

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

December 11, 2019

Voting Members Present:

Maryum Qadri, Rylan Maksoud, Malyne Wilkins, Anuj Mocherla, Dr. Kathleen McElroy, Susan T. Nold, Michael J. Barrett, Marlies Arevalo, Elizabeth Ryder

Voting Members Not Present:

Kristina Hill, Morgan Cutaia

Non-voting Members Present:

Gerald Johnson, Spencer Buckner, Catherine Marfin, Ariel Pitre Young, Sean Dolan, Michelle Almonte, Arvind Ashok

Non-voting Members Not Present:

Jakob Lucas

Guests:

Frank Serpas, Janie Castillo-Flores, Emily Cohen, Lisa Nhan, Peter Chen, David Schneider

Meeting Opening:

The Texas Student Media Board of Operating meeting December 11 was called to order at 1:02 PM by Rylan Maksoud.

Elizabeth Ryder, the new addition to the Board, introduces herself.

Approval of minutes from October 25, 2019, meeting of the Texas Student Media Board of Operating Trustees. Anuj Mocherla motions to approve. Dr. Kathleen McElroy seconds. Unanimously approved.

Appointment of the Spring 2020 Managing editor Lisa Nhan. Rylan Maksoud motions to approve. Anuj Mocherla seconds. Unanimously approved.

Board Report

Director Gerald Johnson:

- Spring Marketplace has been 79% booked, 42 exhibitors signed up
- December advertising revenue ~\$65,000

- \$492,000 in ad revenues booked for the year
- New account executive joining the team
- Hornraiser campaign was completed for all 5 entities
- Raised \$16,000

Daily Texan – Spencer Buckner and Catherine Marfin

- Editorials surrounding sexual misconduct with faculty
- Smaller column staff this semester
- Starting editorials and research for the Spring semester
- Set a Hornraiser goal of \$3,000, raised over \$8,000
- Reporting of the #MeToo Event

Cactus - Michelle Almonte

- The Hornraiser goal that was set has been met
- First deadline is due December 24th, the deadline will be met
- The added spotlight pages are leading to increased participation

Texas Travesty – Arvind Ashok

- The Hornraiser goal that was set has been met
- The money will be used to purchase video equipment
- The new website is now active

KVRX – Ariel Pitre Young

- The Hornraiser goal that was set has been met
- Raised over \$3,400
- The money will be used to purchase music production equipment
- Production department has released over 50 videos this semester

TSTV – Sean Dolan

- The Hornraiser goal has been met
- Raised over \$2,000
- The money will be used for video production equipment
- Jimmy Fallon Interview in Good Morning Texas
- Received money from Communications Council

Certification to the Board of Regents for the Quarter Ending November 30, 2019. Rylan Maksoud, Malyne Wilkins seconds. Unanimously approved

Rylan Maksoud motions to adjourn, Seconded by Dr. Kathleen McElroy.

Rylan Maksoud adjourns meeting at 1:35