

BOARD REPORT

SEPTEMBER 2018

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THE DAILY TEXAN

TEXAS TRAVESTY

{burnt x}

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



Hailey Wheeler



- 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

