

**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 28, 2018**

**Voting Members Present:**

Marlies Arevalo, Rachel Cooper, JoJo Phillips, Dr. Kathleen McElroy, Michelle Peplinski, Emily Nguyen, Tian Lai, Rylan Maksoud

**Voting Members Not Present:**

none

**Non-voting Members Present:**

Gerald Johnson, Ellie Breed, Peter Corrao, Gab Soong, Hailey Wheeler, Virginia Beshears

**Non-voting Members Not Present:**

Liza Anderson, Riley O'Hara

**Guests:**

Peter Chen, Emily Cohen, Frank Serpas, Robert Zimmer, Janie Castillo-Flores, Michael Barrett, Susan T. Nold

**Meeting Opening:**

The Texas Student Media Board of Operating Trustees meeting on September 28th was called to order at 1:00 PM by Dr. Kathleen Oveta McElroy.

Approval of minutes with minor revisions from April 27, 2018, meeting of the Texas Student Media Board of Operating Trustees.

Frank Serpas presents information on the Texas Student Media Trust, the quarterly reports and annual reports required, and the insurance Texas Student Media is required to maintain.

JoJo Phillips nominates self for President. Motion passes unanimously.

Rylan Maksoud nominates himself for Vice President. Rylan withdraws his motion.

Rachel Cooper nominates herself for Vice President. Motion passes unanimously.

Dr. Kathleen Oveta McElroy nominates Rylan Maksoud for Secretary. Rylan seconds. Motion passes unanimously.

Mention by Gerald Johnson of the two pending appointees for the vacant faculty positions.

**Activity reports from TSM director and student managers:**

Gerald Johnson, TSM director:

- Michael, Tillie, Janie, Harlea introduced as new hires
- Census of TSM indicated record number of students: 950-1000 students
- Orientation edition brought in \$160,000
- Marketplace, in partnership with DOS, brought in \$180,000 with 67 exhibitors
- 24% of expected revenue for this fiscal year, \$271,000, is already on the books
- For the month of September, made \$109,000, which is \$21,000 over budget
- A \$20,000-\$30,000 for the last fiscal year is expected
- Partnering with the President's office to create faculty and staff magazine

Rachel Cooper inquires about advertising of ESB position opening.

Ellie Breed, Managing Editor, Daily Texan

- Liza Anderson editorials
- Orientation went well
- Projects Department established for more in-depth reporting, including FOIA Fridays with a law student who has offered to help with FOIA procedures
- Tribune Festival coverage lined up
- Curious Campus has resulted in over 20 story ideas
- New engagement efforts: "Hooked: Your UT" Facebook page, redesigned newsletter, Coffee with the Texan
- Finalist for Pinnacle Award for Four-Year Newspaper

Hailey Wheeler, Cactus Yearbook manager

- 50 student organizations signed up to be in the yearbook
- Initial content-generating underway
- In talks with Walsworth, the publisher

Virginia Beshears, Texas Travesty manager

- New, stricter deadlines established
- Looking into staff dinners, staff retreats, field trips to comedy shows

Gab Soong, KVRX manager

- 62 new DJs trained
- Close to 24-hour programming
- New, improved website
- Rebranding partnership with Austin Music Awards
- Radio Panel with Margin Walker

- All shows booked through fall. SXSW preparations underway
- Sports Department revived by freshman

Peter Corrao, TSTV manager

- 212 new participants trained, which brought in \$9,000
- \$11,500 ULS production
- ATX TV Festival Partnership
- UT athletics wants to increase participation and access for sports department
- 22 shows scheduled for fall

Gerald Johnson reminds board of Open Meetings Act requirements

Dr. Kathleen Oveta McElroy inquires about reaching out to students about events

JoJo Phillips motions to approve board meeting schedule. Dr. Kathleen Oveta McElroy seconds. Passes unanimously.

**President motions to adjourn at 2:07PM. Passes unanimously.**