

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 28, 2017

Voting Members Present: Pauline Berens, McKay Proctor, Matt Eastin, Karen M. Landolt, Mary Dolan, Mohammad Syed, Kat Sampson, Jeff Cohen

Voting Members Absent: Christian Trudeau, Robert W. Jensen

Non-Voting Members Present: Gerald Johnson, Alexander Chase, Akshay Mirchandani, Armando Maese, Aaron Bicart, Raven Cortright, Cole Gerthoffer, Julia Cho, Peter Flynn

Non-Voting Members Absent:

Guests Present: Frank Serpas, Emily Cohen, Robert Zimmer, Peter Chen, Forrest Milburn, Rachel Cooper, Austin McCartney, Myka Rodriguez, Eva Frederick, Hailey Wheeler, Matthew Adams, Michelle Zhang

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on February 3rd was called to order at 1:01 p.m by Pauline Berens.

Executive Committee Report

The Executive Committee confirmed the following awardees:

- Emily Vernon & Mae Hamilton for the Julia Jeffress Excellence Award
- Khadija Saifullah for the Liz Carpenter Award for Excellence
- Colten Crist for the M. Dolores Ebert Award

Approval of minutes from the March 24, 2017, meeting of the Texas Student Media Board of Operating Trustees

The minutes were reviewed, no inaccuracies were found. Jeff Cohen moved to approve the minutes. Mohammad Syed seconded the motion. The motion was approved unanimously.

Discussion and possible action regarding the appointment of student members of the Texas Student Media Board of Operating Trustees, The Daily Texan Managing Editor (summer), Texas Travesty Editor-In-Chief, Cactus Yearbook Editor-In-Chief, KVRX Station Manager, and Texas Student TV Station Manager

The candidates in attendance for the uncontested positions introduced themselves and answered questions from the Board. Karen Landolt moved to appoint Rachel Cooper to TSM Board Place 1, JoJo Phillips to TSM Board Place 5, Cole Gerthoffer as Texas Travesty Editor-In-Chief, Austin McCartney as KVRX Radio Station Manager, Myka Rodriguez as Texas Student TV Station Manager, Eva Frederick as Daily Texan Managing Editor (summer), and Hailey Wheeler as Cactus Yearbook Editor-In-Chief. Jeff Cohen seconded the motion. The motion was approved unanimously.

Discussion and possible action regarding the appointment of The Daily Texan Managing Editor (fall)

There were two candidates: Matthew Adams and Michelle Zhang. Matthew introduced himself to the board, followed by Michelle. Berens asked the candidates to describe their management style. Cohen asked the candidates to describe the manager they admire most in the basement and what each would to build and retain readership.

Both candidates discussed their intended plans to improve social media and Michelle commented that she wanted to make minor changes to theDailyTexan.com, even just a font change to improve readability and style.

Proctor asked the candidates to explain what they admired about the other. Matt replied that he liked Michelle's copy editing and management experience. Michelle commented that she admired Matt's extensive professional experience outside the basement.

Gerald Johnson asked each candidate what they would do if they did not secure the role. Both candidates expressed that they would stay with the Daily Texan and support the candidate selected.

The Board entered closed session at 1:35pm to consider the candidates, then reconvened in open session at 1:50pm. Proctor moved to appoint Michelle Zhang as The Daily Texan Managing Editor (fall). Syed seconded the motion. The motion was approved unanimously.

Activity reports from TSM Director and Student Managers

Gerald stated that the RFP process for printing the Daily Texan was under way. In addition, insurance renewals were almost complete and that Amanda O'Brien won graphic designer of the year from Austin's Women in Media. The annual pledge drive was wrapping up and the organization raised over \$17,000 during the drive. The organization also launched a

new product, TexAD. The new capability allows the sales team to offer targeted placement on apps and mobile browser that are not TSM operated.

Gerald then spoke about Jeff Cohen's service to TSM as a board member, funding advocate and former staffer of the Daily Texan. Cohen was presented with a plaque to commemorate his service.

Gerald communicated that the advertising department was continuing to make great strides for the organization and the Orientation Program was still selling, but was currently at \$73,000 and growing. For the year, 75% of the budget had been achieved and that team continued to be ahead of budget for the time period. He then covered highlights of the year including accounts receivable, utexas.rent and the since1791 tee shirts, including a letter of support from Chancellor Bill McRaven.

Aaron gave his final report for TSTV. He thanked Frank for his support throughout the year, discussed the banner year for productions and that the organization would be in good hands with Myka.

Armando gave his final report for KVRX by highlighting the pledge drive, welcoming Austin and thanking the board and TSM for the opportunity.

Cole offered his report by highlighting the 16-page anniversary edition of the Texas Travesty and how the printed version was supplemented with even more retro content online. Six members of the staff watched the Smurfs and Minions to raise awareness for the pledge drive. Cole communicated that he is looking forward to continuing leadership at the Travesty.

Raven offered her final report to the board for the Cactus. She highlighted her favorite parts of the yearbook and the efforts she and her team made to make deadlines. Gerald commented that the current edition is his favorite so far, due to the amazing quantity and quality of photos in the book. He remarked that many have said similar sentiments to him since the book arrived.

Akshay gave his last report to the board as managing editor for the Daily Texan. He highlighted the efforts of comics for supportstudentvoices and the media forum page. He felt that the explanation of how the newspaper works was much-needed and well-received. This content was created in collaboration with Alex, the Editor-in-Chief. He spent some time discussing the challenges of reporting a recent student death, graffiti on statues, the legislature and the sexual assault survey. He expressed that the Daily Texan had a good and stable foundation for the future.

Alex did his last report as Editor-in-Chief. He apologized for missing deadline and then spent some time recalling his growth into the role and that we were in more-than-capable hands with Laura. He thanked the board and TSM for the experience and guidance throughout the year.

Discussion and possible action on the 2017-2018 schedule for the Board of Operating Trustees meetings

The Board offered a proposed schedule of future meetings, subject to approval by next year's Board:

- Friday, June 16, 2017
- Friday, September 29, 2017
- Friday, October 27, 2017
- Tuesday, December 12, 2017
- Friday, February 2, 2018
- Friday, March 23, 2018
- Friday, April 27, 2018

Berens expressed her thanks to the Board and highlighted some of her future plans, post-graduation. She said that TSM had done a complete turn-around during her time with the board and that she looked forward to continued success in the future.

Cohen moved to adjourn at 2:52pm. Syed seconded the motion. It passed unanimously.