Alison Bowen @byalisonbowen · Mar 1
"Color is parchment/cream, or as we call it - Newsprint."
purchased, donation added. Well played @txstudentmedia

Austin Statesman @statesman
UT student media organization selling 'enemy of the American people' T-shirts as fundraiser atxne.ws/2lFEfm0

Alex Vickery @alexvickery · Apr 6
finally bought one of these babies to support @txstudentmedia since1791.us
DIRECTOR’S REPORT

Gerald Johnson

Marketing/Operations/Production
- Printing RFP process
- Insurance renewals
- Bound volumes of The Daily Texan
- Amanda wins!
- Supportstudentvoices.org
- TexAD

Advertising
- Orientation - $73,000/100,000 – 3 weeks
- Fall Marketplace - $26,000 (10/2)

Budget
- Year: 75% booked/ran - $677,000
- Feb: $71,751 - $12,000 over budget
- Mar: $74,000 - $21,000 over budget
- April: $84,000 - $4,000 away from budget
- May: $82,000 already booked – 76% of budget

Advisors
- KVRX concert - $1,000
- TSTV productions - $50,000+
- Goodbyes

Highlights of the Year
- Past due/money owed
- Utexas.rent
- Sales!
- Since1791.us
- Staffed near 100%
- Marketplace/Events

TEXAD
LOCATION TARGETING
SMART TECHNOLOGY

SUPPORT STUDENT VOICES.ORG
OUR PLEDGE DRIVE ENDS THIS SUNDAY!
If you haven’t already, please consider a charitable gift.
March 27, 2017

Mr. Gerald Alan Johnson
Director of Texas Student Media
The University of Texas at Austin
Moody College of Communication
Post Office Box D, E4100
Austin, Texas 78713

Dear Mr. Johnson:

What an amusing, clever designed t-shirt! The message, along with the picture of the old printing press is very effective. Special thanks to you and your students for the gift. As you know, journalism is near and dear to my heart, and I enjoyed the opportunity to come and speak to the students and faculty at the Moody College of Communication.

I am truly appreciative of your thoughtfulness and your continued hard work in the field of journalism. I will wear the shirt with pride.

Sincerely,

Bill
William H. McRaven
Chancellor

WHM:adr

Great shirt! I’ll wear it with pride!
TSTV REPORT

Aaron Bicart

- I've got a successor!
- End of year productions have been successful, ISOJ was great, Dell Medical and Graduation events coming up.
- Shows are finishing up their last episodes of the semester. Really proud of the cool stuff they've made this year.

KVRX REPORT

Armando Maese

- Pledge Drive!
- Welcome Austin!
- Thanks and Farewell...
TT REPORT

- Wrote, printed, and distributed our 16-page anniversary issue!
- Issue included some of the “worst” Travesty pieces from the archives with new commentary from the alumni who wrote them
- Six members of the staff watched both live-action Smurf movies (plus Minions) live on Facebook to raise awareness for SSV. It was effective but... challenging.

THE TRAVESTY WATCHES THE SMURFS
(And they WON’T enjoy it)

THE TRAVESTY WATCHES THE SMURFS
(And they WON’T enjoy it)

CACTUS YEARBOOK REPORT

- Finished the yearbook
- All deadlines were met
- Waiting on shipment
- Preparing for 2018 publication
DT REPORT

- Comics SSV
- Media forum page
- Breaking news coverage of graffiti, student death, lege, sexual assault survey
- Groomed young writers and editors
- Foundation set for the future

BURNT X REPORT {burnt x}

- Still growing staff — added two new writers since last month
- Addition of the student feature stories has been very effective
- Preparing to hire new editors

DT REPORT

NOT SUBMITTED