April 5th, 2013

Texas Student Media Board of Operating Trustees:

Since our last meeting, Cactus has entered our most prolific time of year. In between print deadlines, most of our time has been spent doing some heavy-duty marketing for our photo studio, Outstanding Student and Cactus Goodfellow awards, group photos and as always the book itself. After photo studio, we have sold exactly 1,290 yearbooks and are excited to sell even more in the remaining weeks of the school year.

Toward the end of March, our deadline experience was very Mission Impossible as we raced against the clock to submit our proofs to print before TSM’s weekend long power outage. We would have made it before “lights out” but the server was turned off 3 hours earlier than the power. Either way, Walsworth was very cooperative and let us submit the remaining pages that Sunday without delaying our delivery date. With that deadline in the rearview mirror, we have another major deadline of 64 pages coming up in two weeks.

As we continue to develop strategic revenue initiatives for all of Texas Student Media, Cactus is happy to announce that we were recently allocated $1,825.00 dollars from Communication Council, the student government body of the College of Communication. Major props to our Internal Coordinator Jaclyn Kachelmeyer for helping me write, develop and give the presentation that secured these funds. We plan on using the money to purchase t-shirts that will be given to grads at our table at Texas Exes and a large, re-useable vinyl banner that will hang over the UTC/McComb’s sky bridge during the week of graduation in order to better target grads and their parents.

Frank, Lori, Jennifer, Jalah and I have been working on fine-tuning the RFP for Cactus’ printing contract over the last month as well as contracts for advertising and photography. Hopefully, we will be able to better integrate photo studio at orientation by including in the same line as the student ID line at the FAC. This ensures that Cactus gains greater exposure among future classes and more faces within its pages. If this works out, we could expect a vital increase in book sales. As for advertising, it’s my greatest wish that Cactus’ advertising could be brought in-house to TSM. We are the only entity that TSM doesn’t sell itself and it’s a shame that we are outsourcing this revenue opportunity when we could be increasing our own profit margin in a time when TSM needs it most.

Tomorrow is Forty Acres Fest. After the success of our photo booth last year, Cactus will be using our new photo backdrop to take photos of students at the festival after they ‘like’ our Facebook page. We’ll then post them to our Facebook page so students can like/comment/share the photos and disperse our brand across the web.

We’re definitely keeping ourselves busy over at Cactus and can’t wait to share the final book with everyone when it arrives in August.

Stay prickly,

Hunter Ellenbarger
Cactus, Editor-in-Chief
March 2013 Board Report

REVENUE INITIATIVES

• MERCHANDISING
  o Topical humor items for sale on West Mall periodically, commodifying campus trends.
  o Around Campuses and other humorous phrases (along with the Travesty logo) printed on koozies and other similar low-cost, high-volume products.
  o Best of Compilation book for sale, with content highlighting every year since 1997 to be sold on the website, to alumni and on campus.
  o I [heart] Powers T-shirt sale

• BRAND PROMOTION
  o We are currently talking to Master Pancake Theater about sponsoring an on or near campus event which we could charge an entrance fee for.
  o Cross-collaboration within TSM.
  o Print and digital subscription service offered on website
  o Increase video offerings

• DONATION ACCRUEMENT
  o I have successfully compiled a list of all Travesty alumni within the past 6 or 7 years and I am in the process of reaching out to past editors for help compiling a complete alumni network.
  o Pledge Drive comedy show
  o Alumni Benefit
  o Campaign on Kickstarter or Indiegogo: Websites that allow for viral fundraising based on a short video.

GENERAL REPORT

• BRAND AWARENESS: Working with Local Live to put on a comedy event on April 21st at which we will table and promote the Travesty brand.
• PODCAST: In post-production.
• WEBSITE: The website has been moved to a test site on our server and will be ready to launch with the release of our 4/23 issue.
• PRINT ISSUE: Due to a mix-up on the Austin Statesman’s part, the Travesty 3/6 issue was printed as an insert in the Daily Texan. We de-inserted the issues by hand and distribution has gone ahead normally. Currently planning for 4/23 issue.
With the end of the school year near, I want to say how grateful I am for the chance to serve as editor of The Daily Texan, and how optimistic I am about the news organization’s future. In light of our discussions and decisions at our last board meeting, I anticipate TSM’s professionals, TSM board members, and the newspaper’s current staff members and its alum will work collaboratively to develop a written, concrete set of strategies to make the Texan a viable enterprise that produces journalism that engages to students. If those objectives are met, the Texan will continue to provide an unmatched learning environment for UT students seeking a consequential journalism experience. I recognize the path forward is not yet clear, nor do I expect it to be easy. Yet I believe in the paper’s value, and the immense possibilities that exist for the Texan on this campus.

Recent weeks have been rich with news and events to consider on the Opinion page. The increasingly aired differences between UT’s president and Regents causes us to raise our eyebrows at the ill-behaved adults without losing sight of the larger underlying questions about UT’s future: such as the cost and purpose of a public university. We were lucky to snag an exclusive interview with Condoleezza Rice when she spoke at the LBJ Library. The Texas Legislature is an endless source of column fodder. Many of our columnists have contributed for much of this year, and their progress as writers, reporters and thinkers is evident.

Gratefully,

Susannah Jacob
Board Report:

Throughout the efforts to decide the Texan’s future and in the weeks leading up to that, I will admit a cloud of distractions hung over the newsroom. Since then, however, I think we have bounced back nicely, with several noteworthy packages and stories. No real breaking news in that time, but I assure you the Texan news team has been trying hard on that front, sending in Open Record Requests every week, mostly concerning the Bev Kearney situation. The University has gone on lockdown and is stonewalling us, sending our requests to the Attorney General. We do have some tips I’d like to follow up on before May.

Several enterprise packages are in the works for the next week. One of them provides an outstanding opportunity for visuals, which the photo team is excited about, and the other, upon its completion, will be a celebration of tedious news-gathering and reporting.

I am pleased with the job my sports and life&arts editors have done to provide daily online content. Not all of it is relevant to our University, our campus or our readership, but it is a start.

I’d also like to give a shout out to our comics editor John Massingill. We have leaned on that department to provide us with illustrations just about every day, and he has come through consistently.

I’ve enjoyed working at the Texan throughout my college career and look forward to making the last month a successful one.
The Texan staff has continued to do strong work this semester, while also being recognized for its outstanding effort in the recent past. I’ve been particularly impressed by Jordan Rudner’s work on important campus stories and Josh Fechter’s coverage of the many UT-related issues coming before the Texas Legislature.

The ongoing dispute between the UT System Board of Regents and the University administration has provided plenty of grist for our news pages and our Opinion page, which has been consistently strong in its stance on the issue. Our enterprise team has several important projects in the pipeline, some of which may have seen the light of day by the time of the board meeting.

I’m very pleased to note that the Texan has been named the top daily college newspaper in the state by the Texas Associated Press Managing Editors – for the third year in a row.

The Texan has also been named a finalist in five categories in the Region 8 contest sponsored by the Society of Professional Journalists. Those categories include: Best All-Around Daily Student Newspaper, Best Affiliated Website (Large), Editorial Writing (Large), General Column Writing (Large) and General News Reporting (Large) for work by Senior Reporter Alexa Ura. The winners of the Region 8 contest, which will be announced next month, go on to compete on the national level, where the Texan has also had recent success.

The next round of contests have deadlines in June and the Texan, if I may be so bold, is sure to pick up additional honors when those awards are presented in the fall.

The newsroom staff, with the help of Texan Digital Director Hayley Fick and her Web team, have been pumping up the daily postings to the website. Meetings are being held to find more ways to make sure the Texan approach is digital-first. To that end, TSM Board Member Robert Quigley brought two of his former colleagues at the Austin American-Statesman – managing editor John Bridges and food editor Addie Broyles – to the basement to share their experiences with digital transformation with the Texan staff. The two-hour meeting was very informative and helpful.

I trust the rest of the semester will prove to be successful. The newsroom team has been focused on its work and the results are very encouraging. It’s an honor to work with this talented group of young journalists.

Doug Warren/Editorial Adviser, The Daily Texan
April Board Report

To the TSM Board,

1. 24Seven
   a. Challenging but successful production
      i. Working on debrief of what worked, what we should change, etc. to institutionalize the marathon
      ii. Student Organizations involved and engaged
      iii. Created new series
         • Volunteers take ownership of station and create own content with the support of leaders
   b. Donation/Pledge drive
      i. Donation Incentives
         • Plaque dedication of bricks in brick flats and seats in auditorium seating—both historic TSTV items/targeted at alums

2. Alumni (Re)Connection
   a. Concerted effort with Frank to bring TSTV alumni together
      i. Facebook Group & Newsletter
         • Used both media to connect with them during 24Seven and give donations
   b. Self-organized reunion
      • TSTV Involvement: Host brunch to have alumni tour the new station and allow current volunteers to network

3. Merchandise Marketing
   a. T-shirts
      i. Online Ads, TX Shop & Tabling
         • Latest round of tabling marketed shirts that promoted 24Seven. Used #24Seven and a Mario

4. Content
   a. Successful SXSW coverage
      i. Most red carpet interviews for Sneak Peek
   b. News & Sports shows are doing excellent jobs with production
   c. Student Government
      i. Face The University (Student Government Meet the Press)
      ii. State of Forty Acres Address on ballot
         • Continuation of work with SG and spreading awareness of TSTV

5. Goodbye
   Seeing as this is the last board report that I’ll write, I figure I ought to write a proper goodbye speech. It’s been an interesting year; stressful at times, but I still enjoyed it. From finding a permanent TSM Director to spending three hours determining budget cuts, I’ve had a front row seat to it all and am thankful I was selected to serve on the board. I’ve met great people outside of TSTV who rushed to my side even if we were
just acquaintances, learned a lot about business, the changing landscape of media, as well as politics. The learning experience here can’t be found in any college curriculum and is truly invaluable. I’m so proud of the TSTV staff, producers and volunteers for working together on Productions, teaching Classes and Kids Camp, and finding new avenues of revenue and methods of marketing. We’ve got a great group of people up on the fourth floor: a mixture of creative and business minded individuals whose passion for TSTV comforts me when thinking about the future of the organization. I didn’t step on campus four years ago thinking I’d be in charge of an FCC-licensed station, but I’m glad I found my way here. I wish the best of luck to my fellow student managers and editors, to the TSM staff and faculty, and especially to Dan Knight, who along with Frank Serpas, made this year at TSTV the success it is. I could not have been the leader I am to the station and Texas Student Media without those two. Their knowledge of the television industry and technology have made them true gems to not just TSTV, but all of TSM. That’s all I have to say for now. It’s been real. Thanks for the free parking pass.

Becca Rushworth
TSTV Station Manager 2012-2013
Manager@TexasStudentTV.com
The year has gone by so quickly - we began podcasting, collectively workshopping and critiquing shows, opening local live tapings to the public, systematically posting album reviews and updating our stream with new music that's more representative of our station and our DJs. We have trained a large number of dedicated and responsible new DJs, which has filled our schedule nicely - 24/7 live-DJ programming is on the horizon, but we're well on our way.

Since the announcement of Joe Aragon as the new station manager, we have been meeting regularly to discuss the transition, the budget, and collaborate on ideas for better and more sustained promotion both on and off campus and how to improve training and the overall experience of being a DJ. I have total confidence in the staff for next year and in Joe's leadership, and I am excited to lay the preparations for the future and see what comes next.

Our annual unofficial SXSW showcase, KVRXplosion, was well attended and featured more than 20 bands. Our promotional team did a great job getting the word out and branding it as a KVRX event, and we took advantage of the festivities with a spate of in-studio performances from visiting artists.

Events are an important source of revenue, but the promotional value can also be quite high when conducted well. An important aspect of this is consistency, which I hope achieve as we move into this summer and really push to make our authority within the music community known. Following an annual tradition and an important legacy of the work that can be done by students, Local Live vol. 17 will be released in late April, with a release concert at Spiderhouse and a potential summer residency there.

With school winding down so quickly, I look forward to end-of-year recognition of outstanding shows, volunteers, and DJs. It will be bittersweet this year as we bid farewell to Dan, whose presence, guidance, and encouragement has anchored the station and really made it feel like a community.

As this is my last board report, I would like to express my sincere gratitude for the opportunity to serve the station that I love more than anything, and to be so immersed in student media and the decisions that shape it.

Sincerely,

Katy Aus
KVRX Station Manager 2012/2013
TSM Board Report  
April, 2013  
Dan Knight, Broadcast Adviser

TSTV

Congratulations to the staff and volunteers for making 24Seven the best yet. It was a very good promotional vehicle for the station, particularly on campus. The Marketing department stuffed the mailboxes of the student organizations, inviting them to appear on their own interview segment. The student organizations, along with many campus departments, provided guests ranging from a major football star to the Center for Mental Health Services. There was a consistent flow of people from all across campus through the station. I can’t help but think that awareness of the station grew tremendously.

All in all, there were too many highlights to mention them all, and a few “interesting” happenings. Trivia fact: I understand the show with the most streaming views was "Girl Talk".

In production news: An animated video logo was produced for the Landmarks Department, which oversees and installs all the public art for the University. TV will again be providing video and streaming services for the College of Communication Commencement. As part of a large project, we will have a production team spending a week on location in elementary school classrooms in Arkansas, with several more shoots in the Austin area. In conjunction with the College of Communication technical team, TV will be producing video for The International Symposium on Online Journalism for Professor Rosental Alves-- a two day affair which has become a must-attend event for those who determine the future of online journalism. We will be experimenting with two simultaneous live streams, one in English and one in Spanish. The documentary for new students orientation is complete and approved. It’s quite moving as it follows a couple orientees through the process.

KVRX

The students are to be congratulated on the final pledge drive total-- over $7500. That’s pretty dang good for a group of non-sales, content producer types whose primary tools are their hearts and souls.

The renewal application for the FCC license has been filed. We coordinated with the three KUT stations and KOOP since we share certain areas with each. The current license expires in August, so it should be renewed by then.

The KVRXPlosion show managed to generate some buzz, even through the SXSW noise.
I want to mention again the opportunity that exists to syndicate "Local Live" on radio and TV, throughout Texas. If the momentum keeps going, this is a pure natural. Also, "College Crossfire", with all the UT alums, has great appeal in the sports area.

KVRX has made great strides in the "back office" part of the operation in the last few years that have already began paying dividends, with more to come.

Finally
Since I'll be retiring at the end of May, I want to bring attention to the students who have made this organization work. Each one is a valued individual. I've known them when they walk in as a high school kid, and leave as a professional, ready to go to work and actually contribute on the first day. Almost everyday I'm reminded of range in the professional world in which our alums are involved. They build businesses and careers in every area of communication and media you can imagine. Some places are big household names, and a few areas, so new and cutting edge, you may not even be aware of their existence.

I must especially thank Frank, who is the essential co-adviser and rock-solid, in addition to all else he does.

I'm gonna miss 'em.
Texas Student Media is no doubt confronted with serious financial questions, and yet our guiding mission of student education and student media production grounds us. The trial becomes especially challenging when we consider it in terms of the online and digital arenas. At Texas Student Media we are tasked with creating an environment where students may experiment and innovate, with the goal of adding to their educational experience at the University. In addition, there is the added importance that these innovations be financially successful. The consideration of the financial viability of projects, resource allocation, and initiatives has taken center stage with the historical changes within the media landscape.

Before the current technological revolution began, the media properties of Texas Student Media could rest easy knowing they were without major competition. Now anyone that can pay for a website domain name, anyone with the skills and knowledge of app development, or anyone with a microphone and video camera is a competitor. Below are some initiatives and strategies that we are in the process of launching or are already underway for meeting the challenges that lie ahead, to move TSM forward.

-Consistency in the Digital World: Our challenge is not one of expertise, creative ingenuity, or innovation; rather it has historically been a lack of a consensus-based strategy among online and digital initiatives. We will work through this to create our own strategy that includes creating a space for student innovation, supported by professional staff. Alumni, faculty, community and business partner input is best utilized in providing guidance and input on students’ creative proposals.

-Technology: Students should not have to worry about the server crashing or the site crashing due to traffic or inconsistencies in programming; however, they should be allowed to learn from these experiences. Having professional staff back them up allows for this scenario.

-Branding: TSM should be the silent corporate owner and let the media properties’ brand awareness speak for itself. The individual brands are strong and have more potential for identification. We will take advantage of the potential for cross-media
platform collaboration. Often this can be achieved with the media properties brand and without the umbrella TSM brand. There are times the TSM brand will need to be harnessed, and we should be aware of when particular brand strategy should be utilized.

-Convergence producers: Convergence producers become even more important going forward for a number of reasons, including: student salary cuts; the need for students to act as producers for the online and digital projects that involve multiple TSM media properties; student education and experience. Convergence producers also become critical in coordinating and creating the environment that lends itself to cooperation and collaboration across the media properties.

-Staff focus: With the uncertainty of advertising dollars and the need for alternative sources of income, any new advertising representative hired to focus on local business should be intimately tied to digital. We can look to Google as example (and others) for success of connecting online and local.

-Alumni Outreach: There is a great need for students in each media property to be liaisons with their respective alumni groups for their own benefit, as TSM does not have the professional staff to do this and alumni enjoy interaction with the students. Students coordinating with alumni groups should enlist the involvement of TSM professional staff in this process.

Project updates: The Daily Digest email is now being delivered to individuals’ inboxes five days a week. The email includes links to content from each of the TSM media properties and the top headlines from The Daily Texan. You can sign up for the email at http://digest.dailytexanonline.com or http://digest.texasstudentmedia.com. The email is a co-production by the students of TSM.

I am coordinating with Jalah on long term planning for web development and server support. We are looking to move forward in the coming months to ensure we have an environment and the support necessary for the needs of TSM.

Advertising students are currently working on an SEO project for the dailytexanonline.com. The project will serve as a model for the other TSM media properties.
A good portion of the past month was spent planning for and ameliorating the effects of power outages in HSM related to the renovations taking place next door in CMA. The 29-hour outage over March 10 & 11 (at the start of Spring Break) had been on the books for a while, but a second outage beginning on Friday, March 22 came to light with only four days’ notice. Jalah and I worked with the UT Facilities Planning & Construction Office and the College Of Communication to reduce the outage duration from 56 hours to 40 hours, thus allowing the Texan to produce Monday’s edition and TSTV to launch its 24Seven event on the originally-scheduled day. One (we hope) final outage is scheduled to last from 1pm to 7pm on Saturday, April 13.

Unrelated to those outages, at approximately 4:30pm on March 8, the 91.7 FM transmitter lost power due to failure of a power pole just outside the transmitter building. After we notified Austin Energy of the problem, they responded quickly, replacing the pole and restoring power after five hours of downtime (roughly 150 minutes each for KOOP and KVRX). Incidentally, when transmitter engineer Frank Roberts and I arrived on-site and identified the source of the problem, we were relieved to find that the fault wasn’t caused by our equipment- the transmitter is almost twenty years old; at some point a new unit will be needed.

Frank Serpas III
TSM Operations Manager
Advertising Department
TSM Board Meeting: 4/12/13

Advertising:
The Advertising sales team did a great job recruiting candidates during the Communication Job Fair. I’d like to personally thank Ted Sniderman for taking the lead on this project as he exceeded expectations. I am very excited about the high number of applicants we received. We are currently sorting through resumes and will begin the interview process next week.

I am very happy to announce our Advertising department received an award recognizing our event efforts for Housing Fair during the CNBAM (College Newspaper Business & Advertising Managers) 2013 convention. Over a hundred schools across the nation participate in CNBAM and it is quite an honor to be selected, as we are all very competitive. I’m very proud of my team and especially Trevor Nelson and Zach Congdon for not only doing a great job leading our team, but for doing a great job representing our team during the convention.

Regardless of the challenges we may be facing, it was quite apparent other schools continue to face similar challenges. Many schools are following suit by adding products such as radio/tv and some requested assistance from us. I am confident we will overcome the challenges we endure as we have a strong team that is invested in the success of our organization.

Broadcast: Carter Goss
TSTV: It was hard to gather up a production team but we finally shot the County Line episode of Texas Eats this week. Soon we will have a full 30 minute episode we can show to potential new clients. The advertising team is excited and ready to sell this new product for TSTV. I'm working with Dobie Center to create a partnership so we can use the old theaters to host bigger and more exciting video game tournaments that could bring in bigger and more financially lucrative sponsors.

Radio: The advertising department is working along side Katy and Lee from KVRX to create a plan of action on securing music venues as station supporters once again. We hope to have a working formula soon that newer KVRXers can follow and use their existing contacts at venues to help build these partnerships. Stay Tuned as they say.

Hook'em & Sell'em!!!

CJ Salgado
Advertising Adviser
Dear Board Members,

It is hard to believe that we are already at that time of year for goodbyes and hellos. It seems like only yesterday when we kicked off the year with our ice cream social to welcome all the incoming students and board members.

I want to thank our board members who have worked hard this year. I know serving on a volunteer board can be thankless and I want to acknowledge the many big decisions that have been made. The board appointed student leaders, participated in an organizational review, filled open board positions, certified candidates, supported me as director, revised the TSM handbook, passed a budget and have been invested in our successes. Thank you from all of TSM.

I also want to thank Dan Knight and Doug Warren who are both leaving their positions as advisers. TSM will be forever changed from their dedicated service in providing our students with educational opportunities in media. Please know that your passion, time and commitment will be missed. You have impacted countless student's lives and I have learned from you both. We have seen a lot of change and your wisdom and patience has helped guide that change. I wish both of you good fortune going forward (and will count on you for those guest critiques from time to time!)

In looking back over the year, I have talked about the changing media landscape and the need to change our model to be relevant with the major shifts in technology and media consumption. It is encouraging to have many ideas discussed -- some to change our model, some to enhance the educational experience and some to make our organization more financially secure. I believe that we can and must embrace change. We have a budget for next year, but we must decide if we want to maintain the current model, which we know is not financially viable, or if we try new things to engage our audience and increase revenue. This conversation will continue, but for now, we must be satisfied in knowing that our hard work has contributed to a successful year. We have many students signed up for amazing internships this summer and we have many graduates who will be starting their professional careers. It is satisfying to know that TSM has been part of that process.

It is also exciting to know we will be have a whole new group of students coming to TSM full of ideas and energy. I have really enjoyed this year and want to thank the board, staff and students for their dedication, enthusiasm and energy. I have never really liked saying goodbye. So instead, I will say, see you later!

Jalah Goette
Director
Texas Student Media
The University of Texas

Jalah Goette
512-471-3851
jalah@austin.utexas.edu