Report to the Board
Texas Student Media

With seven weeks under my belt, I present my first report to the Board. It has been crazy with activity as I learn the people and processes and navigate the challenges that face the organization. The good news is that there is much opportunity to be had with the right focus and leadership offered by the Moody College.

Let’s start with the past. The preliminary findings for the 2013-2014 fiscal year are: All income and expenditures have been coded. All sales and payments have been entered. We will complete FY13-14 in the multi-ledger; entry has begun. Target for draft financial statements is 9/30/14. Draft statements are due to the TSM board 45 days after year-end close (mid-October). Final financial statements are due to the Board of Regents 90 days after year-end close (end-November). We are on target to make these dates.

Preliminary cash analysis shows that TSM had a loss of cash for the fiscal year of $239,980 on cash revenue of $982,971. Short-term reserves were exhausted during the fiscal year and long-term reserves have a year-end balance of $350,957. After FY13-14 loss, long-term reserves will have a $110,977 balance forward into FY14-15.

Now let’s talk about some wins.

Business and Operations/Frank Serpas:
Austin American-Statesman will remain the vendor for printing the Daily Texan, The Travesty and our ancillary printed products. The overall print pricing has remained consistent with the prior year, however we were able to gain concessions on pricing for color and to add quality control measures by increasing the copy-pull frequency and adding a color bar to printed pages. In addition, this same group owns the contract for distribution. On that front we have pressed them to increase their vigilance on box maintenance and reporting measures that will assist our distribution audit and future changes that are deemed necessary. This audit will begin in October.

TSTV’s broadcast license was renewed for eight years on August 18th.

People. There have been some changes since the last reporting period. Michael Brick (Media Advisor) left to work for the Houston Chronicle in their Austin Bureau. We are currently interviewing three candidates for his replacement. Interviews will conclude September 26. In the meantime, another former Chronicle alum, RG Ratcliffe is providing interim support for The Daily Texan.

Robert Meute joined TSM as an account executive in June. We are currently
accepting applicants for Account Executive and Advertising Assistant. These positions will close next week and the selection process begins. Stephen Salisbury was hired to replace our former Special Editions Coordinator Michael Gammon, who left at the end of July.

With a big assistance from Associate Director Wanda Cash and Director RB Brenner from the journalism school, we were able to decrease our cost for AP services from $9500 annually to $2500 by decreasing our subscription level and redistributing cost.

**Advertising /CJ Salgado**

Some new initiatives over the summer included special advertising opportunities for food truck purveyors and Longhorn fans. For the Fall, a brand-new initiative entitled “Master the Possibilities” will publish November 20. This advertising feature will include graduate programs across the state and will distribute in the Daily Texan. We have reached out to potential clients to test timing, viability and advertising format with receptive response. We are currently in the process of pricing out the program and building sales materials.

Events have been more popular than ever. Tailgate produced $84,000 in revenue for the Fall program; compared to $49,000 last year. KVRX is currently producing Thursday night football for AISD. This program got a late start but still generated $5,000 with a profit. This format has more opportunity going forward.

New business clients include Breed & Co, Brick Oven, Life Cycle Bikes, Fiesta Mart, JuiceLand, Cinco Vodka, State Farm, Salvation Army, Vosco Moving, Urban Mattress and House of Tutors. These new accounts helped to produce $139,000 in revenue for August, which represents an increase of $9,000 over budget goal.

TSTV has also generated some solid initial results by selling beyond the channel. A production rate card has been completed and the first big win is a $10,000 production for the School of Undergraduate Studies University Lecture Series. This is an example of a great collaboration under Moody College with assistance from Ian Reese, Keefe Boerner, Frank and the sales and marketing teams.

The TSM team has been utilizing tabling in the West Mall to raise awareness for our media entities and programs. The results have been excellent. 13 account executives have joined the selling ranks from across a wide variety of programs on campus and are currently undergoing training before hitting the streets. The program will continue throughout the semester and work well with our newly adjusted schedules to better accommodate students and their commitments.

Speaking of training, professional coach and sales trainer Alan Duncan will be working with the team Monday through Wednesday of next week. The programming will include team-building, adjusting your pitch to your client’s personality and business development skills – including prospecting, proposals and cold-calling. Alan has offered this service at no charge to our organization.
Digital and Marketing/Curt Yowell and Daniel Hublein

A digital revamp of the Daily Texan has been in the works for some time. We have worked as a team to create a committee that includes representation for the other media entities. Going forward, we will work to create a content management system that works for all entities and provides consistency for selling efforts across platforms, simplifies cross-platform navigation and changes individual unit selling to across the media entities with standardized ad units.

Some other accomplishments from Curt and his team include: Customized analytic dashboards tailored to each media unit that will identify sales opportunities. Eight terabytes of Daily Texan photo data have been backed up over the summer. Refreshing the Daily Digest email with new ad placement opportunities. Changing ad server technology from OpenX to DoubleClick for Publishers which creates geo-targeting, rich media and the ability to sell unsold space to advertising networks including Google.

Daniel has spent the summer building a team from the ground-up, with complete turn-over happening in this department. Not a beat was missed.

In addition, Daniel has begun an audit of our all of our marketing efforts to update and create consistent messaging. We have concluded our agreement with “Circle-Word” and are utilizing this space for cross-promotion of the other media entities. KVRX, Cactus and TSTV have utilized this space to raise awareness for general meetings, recruiting and programming in future placements. This saved the organization $2800 annually and filled a much-needed marketing vehicle for the other units.

General Notes

One of the complaints I heard loudest, even before my official start date, was the disjointed communication between the media units. To counter this and to build a more cohesive workplace, we have enacted Friday Leadership meetings that include the managers from each of the units, as well as operations, marketing and digital. These meetings have lead to better collaboration and cross-promotion across the units. We are also able to celebrate and duplicate wins, quickly solve operational issues and move forward with a collective vision.

Another large challenge was that multiple members of the organization were attempting to innovate in silos. Over a five-week period, we worked collectively as a team (students and professionals) to identify objectives over a specific time period that help us “stabilize”, “monetize” or “innovate”. The time periods are 90 days or 365 days. 90 day objectives must be quickly executed and for the most part lean to the stabilization of TSM. 365 day objectives help us to prioritize, create a unified plan and focus all members toward the same goal. This plan will lean to the innovation and reinvention of the organization overall.

Stabilize: These objectives are fixes to our current state of affairs that have been neglected, ignored or in some cases, not uncovered.
Monetize: These objectives will capture low-hanging fruit (revenue opportunities) that have lacked focus or can be achieved with small changes to our infrastructure. (people/processes/machines)

Innovate: Our long-term future depends on innovation. Objectives in this category will identify the steps necessary to innovate in a smart and efficient way.

We have organized these objectives even more, as they pertain to each media unit or the TSM organization overall. Below you will find a visual of our collaboration:

**TSM**

Stabilize
- Web design/page load/consistency
- Training/workshops
- Brand awareness
- Print media advisor
- Broadcast media advisor
- Professional sales person
- Ad assistant
- Review job descriptions
- Restructure
- Working as one unit
- Standard navigation

Monetize
- Ad serving/adsense
- Multi-media plans
- Fund-raising and development
- Event

Innovate
- Master the Possibilities (special pubs)
- The "River" - 6th entity
- Visitor Guide and Planner in house in conjunction with University Communications
- Digital Media Kit online
- Responsive/App
- In-house web-developer
- Open-source development
The Daily Texan

Stabilize
- Social media improvement
- Distribution enhancement
- Copyright procedure and policy
- Printing contract

Monetize
- Sponsored tweets
- Inserts/commercial printing
- Content categories underwritten
- Leasing unused White boxes

Innovate
- Equipment for comics/Comic book sales plan
- Photo sales at football/sporting events
- Collaborate with College to have Texan as part of select classes
- Interactive content on web (databases, pictoral)
- Recruiting students
- Special content features
- Daily Digest with new ad placements

The Travesty

Stabilize
- Distribution model
- Subheader (brand)
- New office space

Monetize
- Partnership with comedy clubs

Innovate
- Issue release events
Stabilize
- Restructure web content so more compatible with site

Monetize
- Production rates and sales effort
- Sales effort against 24/7 sponsorship
- Promo codes for advertisers

Innovate
- New studio cameras (365)
- Increase network broadcast on campus (365)
- Set improvements (365)
- 3rd Party programming sources

Stabilize
- Publisher selected
- Set book format
- Deadlines

Monetize
- West mall tabling/sign ups
- Review ad sales vendor

Innovate
- Explore ad sales in-house
- Social media to solicit content #StayPrickly
- Sales partnerships with Co-Op, Texas Exes, Texas
- Archives/Reselling (365)
The Board reports from the student managers of the media units follow.

Stabilize
• Automation corrected
• Stream digital library
• DJ volunteer hours for recruitment

Monetize
• Show descriptions for targeted sales
• DJs to assist with underwriting leads with sales

Innovate
• Production/onsite coverage (365)
• Increase automation during FM hours (365)
To: The Texas Student Media Board of Operating Trustees

From: Riley Brands, Editor-in-Chief, The Daily Texan

Board Report, September 19, 2014

Since Laura officially passed the torch to me in June, I have overseen:
--a much more robust opinion presence online over the summer (regular additions every day rather than just on the weekends in preparation for the weekly print product)
--the formation of a full, five-member editorial board for the fall semester (which for the past few editors had been nigh on impossible)
--the hiring of an internal coordinator who has been invaluable in helping me think up new ways to reach out to our readership
--the creation of a themed op-ed page
--the reinstatement of 5 p.m. closing times for the editorial pages (last year they were around 10 p.m. and the year before, past midnight)
--the articulation on the website of a much clearer op-ed/letters policy and an attendant increase in the number of high-quality submissions

Unfinished business:
Greater graduate student representation? Proving much harder than I originally anticipated, but I have a few strategies in mind to combat that

Jettisoned:
Standards editor -- maybe I was being overly picky, but after reviewing close to a dozen applications, many of which came from students recommended by the Undergraduate Writing Center, I came away unimpressed with all. I think our copy desk can handle the responsibilities I had envisioned for this position.

Things to look forward to:
--Next month I'll be speaking at the Friends of the Texan luncheon
--I'll also be moderating two debates, one for the mayoral race, the other for the District 9 City Council race
To the members of the Board,

Since August, Texan permanent staff members have been working to recruit new staff members and excel this semester. We had nearly 300 applicants pour in, and we expect to hire about 150 students at the end of the tryout period.

Professor Bob Jensen will speak at our annual staff orientation about libel and Marian Trattner from the Be That One suicide prevention program will also give a short presentation about best practices for covering suicide.

Our news department has had excellent coverage so far this semester, including a very candid Q&A with the new medical school dean, an exclusive on the new department for Latino/a studies, and solid beat coverage throughout.

The life and arts department is working to unroll a few new series that will take a better look at campus life and everyone involved with it. The sports department had a great story on longtime SID Bill Little and his retirement. Photo, video, comics and design continue to produce quality work and think of ways to innovate, while our copy team has continued their excellent mistake-finding streak.

Our social media coordinator started adding photos to tweets and engaging more with our audience. We’re also working on ways to better integrate the other TSM entities into our social media accounts.

Every department is working to transition their schedules so that more content comes in throughout the day and the website is constantly updated. This is a major change of culture in the basement, but we are slowly chipping away at it.

The redesign of the website is still moving along and we’re hoping for an October launch date. Our digital projects coordinators have had better luck recruiting this semester and have made significant progress on the project, and are working to coordinate with other TSM entities and their website developers.

Overall, we’ve had a great start to this semester and I’m looking forward to improving upon the foundation we’ve laid thus far.

Thank you,

Elisabeth Dillon
Managing Editor, The Daily Texan
Hello Board,

In my time as Editor-in-Chief of the Texas Travesty (since mid-May of 2014), we’ve had substantial gains in our social media presence due to a recent push in digital content. As of September 11th, we’ve moved from **below 4100 Twitter followers to 4583 and counting (up by 11.5%)**, and have **upped our Facebook likes from 1748 to over 1900 and counting (up by over 8.5%)**. This consistent streamline of digital content is a new area of our brand that is currently being solidified more and more every week. By the time our first issue is released in early October, the plan is to have the Travesty posting content on a daily basis.

For our issue releases, we are also currently in the midst of brainstorming different types of promotional content, such as: sponsored campus events, a new distribution model, and partnerships with Austin comedy clubs. Our first deadline weekend will start on Thursday, the 27th of September.

Concerning our recruitment efforts, the **staff has grown by six members** in our two weeks of staff meetings, now totaling 29 members. While our office is already insufficient in fitting the amount of people on staff, we are bringing on qualified freshman and sophomores to balance the 11 staff members graduating this year.

We are **coordinating an office move, switching into Curt Yowell’s space**, so at some point this semester we will finally have a private office not directly in The Daily Texan’s area. This is huge for us, as we’ve been trying to obtain a new workspace for two years now.

Lastly, the Travesty was just named **2014’s Best Local Non-Chronicle Publication by the Austin Chronicle**. Having not won this award since 2010, this is a sign that things are getting back on track for the Travesty. I’d like to give a special acknowledgement to 2013-2014 Editor-in-Chief Nick Mehendale, former design director Jacqui Bontke, and former Managing Editor Kristen Moor for their vital roles in this win. Huzzah!

Other than that, we are slowly but surely getting the first issue of the year together. The Travesty is more active than it has ever been and it’ll only continue to be as our mobilization continues into this Fall semester and the rest of the school year.

Best,
Chris Gilman
Editor-in-Chief
Summer –

• AzTex Broadcasts went rather well. One or two games had some technical issues, but overall very happy with the results.
• Austin Chamber Music Production is in post. First edits have been done and Taylor is receiving feedback as he edits. The basic cuts look awesome.
• We received around a dozen new cameras to use for P1. They have the ability to record in HDV 1080, but still use tapes, which are finicky. Still, an upgrade over what we had! Now all of our pre-recorded content will at least be in 720p.

Productions –

• Production for the UGS series at Bass Concert hall is going well. Currently in the crewing and pre-production part, but should hopefully go off without a hitch.
• J School production for September 24th fell through as the Journalism school wished to scale down to a one-camera operation, which can be handled by the College.
• ISOJ has sent the dates of their conference next year, and we will be working with them once more.

Recruiting –

• General Meeting on the 11th went very well. Many shows got dozens of newly signed volunteers and turnout was really great.
• Classes have started (September 15th) and hopefully I get to report that they’re going flawlessly.

General –

• Gearing up with Promotions to bring several TSTV online (and broadcast) shorts. I will be running a chocolate milk mile possibly today. For the station.
• Beginning to reach out to Texas 4000 to do a 24-hour live broadcast video game marathon to raise awareness of TSTV and give to charity.
• Say, I hear CMB consolidated a studio and aren’t using a set of studio cameras (Dan Knight’s old class). Sure would be great if those cameras maybe ended up over here, know what I’m sayin?
• Our Marketing Department is really hitting TSTV awareness hard and will do a great job this year.
• News and Sports Room is (probably) still full of surplus.

Digital –

• Xilu has met with Curt and Gerald by now on building the site. (knock on wood) This is the furthest I think we’ve ever gotten on redoing the site while I’ve been at TSTV. Really proud of Xilu and Landon.

Edward’s Head-

• That there Broadcast Advisor position. Let us not forget. (Subliminal message: maybe hire Ian?)
• Looking into purchasing a few more SD card-based HD “P2 cameras” we only have 3 right now and they are always a point of contention. Among our dozen or so programs.
• Always feel free to talk to me about anything on your mind.

Most sincere regards,
-Edward Stockwell-
9/12/2014

To the Board:

So far, Cactus has made a remarkable come-back from last year. Throughout the summer, I hired an editorial staff of 12, and began the marketing/ advertising for this year's edition. Since school has started, as a staff we have continued to take applications for general staff and participated in events such as Gone to Texas and Party on the Plaza to recruit and market the book. I am excited to say we are expecting to have a general staff of around 50!

We have begun pre-production of this year's edition. That includes brainstorming and finalizing summer section spreads, selecting the theme for the book, and conducting coverage of events. Since we still do not have a publisher, we have created our own deadline dates for the fall semester. We plan to finished the summer section, the cover, and endsheets by November 1. 40% of the book should be complete by the end of December. We have also made the decision to make the final deadline for Cactus April 1, so that books can be distributed to graduating seniors in late May. We hope this helps book sales.

We have begun to execute a new, fairly extensive marketing plan for our edition. To help spread the word about Cactus and get the student body involved, we have begun our #stayprickly social media campaign, where students can submit photos of themselves at campus events for a chance to be published in the book. Additionally, we have begun putting together a plan to partner with Texas Exes and Texas Parents to help book sales.

Overall, Cactus has started off strong this semester. We are very excited to get more news about a publisher and begin official production of the book next week!

Thank you and stay prickly!

Tess Cagle
Cactus Editor-in-Chief
KVRX Student Radio
Activity Report
September 12, 2014

Summer Semester:
• Survived a particularly tough semester due to understaffed DJs. The fall semester however is far from as difficult.

Fall Sports Programming:
• We’ve made an agreement with AISD to broadcast live commentary on High School Football games throughout the semester. This occupies the majority of our Thursday night programming but we feel it’s an opportunity for new advertising partners.

Local Live 18 Release
• We held our Local Live 18 Release Party at The Mohawk on August 31, 2014, showcasing 4 local Austin bands, Institute, Glue, Hola Beach, and Borzoi.
• Sold out ticket sales, and after paying the sound guy, the bands, and giving the house their cut, we earned $1,044.
• The merch table sold 34 tapes out of 100 pressed at $5 each. Materials to print and ship the tapes cost roughly $110.
  o We’ve reached out to End of an Ear Records and Waterloo Records to help sell some of our remaining tapes.

Recruitment
• We held our first general meeting for the fall semester on September 09, 2014.
• We had a showing of about 100 interested students, the largest amount I’ve seen at a first meeting in my 4 years at KVRX.
• We have 39 students currently signed up for DJ Training.

Public Relations
• Working with Daniel and the Creative Team to produce some graphics for use in the Daily Texan Ad space and for an A-Frame sign that I’ll be ordering in soon.

Looking Ahead
• Our 20 Year Anniversary is steadily approaching. As far as venues for the event, the committee is looking at Spiderhouse for the Friday event, possibly for the Saturday concert. Also in consideration is the Scoot-In for the Saturday event.
• Stewart Vanderwilt has introduced us to the booking director from the Cactus Café. They have expressed that if KVRX want’s to hold events there, the Cactus is open to it. My staff and I hope to take advantage of it’s proximity and accessibility to host some events that cater to a student crowd.
• We’re very excited to be making some steps forward with website functionality.

Thank you,
Rodrigo Leal
KVRX Station Manager