Welcome back! Semesters move much faster than I remember from my university days. Here are bullets covering the four weeks since our last meeting.

**Business and Operations/Frank Serpas:**

TSM and the media units successfully petitioned CommCouncil for special allocations.

The Friends of the Daily Texan processed their first request to their innovation fund, granting $1300+ for much-needed equipment to allow the staff to create multi-media more efficiently for the web. We are grateful to the FotDT for their continued partnership and support.

A sales partnership with Texas Parents has been initiated to help sell more yearbooks. In addition, the student sellers will shortly begin their process of selling ads into the back of the publication.

KVRX hosted a 20-year anniversary celebration November 14-16. This event was coordinated with former alum and generated much-needed alumni connections and donations. The event kicked off with a happy-hour Friday night, in which 75+ attendees discussed all things KVRX. A tour of the station and surrounding areas attracted 30+ attendees Saturday afternoon. The evening culminated with a concert headline by Pure X, the Hickoids and Daniel Francis Doyal and the Dreams. Over 125 were in attendance. Sunday included an alumni panel with over 30 in attendance.

People.
The Advertising Advisor has resigned effective 12/05/14 and we are currently in the process of soliciting candidates with an expected start of early January.

As reported at last meeting, there were 23 applicants for account executive. Unfortunately, the two qualified candidates are no longer in the job market. This position will be reposted and we will manage a timely process.

**Advertising /Open**

October 2014 resulted in $107,000 in advertising revenue, which is a 12% increase over October 2013. However, this revenue fell well short of the budgeted $153,000.

Master the Possibilities hit campus today. The publication included seven different schools and generated $12,000 in revenue. This program should dramatically increase in 2015.
Digital/Curt Yowell
On the heels of our successful social media workshop hosted by Robert Quigley, our very own TSTV station manager Edward Stockwell conducted a very educational google seminar.

First draft of the online media kit is complete.

Coordinated a Fun Fun Funfest give-away resulting in 2,008 data points and increasing the overall social media footprint of all TSM media entities.

The TSM digital team completed a google analytics certification course.

Created a custom 404 page for TSTV.

Created a responsive 20th anniversary website for KVRX.

Marketing and Creative Services/Daniel Hublein
KVRX 20th anniversary: print/digital campaign and T-shirts.

Promotional ads created for Election Supervisory Board, Managing Editor DT, Master the Possibilities rack cards, digital digest logo, Holiday Guide, AISD football materials and Housing Fair materials.

Special projects included: advising the Cactus staff on marketing, creating a Longhorn Life 404 error page, assisting the digital team with the online media kit and consulting University of Houston for their “Best Of” edition. A large and ongoing project includes an audit of all TSM brands and digital and print recommendations.

General Notes
Considerable work was completed on our collective 90/365 plan. Each objective was broken into necessary steps and all were assigned timelines. Frank will serve as the organization’s time-keeper to ensure that we keep moving forward with the numerous objectives outlined in the plan.

Additionally, the team worked to ensure that all of our necessary documentation for 90 day reporting to the Board of Regents was completed in a timely fashion. You will find a recap of that certification in the following documents.

Letter to Texas Parents
November 14, 2014,

Dear Texas Parents,

We are excited to announce plans for our time-honored, tradition, the Cactus. UT’s oldest publication will arrive in time for 2015 graduation events.
As we head into the second half of the fall semester, the yearbook staff has been working tirelessly developing content and story ideas for the 2015 edition. We will continue the charge of transitioning the Cactus to a pictorial review of unique events, news and daily campus-life in the 2014-2015 school year. This will mean bigger pictures, more white space and a fresh and clean look inspired from magazine design.

Due to the exponential growth of technology, yearbooks across the nation have had to stop to consider how our roles will change in this time of innovation. Because of the popularity of social media sites, such as Facebook, we are trying to find a way to keep a timeless tradition, the yearbook, relevant to students and alumni.

Along with this new layout for the book, we have also elected not to continue to include portraits in the yearbook. This was a tough decision, and not one that we took lightly. Unfortunately, fewer than 200 students took their free yearbook photo last year, and we expect the number to drop. Since only 0.38% of UT students take their school portrait, we feel that including a people section with such a small number of portraits would be an inaccurate portrayal of campus. Realistically, even if a better portion of the 52,000 students took their portrait, it would mean hundreds of pages of the yearbook of just head-shots. As a student publication with a primary goal of giving our staff real-world publishing experience, we feel it is in everyone’s best interest that we dedicate all of our pages to producing great content that represents a ‘time-capsule’ of the 2014-2015 school year.

Some additional content our staff has been filling the book with so far includes:
A look into the Charlie Strong Era
Farewell feature for Vincent DiNino and Harley Clark
A Bill Powers retrospective
Student reactions to national issues, such as Ferguson, Missouri.

Additionally, we are excited to announce that parents can now purchase senior ads at $365 for an eighth of a page. The cost covers the ad and includes one yearbook. Any orders placed prior to January 15, 2015 will receive one additional yearbook at no charge. The Cactus staff is very excited about these new developments and we look forward to your order.

Sincerely,
Memo to Board regarding: “Coordination with Educational Activities”

1. Texas Student Media has an internship-for-credit program with the School of Journalism for students working at The Daily Texan and in broadcast journalism.

2. Texas Student Media has an internship-for-credit program with the School of Advertising for students working at TSM in advertising sales. The internship is intended to supplement the students’ academic foundation with practical experience in a professional environment.

3. The Daily Texan editorial adviser offers regular workshops on variety of journalism topics and individualized critiques of daily articles. The advisor also arranges and coordinates visiting journalism professionals, multimedia managing editors and former Texan staffers who share their experience.

4. The broadcast adviser* supervises numerous TSTV students doing individual RTF projects for class credit.

5. TSTV airs all episodes of “Texas Newswatch.” A television news program produced year-round by broadcast journalism classes.

Summary of Training Offered to Board, Staff and Students

1. Board of Trustees: All voting and non-voting members must have certification that they have completed online Open Meetings Act training before the first board meeting in early September. At that meeting, the board receives training on TSM’s structure and facilities, as well as components that make up the budget. They are also trained on the intricacies of the Declaration of Trust, the Service Agreement, and the TSM Handbook of Operating Procedures.

2. Daily Texan, Travesty student managers: Are required to pass a libel test before the semester begins, administered by the editorial adviser. The adviser provides periodic training throughout the year on a number of other topics, as well as bringing in outside experts to provide training.
3. Advertising: The main purpose of the Account Executive position is to gain useful real world experience in working in an Advertising sales office. Account Executives are responsible for bringing in revenue for all TSM departments in order to continue the operation of each entity. After the recruiting and hiring process has concluded, a one-week training process begins.

4. TSTV: Each semester, the producer and any assistant producers for each show is required to attend a training session conducted by the broadcast adviser*, who explains all FCC regulations, TSTV/TSM policies, and slander/libel, invasion of privacy, and copyright laws. Each participant must then pass an exam on the session and sign the producer agreement.

5. KVRX: The broadcast adviser holds similar training sessions for the Programming Director and the two managers. They in turn conduct three training sessions with each new DJ to cover all the FCC rules, KVRX policies, and operational procedures. Every DJ takes a test covering FCC, KVRX and TSM policies, and sign the drug and alcohol policy, and the payola statement. For both KVRX and TSTV there is ongoing training in content creation, edition and production.

*Since the organization does not currently employ a broadcast advisor, any duties highlighted above have been managed by Frank Serpas, with assistance from Gerald Johnson.
Texas Student TV
Station Manager Report
November 21st, 2014
Edward Stockwell

Productions:

- The Annette Strauss production went rather well. A little miscommunication from them in post, but I think we delivered them what they wanted.
- Convocation Ceremony on December 6th. Same thing we did last year, so it should be pretty smooth.
- The Live Remote Unit is pretty much finished. For reals this time.
- Austin Chamber Music Society approved the final edit of an earlier production, so that’s officially finished.
- Convocation should close out this semester in terms of productions from what I can tell, but I am confident that this semester has thus far been really great.

The Good Word:

- Today (as in “today” today, not back when I wrote this), we’ll be starting our 24-hour charity live stream for Texas 4000. Hopefully by the end of it, I get to tell you that we shattered all fundraising efforts ever.
- We were approved for $2,250 from Comm Council, which is what we asked for. This money will go into the purchase of new audio equipment and tripods, which are sorely needed. Yay!
- By the end of this semester, we hope to have a concrete plan on the purchase of new studio cameras.
- We have a new website in development. And it should be done ere Winter’s End.
- Social Media is up. We broke 1,500 FB likes and 3,000 Twitter followers. (Thanks, Q)
- Ramping up staff evaluations and the hiring process for Spring.
- Spring recruitment will start up soon. Yikes.
- All the shows seem to have retained more students for their programs this semester than in years past. Usually by November most are struggling to fill the positions to run a show.
- The Austin Aztex were named finalists in two USL awards: Marketing and Broadcast.

“Previous season, the Aztex worked with Texas Student Media to air all home games live on YouTube and online at KVRX.org. The additional footage helped provide fans with the opportunity to catch the Aztex from their computer as well as enhanced post game highlight footage with additional angles and commentary.”

Always on My Mind:

- How goes the search for a new Broadcast Advisor?
- The computers that our volunteers use to edit are very sluggish and most only have Final Cut Express.
- Thoughts on TSTV airing University PSAs/commercials?
- Keeping an eye out on individuals who will replace me at the end of next semester.
Reminding our other entities that, if they would like to assemble any sort of package of videos to air on TSTV, we would love to air ‘em. A collection of Travesty shorts? Some really stellar Daily Texan packages?

Merry all of the Holidays,

Edward Stockwell
KVRX Student Radio
Activity Report
November 16, 2014

To the members of the board,

I hope your last stretch of 2014 is treating you well and you are staying warm.

• **KVRX 20 Year Anniversary Benefit**
  o An incredible turnout of alumni over the three-day event.
  o I don’t have numbers at the time of writing this report but expect to have some by our meeting this Friday.
  o Each event went without a snag except for the unfortunate cancellation of a kickball game due to weather.

• **Live Events**
  o Further development of our two free week shows.
  o An alumni currently working as audio engineer has expressed interest in working with us in improving our remote broadcasting capabilities.

• **Fall Allocations**
  o Received funds to purchase new production equipment for the station through the Communication Council.

• **On the Radar**
  o Thanksgiving interim (commonly known as Thanksginterim) next week.
  o Winterim in Dec – Jan.
  o Programming for the spring semester.

Thank you,
Rodrigo Leal
KVRX Station Manager
To the board:

So far, November has proved to be just as productive as every other month has been. We're in the thick of book production and excited to be close to sealing a deal with a publisher.

Here are the highlights:

- The 2015 cover has been finalized. I met with the Wallsworth representative and picked out our cover material this past Wednesday. We made sure that all of our selections would be of no extra cost.

- Summer section is almost done! The pages are currently being checked by the design editor, assistant editor, and myself. The fall section content has been finalized so we are now wrapping up content production and working on the design.

- Gerald, Frank, and I met with Texas Parents to discuss a sales partnership with the organization. This is the first of many organizations we hope to partner with. Texas Parents seemed very interested in assisting TSM with the preservation of *Cactus*. *Cactus* will be featured in their November newsletter, which we are hoping will help spread the word to parents to order their edition, just in time for the holidays.

- We have decided to sell ads to parents at $365 for an eighth of page. That price covers the expense of two yearbooks and is only 50% of what we charge advertisers.

- Gerald and I drafted a letter that we are sending out to parents to explain *Cactus*' current situation. The letter explains why the 2015 edition will not include portraits and announces that parents can now buy ads for their students. We are also drafting a letter to advertisers.

- We had a huge boost in social media followers. We can attribute much of it to the Fun Fun Fun Fest giveaway TSM hosted.
• We are hoping to officially have a publisher by the end of November.

Overall, I'm pleased with how this semester has gone. It's crazy that we're nearing the end!

Stay prickly,

Tess Cagle

The Cactus Editor-in-Chief
Dear TSM Board,

Since last month’s board meeting, the Travesty has been preparing for the final issue of the semester (which will have come out by the time this meeting convenes). I’m very happy with what we’ve produced this semester, and look forward to continuing doing bigger and better things this spring.

The most important things we’ve successfully accomplished this semester have been streamlining/organizing the Travesty’s workflow (for issue creation as well as digital content), building and retaining staff numbers (7 new writers, 3 new designers), attaining a new office, and building a social media presence by huge margins (634 new Twitter followers and 602 new Facebook likes with consistent user engagement).

Now that we have a couple of months to breathe until our next publication date, we plan to use these last few weeks of school to plan online content for over winter break and begin organizing projects for next semester (Student Government elections/interviews, interviewing Bill Powers/bring back “I ♥ Powers” t-shirts, issue release events, etc.).

There are a couple of bigger projects that we had to put on the back burner for now due to varying circumstances (particularly a fall movie screening), but only because we didn’t want to half-commit to putting together an event. Fear not, as they are in the works for next semester and will be worth putting in the proper time and effort for as we plan to do.

On a few positive notes, we’ve started our collaboration with Austin Pets Alive! by producing interviews with animals in particular need of finding homes. Our first piece was with a cat named Tinka. She is soft and adorable and ready to be adopted, so if anyone on the TSM Board is looking to adopt a young lady cat, Tinka is your girl. We also received $200 from Comm. Council to use for our promotional efforts.

That is all on our end for now. Have a wonderful November day, and be on the lookout for our Longhorn of the Semester.

Best,
Chris Gilman
Texas Travesty Editor-in-Chief
Nov. 14, 2014

To the Texas Student Media Board of Operating Trustees:

I hope everyone has managed to stay warm since this latest bout of cold weather set in.

We’ve been busy at the Texan with the following:
- Coordinating with the UT communications staff to ensure a spot for the Texan and Texas Student Media on the new UT website, which should be launching soon… UT soon.
- Discussing the particulars of the Texan’s treatment on the new UT student portal. More information on this will be available by the next board meeting.
- Promoting, at long last, a graduate student to the editorial board. He will most likely start in January.
- Starting regular meetings with Student Government President Kori Rady and Vice President Taylor Strickland.
- Reading the tea leaves of the incoming gubernatorial and UT presidential administrations in a series of sharply written editorials.
- Featuring the student government organizations on the last Forum page.
- Discovering a workaround solution to the perennial user/content type problem on the Texan website. Once resolved, we should be able to implement the infinitely more usable Workbench with little interruption to our normal content uploading process. Curt can say more about this.
- Meeting with the publisher of Texas Monthly to compare notes.
- Having a sobering, but infinitely instructive, conversation with Nathan Beddome (and Robert Quigley) about the shortcomings of the Texan’s social media offering(s).
- Reaching out to UPC, IFC for opportunities to be featured in the Texan in different capacities (they’ve both expressed initial interest).

It’s been a pleasure to serve TSM in this position for the past almost-six months. I look forward to the six to come.

Best,

Riley Brands
Editor-in-Chief, The Daily Texan
To the members of the Board,

As the semester winds down, things at the Texan have steadily continued. To update you on the Associated Collegiate Press awards, former design editor Jack Mitts placed 5th in the best design category while former comic artist Mike Todd received an honorable mention in the best illustration category. Current board member Bobby Blanchard placed third in the Reporter of the Year category. Most recently, former photographer Chelsea Purgahn received an award of excellence in the sports action category of the College Photographer of the Year competition.

Our video department just received a variety of new equipment that was paid for via the Friends of the Daily Texan Innovation Fund, and we thank them greatly for that. The equipment included a camera, chargers, a lens and microphones, among other things, and this will significantly help the video department to expand both in scope and quality of coverage.

Other than a few more sporting events, the travelling season at the Texan is now coming to a close after we sent teams of reporters and photographers to various election night parties across the state. Those experiences were invaluable to all involved, and I’m proud of our coverage in the next day’s paper. We also live blogged election night, and have started live blogging football games in an effort to increase our online presence.

In terms of regular coverage, quality is solid across the board. The sports department has a successful weekly feature that catches up with former Texas athletes. The life and arts department has worked to write more concise stories that are relevant to readers — music and movie reviews are now online-only stories. The photo department excelled with its coverage of Fun Fun Fun Fest. The news department has been strong and steady in its beat coverage, in addition to an excellent article from senior investigative reporter Julia Brouillette on the sky bridge connecting Belo and the CMA.

Lastly, I’d like to thank the Board for your support this semester. I leave my post as Managing Editor knowing that the Texan continues to be a place for students to learn and experiment with their aspirations, and I hope it stays that way for many years to come.

Thank you,

Elisabeth Dillon
Daily Texan Managing Editor