DIRECTOR’S REPORT

Gerald Johnson

Marketing/Operations/Production
- Printing RFP process complete - Herald-Zeitung
- Since 1791 franchisee
- 15 new computers/Creative Cloud/Upgraded computers
- Equipment Daily Texan/TSTV
- ULN
- Furniture/Paint/Clean!
- Creative Services continues to grow
- Record student participation

Advertising
- Orientation - $116,000
- Fall Marketplace - $133,000/53 vendors
- Grad Fair - $60,000 – 125 tables sold out
- UTexas.Rent relaunch
- Three new to sales

Budget
Year: 16% booked/ran - $171,000
Sept: $62,000 booked – 75% of budget
- Preliminary year-end results

Advisors/Learning
Guest speakers
Award finalists
DT REPORT  The Daily Texan

- Started issue staffers (289 and counting)
- Past week of TribFest/Fantastic Fest coverage
- Over 500 on staff interest form

Recruitment
- 550 responses to interest form at time of form closure
- 240 opinion responses
- 50 completed opinion tryouts
- Two open houses
- Current staff of 32
  o Two social media staff (Twitter, Facebook)
  o Two opinion illustrator staff

Coverage
- Confederate statuary coverage, video on NYT Styles
- Maryland editorial exchange
- Art Acevedo, Deray McKesson, Pete Buttigieg, Michael Li, Josh Earnest, Beto O’Rourke (6.3k)

Michelle Zhang, Managing Editor
Laura Hallas, Editor-in-Chief
TT REPORT

- New office!
- New recruits!
- New outlook on life, generally.

KVRX REPORT

- Amazing New Staff Members
- Residency at Hole in the Wall
- 6 Hours Away from 24/7 Programming
- Security
- Full Local Live Schedule
TSTV REPORT

- Masterbook and server have been set up!
- In the process of designing cover, end sheets, and spreads
- Group photos are being taken/submitted
- Working on marketing/advertising the book

Myka Rodriguez

CACTUS YEARBOOK REPORT

- General Meeting
- New volunteers!
- New shows and equipment
- Undergraduate Lecture Series, other productions

Hailey Wheeler