt="Others chart" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication (other than Journalism or Radio Television Film)</td>
<td>52 C</td>
</tr>
<tr>
<td>Radio Television Film</td>
<td>191 R</td>
</tr>
<tr>
<td>Journalism</td>
<td>152 J</td>
</tr>
<tr>
<td>Other majors outside of Communication</td>
<td>352 O</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>243</td>
</tr>
<tr>
<td>284</td>
</tr>
<tr>
<td>162</td>
</tr>
<tr>
<td>30</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>747</td>
</tr>
</tbody>
</table>

**TOTAL**

**Note:** The charts and table above represent the distribution of student participants across different organizations and departments for the month of October 2016.
**KVRX REPORT**

- Full Schedule!
- Library Sessions are increasing
- Featured in more publications
- Overall morale boost

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**TSTV REPORT**

- New shows! Old shows doing new things!
- Election Extravaganza!
- Junior staff!
- Monte!
- PING PONG!
• Full staff hired and working
• Finished third and final issue of the semester
• Deadline weekend finished at 10:30PM (new record)
• Bake sale brief one of our most viewed ever
• Lots of new video content
Cover and endsheets finished
Masterbook and server has been set up
Sales team has started recruiting

Our 2016 Ballot Guide dominated our October content and broke the semester record for views.
Writer Krystal Cruz covered the YCT bakesale and counter protest, making burnt x the first campus publication to break the news, with interviews and photographs.
Wwe are taking a new approach to our Instagram that includes giving followers a peek at what is going on around campus, whether directly tied to a story or not.
• Texas Tribune Festival
• Two music festivals’ worth of coverage
• Life & Arts special pages
• Science & Tech special pages
• Live coverage on Facebook and Twitter
• More diverse coverage
• YCT bake sale
• Protest against YCT bake sale
• Election Night
• Protest after Election Night results
• Several different front page designs
• Voter profile series
• Data-driven stories
• Double Coverage issues
• Last home game
• Sent a reporter to every away game, and photographers to most.

DT REPORT

• Large student reaction to election results has meant greater engagement
• Lots of contact about ed board positions, writing positions
• Peter cheats at ping pong
• Attending a How to Get Involved Panel tomorrow