

**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**

**September 29, 2017**

**Voting Members Present:** Matt Eastin, Karen M. Landolt, Mary Dolan, Mohammad Syed, Marlies Arevalo, Kathleen McElroy, JoJo Phillips, Zach Head, Rachel Cooper, Emily Nguyen

**Voting Members Absent:**

**Non-Voting Members Present:** Gerald Johnson, Cole Gerthoffer, Myka Rodriguez, Hailey Wheeler, Laura Hallas, Austin McCartney, Michelle Zhang

**Non-Voting Members Absent:** Grace Gilker, Sara Miller

**Guests Present:** Stewart Vanderwilt, Frank Serpas, Emily Cohen, Robert Zimmer, Peter Chen, Deepak Jagannath

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on September 29 was called to order at 1:01 p.m by Matt Eastin, acting president.

Marlies Arevalo, the newly appointed professional to the Board, introduced herself. She has over 20 years of media experience, including the Houston Chronicle and CBS Radio. Her experience is in print, digital, commercial printing and sales management.

Approval of minutes from the April 28, 2017, meeting of the Texas Student Media Board of Operating Trustees

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

Discussion and possible action regarding the appointments to the Texas Student Media Board of Operating Trustees

The candidates in attendance for the contested position introduced themselves and answered questions from the Board. The Board convened to closed session at 1:13 to discuss the candidates. The Board reconvened to open session at 1:18.

Mohammed Syed moved to vote for the selection of the student to TSM Board Place 6,

which was seconded by Mary Dolan. Voting took place and Emily Nguyen was approved unanimously.

#### Presentation on Texas Student Media structure and procedures

Frank Serpas detailed the history of TSM with its founding in 1921, following publication of the Cactus Yearbook and The Daily Texan. He described the Board and its relation to the Board of Regents, UT and the Moody College of Communication.

Serpas also described highlighted material from the Trust, the TSM Handbook and the individual handbooks of each entity.

#### Discussion and appropriate action regarding the selection and appointment of the 2017-2018 President, Vice President and Secretary of the Texas Student Media Board of Operating Trustees

The Board discussed the roles, typically held by voting student Board members. Mohammad Syed self-nominated to the role of President, which was seconded by Mary Dolan. The Board voted unanimously in favor.

Gerald Johnson nominated Mary Dolan to the role of Vice President. Mary expressed that she would graduate and leave the Board in December. There was some discussion regarding this statement. Mohammad Syed seconded the motion offered by Gerald. The Board voted unanimously in favor.

Mohammad Syed nominated Zach Head to the role of Secretary. The motion was seconded by JoJo Phillips. The Board voted unanimously in favor.

#### Discussion and appropriate action regarding the selection of the members of the Executive and Election Committees

Mohammad Syed and Mary Dolan were nominated as student representatives for the executive committee and both were elected unanimously. Marlies Arevalo, Kathleen McElroy, and Karen Landolt were nominated to sit on the committee, as well. All were elected unanimously.

Karen Landolt and Matt Eastin were nominated and elected to represent faculty on the Election Committee. Zach Head, JoJo Phillips, and Emily Nguyen were nominated and elected as student representatives. JoJo will be the primary representative in selecting Election Supervisory Board members.

#### Activity reports from TSM Director and Student Managers

Gerald delivered his report. He detailed:

## Operations

- Fall Marketplace was a success, raising \$133,000 across 53 vendors – a record for Marketplace.
- Completed RFP process for vendors and selected Herald-Zeitung.
- Franchised the tee shirt “Since 1791” and now make \$1 for each shirt sale made at University of Utah
- Added 15 new computers with Adobe Creative Cloud. Through a partnership with Moody College donated newer lab computers to TSM. These computers will allow TSM to cycle out the oldest equipment.
- Working with Undergraduate Leadership Network, which will hopefully open doors to new opportunities across campus.
- Refreshed William Randolph Hearst building: freshly painted, new furniture.
- Worked Orientation this summer, creating buzz through social media by hosting a photo booth with ACL bands as a prize for posting pictures online.
- Hosting organizations from across campus for a Grad Fair event. Will bring in over \$60,000.
- Re-launched uTexas.Rent to show housing opportunities for students.
- Hired three new people to sales team.

## Budgets

- Preliminary year-end results: >\$100,000 in profits

## Guest speakers

- Bobby Blanchard, former board member, is now the social media manager for Texas Tribune. He visited the Texan newsroom to discuss ways to increase social media engagement.
- Robert Zimmer discussed KVRX’s music showcases at Hole in the Wall. Profiled by Daily Texan. Will continue to occur.

## Awards

- Texas Associated Press selected the Daily Texan for 2016 Daily Newspaper Award

- Nominated for Best Multimedia Presentation for presentation on 50<sup>th</sup> year anniversary of the Tower Shooting.

## Student Updates

### The Daily Texan

- Recruitment was successful: >500 interest forms, 289 staffers applied, hosted two open houses with 30 people in attendance at each
- Upgrading the website and overall design
- Already covered confederate statue removal and setup Facebook Live interviews with Deray McKesson, Art Acevedo, Pete Buttigieg, Michael Li, Josh Earnest, and Beto O'Rourke (6.3k views)

### Texas Travesty

- Moved to 4<sup>th</sup> floor.
- 10 new recruits: 7 writers, 2 designers, and 1 videographer
- Their new windows have, quite literally, given them a new outlook on life.

### KVRX

- Launched residency at Hole in the Wall. Focusing on artists that don't get a lot of play. Soul and Hip-Hop were scheduled. Looking to build onto Mayor Adler's plans for the arts in Austin
- 6 hours away from curated programming 24/7. Very impressive.
- Increased building security through IDs and a having a person on standby when artists come in for shows or interviews.
- Local Live is promoting more musical diversity this year.

### TSTV

- Registered 300 people working with TSTV.
- Trained over 100 new volunteers over the last couple weekends.
- 22 different programs. Premiering new shows from the Writer Incubator.
- New equipment: master control in the studio, wireless LAV microphones, and equipment to be checked out

- Working productions at the Briscoe Center, Ed Talks with College of Education, and Undergraduate Lecture Series.

#### Cactus Yearbook

- New office, with Masterbook and server set up on computer.
- Having success with group photos. Last year had 9 spreads across 52 organizations and already have 45 this year.
- Focused on marketing and advertising this year. Will likely hire a social media editor. Also, looking to put booths at different events, setup “Cactus Standouts” (professor nominations of students), and 4-year yearbook packages for freshmen.

#### Miscellaneous Updates

Purchased television monitors for common areas of the building. Looking into getting advertisements for TSM properties on monitors in Moody as well as McCombs.

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

The Board reviewed a proposed schedule of future meetings.

- Friday, October 27, 2017
- Tuesday, December 12, 2017
- Friday, February 2, 2018
- Friday, March 23, 2018
- Friday, April 27, 2018

Meeting adjourned at 2:24 PM.