

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

October 27, 2017

Voting Members Present:

Rachel Cooper, Mary Dolan, Zach Head, Mohammad Syed, JoJo Phillips, Dr. Kathleen McElroy, Karen Landolt, Marlies Arevalo

Voting members Not Present:

Emily Nguyen, Matt Eastin

Non-voting Members Present:

Gerald Johnson, Laura Hallas, Michelle Zhang, Austin McCartney, Myka Rodriguez, Hailey Wheeler, Cole Gerthoffer, Grace Gilker, Sara Miller

Guests:

Frank Serpas, Julianne Phillips, Diane Byram, Paulina Siller, Emily Cohen, Peter Chen, Robert Zimmer

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on October 27th was called to order at 1:05 p.m by Mohammad Syed, acting president.

Approval of minutes from the September 29, 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. Rachel Cooper seconded the motion. The motion was approved unanimously.

Director's Report

Marketing

1. 75 new newspaper boxes placed throughout campus
2. Record TSM participation at 854 students, up 100 from last semester
 - a. 45% were from outside Moody last semester
3. Friends of the Daily Texan will have their annual dinner on November 3rd
4. Participation levels have increased

Advertising

1. October: booked \$116,000
2. Partnered with Frank Erwin Center for its anniversary
3. Energy Olympiad
 - a. A group of students will present a contest where other students can win monetary prizes for sustainability goals and plans
 - b. Happening on the tail-end of energy week (February 3rd)
 - c. Producing a guide/program for the event to help sponsors get involved
4. Introduced new ad sales team members

Advisors

1. Peter: Increase site visitors by staggering content. The Texan uploaded content at midnight. Instead, Texan put up content throughout the day to bring in traffic throughout the day.
2. Peter: Bobby Blanchard talked to students about improving social media practices
3. Incorporating Atavist website to improve the appearance of long-form pieces. Will be helpful to track traffic, try out new content, and potentially monetize these pages.
 - a. Department heads are excited about having this resource to help them tell stories
4. Robert: KUTX had a DJ opening and contacted KVRX. Ryan Wen, KVRX's head of music, received a "dream job" with them.

Financials

1. Reporting changed between 16 and 17.
2. Advertising income increased significantly
3. Other income increased as well.
 - a. Productions a major cause
4. Changes to report
 - a. Student wages moved to its own line
 - b. Created events expenses for new partnerships on campus
5. **\$146,698 added to reserves from F2016/17 performance**
6. Did not dip into savings for another year
7. Total equity is just over \$1 million

Memo

1. TSM has an internship-for-credit program with School of Journalism for students working at Daily Texan
 - a. Students can opt-in to get credit for working with the Texan
 - b. Kathleen: Should be reserved for editors
 - c. Often initiated by students. Requires a supervisor approval.
2. Students conduct sales
3. TSTV offers equipment training program
4. KVRX offers training program

Daily Texan

Michelle Zhang

1. Atavist has people excited.
2. Coverage of Speedway Brick Removal including profile and BuzzFeed-style responses to the profile
3. Continuing website renovations

Laura Hallas

1. New forum projects. Recently did a piece on adderall addiction
2. Representative from Wall Street Journal and Dallas Morning News came and spoke about career opportunities and provided feedback
3. Moderated debate between College Republicans and College Democrats

Travesty

Cole Gerthoffer

1. First issue of semester produced without a hitch
2. Content did really well on social media. Joe Biden Cover well-received
3. Working on getting a live stand-up showcase for next semester

Cactus

Hailey Wheeler

1. Cover is done (she designed it!)
2. 40% deadline will be reached easily!

TSTV

Myka Rodriguez

1. Great ACL coverage
2. College Crossfire, TSTV's sports debate show, hosted and interviewed Shaka Smart
3. Worked productions for Comp sci department, Dan Rather, and Austin Institute

KVRX

Austin McCartney

1. 24/7 programming; zero automation
2. LiveATX initiative continuing next month
3. KVRX DJ hired for KUTX Friday Night Slot
4. Library sessions are back

Next board meeting is Tuesday, December 12th.

Voting

Memo for board of regents. Motion passes.

Karen Landolt moves we adjourn. Kathleen McElroy seconds.

Meeting adjourns at 1:42 PM.