DIRECTOR’S REPORT

Gerald Johnson

Operations/Production
- New hires: Michael, Harlea, Tillie, Janie
- Census
- Workday implementation

Marketing/Advertising
- Orientation $160k
- Marketplace +$50k
  - 67 Exhibitors
  - 17 New
  - 52p Guide
- YTD: 24%, $271k
- Sept: $107k, +18k/+48k YOY

Other
- Texas Connect
- ESB Selection Committee
Editorials: Sexual harassment, FOIA stuff
Interviews for Texas Tribune festival (Beto, Cecile Richards, Mayor Adler, DeRay McKesson)
Orientation and training went well
APME/ASNE editors conference
FOIA Fridays with projects

Projects Department: FOIA Fridays, Bob Grattan
Tribune Festival coverage
Curious Campus (over 20 in under a month)
“Hooked: Your UT” Facebook group
Redesigned newsletter
Coffee with the Texan
Four-Year Newspaper of the Year finalist
- Over 40 Student Organizations already signed up to be in the yearbook
- Designing, writing stories, and taking photos starting to happen
- Walsworth process/deadlines
- Awesome staff, looking forward to a great year

Virginia Beshears

- New deadline weekend structure
- Staff dinners
- Amazing close-knit staff, looking into staff retreat
- Branching out with live events by planning some field trips to comedy shows to learn more
- Recruitment videos

Gab Soong

- 62 DJs
- New website!
- KVRX FEST
- Partnership w/ Austin Music Awards
- Radio Panel w/ Margin Walker
- Shows booked through Fall—working on SXSW
- Sports Department
- CMA Station of the Year finalist (Four-Year)
- New participants trained (~200)
- ULS Production
- ATX TV Festival Partnership
- 22 shows scheduled for Fall