Dear Board Members,

Welcome! It has been wonderful getting to know our board members and student leaders during the many events, meetings and training sessions to kick off the year. I appreciate your time and interest in the success of Texas Student Media. As you read the board reports you will learn of the many accomplishments over the summer. It is my goal for our students, staff, and board members to know each other and feel comfortable as we work collaboratively in the best interest of TSM in the coming year. The semester is off to a great start and you can feel the energy and buzz around TSM. Since our last meeting...

Student Managers/Editors
Lori and I completed business training for all incoming student managers/editors. We took a new approach this year with training on the budget for wages and reviewing all business policy and procedures for the University that are relevant to our student leaders. We provided data analysis from last year, and reviewed expenses allocated by semester for the upcoming 2013-2014 year. The Advertising department really hustled this summer once again making the Orientation edition and Orientation events very successful, including an exclusive partnership with New Student Services. Although sales lagged in the weekly edition, the newsroom made significant progress in refocusing digital efforts and put out great content throughout the semester. We also worked with student leaders within TSM to create a master calendar for the organization, with the hopes of more cross collaboration. I met with all of the student leaders to discuss their goals for the upcoming year, which are included for the board to review. I encourage the board to ask the students to develop action plans for achieving the goals. Action plans will assign dates, resources and responsibilities to ensure we are continuing to communicate with the student leaders in achieving goals for their media departments.

Contracts
Curt and I finalized negotiations and the contract with ITS to address a long-term plan for operational infrastructure support for our websites' development and servers. In adhering to our educational mission, we customized our contract and negotiated developing test sites to provide TSM student's with an environment to test and implement code. All student managers and editors enthusiastically expressed support. Frank, Lori and I worked to submit Request for Proposals for both publishing of the yearbook and printing for our newsprint products early in the summer. As part of our analysis in leading up to the RFP process, we completed an ad ratio analysis of The Daily Texan to look at different ways to minimize expense. I have shared this information throughout the organization and we have implemented new production guidelines. The RFP's have been at Purchasing since late May, and I have had many vendors contact me for printing and publishing. I am hopeful for a very competitive bid process. I also worked with our contact at the Associated Press and successful negotiated a reduced rate for the upcoming year based on our annual circulation.

Professional Staff
This summer was riddled with personnel changes. Some planned, and some not. Before staff left positions, I completed a thorough process to capture details of position specific duties, contacts and important dates. I revised job descriptions with input from industry contacts, staff and student leaders and utilized contacts to recruit.

As the board directed, I researched and assessed the current structure to combine duties internally to create a job description for the Media Adviser position. I formed a hiring committee of student managers and staff, meeting several times throughout June and July, and bringing Michael Brick onboard as the full time media adviser by the end of July. I want to thank the hiring committee for their participation and willingness to think through new ways of how the position can best serve all students within TSM.
Also as the board directed, CJ Salgado worked fast to form a committee and hire a new salesperson. Lindsey Hollingsworth comes to TSM with experience in events and sales, which really set her apart from the competition. In Creative Services we hired Daniel Hublein as the Senior Graphic Designer and Michael Gammon as the Special Editions and Production Coordinator. Everyone has hit the ground running and is making strides as we start off the fall semester.

Summer is such a short time, and TSM has had a lot of wins. I am most proud of our staff and students. Professional staff went through an exhaustive evaluation process in June. It was a very telling process that showed positions have been eliminated to a critical mass point. Each staff member is critical to "keeping the doors open" or should I say, keeping a TV and radio station on air, a newspaper, yearbook and humor publication on campus and the money coming and going to support all of the organization. Our staff and students are eager, passionate and dedicated, which translates to the amazing media products they produce each day for our community.

Jalah Goette
Director
Texas Student Media
The University of Texas
Work: (512) 471-3851
jalah@mail.utexas.edu
Dear Board Members,

I would like to begin by welcoming you to the Texas Student Media Board if you are a new member. For those returning members, thank you for your continued investment in TSM. We appreciate those who take the initiative and recognize TSM as a good investment of time.

Advertising:
Since our last board meeting I can say overall there has been more collaboration between departments. I believe Michael Brick has done a great job with his team and the advertising department welcomes the opportunities the Daily Texan staff has put forth with discussing possible avenues of revenue along with their site redesign. They did a great job putting together a mock up of the new site, which looked very promising for our organization and without sacrificing crucial online advertising real estate.

Student Assistant Manager, Ted Sniderman was selected to attend the College Newspaper Business & Advertising Managers (CNBAM) Summer 2013 Convention. “The biggest takeaway I got was that Texas Student Media leads the pack in new trends and media options. All Universities are facing the same challenges that we are concerning declining pickup rates of traditional media, and The University of Texas is hailed as the school who will find the solution. I would also like to say that in a competition for most innovative project by student media, Texas Student Media’s presence at UT’s Fashion Show won 2nd place. Metro State of Denver, Colorado was victorious with their successful project to place iPads around campus featuring student media.” CNBAM is a valuable resource and we are pleased to be the host school for the upcoming convention.

I am happy to announce that we have some new additions to the advertising team: Daniel Hublein who is now our Senior Graphics designer, Michael Gammon our Special Editions & Production Coordinator and Lindsey Hollingsworth our Event Coordinator/Media Consultant - who has already brought in over $25k in new business! We are very happy to have them on board and part of the advertising team!

Creative:
Daniel Hublein and his team have done a great job with our client advertising campaigns, updating sales flyers, rate cards, general forms and creating promotional materials for TSM departments. Michael Gammon and his team produced a successful first fall issue of Longhorn Life.

Broadcast:
Carter has done a great job preparing our new broadcast students for the upcoming semester. Ian with TSTV has been diligent in working with Carter to put together remote broadcast equipment. Also, we are excited for the KVRX Back to School show at the Mohawk on September 5th and look forward to working with both the KVRX and TSTV departments during the upcoming semester.

Events:
Lindsey has been working closely with Carter to get all of our upcoming events in order and also discuss new opportunities for event revenue. Tailgates are in full swing! The Daily Texan 2013 Kickoff Countdown Tailgates began Saturday, August 31st. We have enthusiastic sponsors, free food and seating. The tailgate is always a success during all 6 home games!

In November we will host an event to encourage early sign ups for the annual Housing Fair in February. This is not only a branding opportunity, but helps with our recruitment efforts. We will be participating in a new initiative with The Division of Student Affairs Job and Volunteer Fair taking place on October 23rd and 24th.

Texas Student Media was represented during Party on the Plaza on September 4th. All of the student managers and their teams promoted different aspects of their departments.

Orientation was a success as the team brought in over $148k in sales and the event allowed the advertising team to hand out 500 bags at each session. A total of 3,000 bags were distributed which were full of client promotional items along with The Daily Texan newspaper. All of the TSM student managers did a great job getting their teams on board to participate during orientation.

We appreciate everyone’s hard work and continued dedication to TSM.

Hook'em & Sell'em!!!

CJ Salgado
Advertising Adviser
Some items of interest since the last TSM Board meeting:

The annual survey of the upper-level student management of the TSM media units, conducted as part of TSM’s assessment efforts, indicated a generally high level of satisfaction amongst the respondents. For example, 89% agreed strongly with the statement “My experience with TSM has provided me with skills and competencies beyond those I’ve learned in my UT classes.”

The Federal Communications Commission extended KVRX’s license for eight more years, until August 2021.

Four new microphones were installed in the KVRX deejay booth. They were purchased using funds raised during the last Pledge Drive.

Since late June, the audio output of the KVRX deejay booth has been simulcast 24/7 by TSTV on a digital subchannel (29.2). The default image accompanying the audio is a “you are listening to KVRX” graphic, but deejays have the option of sending live video from the booth, assuming they’ve completed a TSTV training course.

The TSTV transmitter’s air conditioning unit was replaced after it failed following 3.5 years of service.

TSTV was the beneficiary of some hand-me-downs from the College Of Communication: roughly three dozen standard-definition video cameras and two dozen computers. We’re currently working to determine the best way to take advantage of this surfeit.

On June 9, TSTV piggybacked onto a gathering organized by KVR News alumni by hosting a stationwide alumni reunion at HSM. About forty alums gathered to network, tour the station, and see the unveiling of TSTV’s “buy-a-brick” donation wall, constructed from a formerly ubiquitous piece of scenery that was retired when TSTV began using virtual sets.

Work is underway to establish a means by which TSTV may receive video and audio from a remote production location and route it to air. The pilot project for this effort involves live coverage of high school football games.

TSTV is a finalist in four categories of the College Broadcasters, Inc. national student production awards: Best News Reporting, Best Comedy, Best Documentary, and Best Newscast. The winners will be announced at the national CBI convention in San Antonio during the first weekend in November.
On September 11, representatives from The Daily Texan, TSM Creative Services, and TSM Advertising will visit the Austin American-Statesman to meet with production personnel and tour the facility. Distribution strategy for the 35,000 copies of the UT Visitor’s Guide was coordinated with various UT stakeholders to accommodate the high demand for the product. Care was taken to ensure that the Admissions Office and Texas Parents received sufficient copies to serve incoming students and their families.

Distribution of the 18,000 copies of the Longhorn Planner began on August 22 and is nearly complete as of this writing.

Frank Serpas III
TSM Operations Manager
The summer allowed us to complete a couple of projects. First, our digital student associate, Nathan Beddome, was able to complete a final report on a SEO campaign he began in the spring. The goal of the campaign was to build quality links among businesses mentioned by The Daily Texan with a "Mentioned in The Daily Texan" badge. The campaign resulted in two dozen links from local business and served to connect advertising with these businesses. Currently, we are working on implementing badge outreach as an ongoing process.

The other summer project was a promoted giveaway on Facebook. The project involved collaboration between digital, advertising, and The Daily Texan staff. The effort was a success and resulted in increasing the Daily Digest email list by 140% and increasing The Daily Texan Facebook likes by 38%. The added Daily Digest email contacts directly result in more revenue as we base the advertising rate on the number of contacts. The badge campaign and social media giveaway were pilot projects, and with their success the plan is to roll them out for the other TSM media groups.

The Daily Texan staff made significant strides this summer in providing unique and original content online. The summer staff were able to consistently update the website throughout the day, and their efforts led to an increase in unique visits and pageviews over the previous year.

The Daily Digest, an email product of Texas Student Media, was redesign and relaunched over the summer. The Monday-Friday email has a mobile-first design and features the day's top headlines from The Daily Texan (as chosen by the managing editor) and weekly content from KVRX, TSTV, Texas Travesty, Cactus Yearbook, and Longhorn Life. The email allows TSM to feature coupons online and provides a space for clients to place advertising. Subscribe to the Daily Digest at http://digest.texasstudentmedia.com or http://digest.dailytexanonline.com

The summer allowed for assessment and planning in terms of TSM’s digital and web initiatives. We are excited to begin a new partnership with Information Technology
Services at The University of Texas at Austin. The partnership provides the professional support for students working with our Drupal websites. Students will be driving the web design and development with mentor support through Information Technology Services. We have been in full recruitment mode to bring in students interested in web development in a creative and fast-paced environment. Students have already begun outlining and designing web refreshes for their media properties.

We are working on implementing a new online classifieds platform that will feature a responsive design. We will continue to use a vendor for this feature, moving from Ad2Ad to Kaango Classifieds. The move will provide us with more options for our online classifieds.

The TSM digital/web focus for this year will be on mobile, social media, and recruitment. In addition, we will continue to focus on analytics, SEO, and content marketing strategies in the online arena.
September 4, 2013

To: The Texas Student Media Board of Operating Trustees

From: Michael Brick, Senior Program Manager

Re: Progress Report

I’ll begin with a brief (re-)introduction. My name is Michael Brick; I served as a reporter, news editor and managing editor at The Daily Texan in the mid-1990s. After a decade at The New York Times, a book and a stint at News Corp’s iPad experiment, I’ve returned to serve as the editorial advisor at Texas Student Media. Unlike my predecessors in this role, my assignment spans all five of our properties. As a main focus, I intend to help guide The Texan, KVRX and TSTV into the digital future with our traditional values, credibility and integrity intact.

Here’s why I’m excited about the opportunity: We have a talented staff at The Texan, led by Laura Wright and Shabab Sidiqui, who are brimming with innovative ideas, deeply thoughtful about the publication’s relevance in the digital age and more than capable of setting the Internet on fire. We have TV and radio station managers, Ian Reese and Joe Aragon, who embrace the value of new collaboration. We have a driven advertising staff, led by Zach Congdon, eagerly brainstorming new ways to market our content. I’ve forged a strong partnership with Curt Yowell, who has already set the groundwork for putting our web site into student hands with professional support. And we have a campus brimming with tens of thousands of bright young minds.

And here’s what we’re doing: Starting a mobile-friendly overhaul of our web design and content management systems, with a careful eye toward documentation and continuity. We’re performing a targeted search, with the gracious help of Computer Sciences Chairman Dr. Bruce Porter and new media lecturer Robert Quigley, for new kinds of talent. We’re working directly with the advertising staff to cultivate both old and new revenue sources as we migrate online. We’re collaborating across platforms and entities to engage readers with innovative
multimedia journalism. We’re working on a data journalism project that could prove to be a game-changer. We’re working to forge a stronger relationship with our alumni, including the newly formed Friends of the Texan.

And, of course, we’re continuing to produce some of the finest student journalism in the country. On the first day of publication, we started the semester with a scoop on the balloon attacks in West Campus, one of the most prominent and controversial issues facing the university community. Alberto Long broke the news with old-fashioned beat reporting – he was the only reporter following up on the story when officials finally decided to disclose test results. While the local and national media scrambled to match our report, news editor Sarah White directed coverage of new angles and multimedia editor Alec Wyman dispatched a videographer to cover a protest against the attacks. Kelsey McKinney, managing editor for digital, packaged the written, photographic and videographic accounts into a comprehensive online presentation.

I don’t expect our students to solve the secular problems of the media industry here at Texas Student Media. But I firmly believe that they can bring our properties up to modern standards, positioning us to adapt and thrive as the solutions begin to emerge. I’m here to make sure they have a guiding hand, an experienced perspective and the freedom to make some educational mistakes along the way.

Sincerely,

Michael Brick
Hello! My name is Jaclyn Kachelmeyer, and I am the Editor-in-Chief of Cactus for the 2013-2014 school year. This is my second year on staff, and I cannot wait to produce what is sure to be UT’s best yearbook yet! The oldest publication at UT and teeming with tradition, Cactus has always had an important role to play on the Forty Acres. However, the past few years have witnessed an unfortunate decline in book sales and a weakening link with the student body. I am here to change that. Over summer, I compiled an assiduous staff that is ready to take on the challenges ahead of Cactus this year and to go the extra mile required to meet our goals: already, they are hard at work.

SUMMER.
For Cactus, summer is a crucial time for book sales and individual portraits during Orientation. This year, we decided to try a new method for getting freshmen to take their photos and purchase the 2014 yearbook, teaming up with the ID center in the FAC rather than calling over students as they pass in Jester. Unfortunately, this did not go quite as planned. As with any new process, this was a learning experience and had its kinks. The ID center was not as cooperative as we hoped, putting our Thornton photographer in a corner out of the way of the flow of students getting IDs and limiting our access to the freshmen over all. This had devastating effects on Cactus book sales and portraits, but my staff is more than determined to make up for the lost sales. We plan to hold our fall and spring photo studios in a more public and central location on campus, and we have numerous marketing strategies—some of which are already in place—to boost Cactus’ presence on campus and reconnect with the students. In fact, I created a position called the Web & Marketing Director designed specifically for improving our marketing and online presence.

FALL.
We hit the ground running this fall, tabling at every possible student organization fair and freshmen event. We participated in the Start Fresh Carnival with our photo booth, which we used to boost our ‘likes’ on Facebook and spread awareness of the yearbook in general, and reached out to other student organizations about group photos. Already, several organizations have arranged to take a group photo in the 2014 Cactus. We also recruited over 150 students as writers and photographers for this year, a record high for Cactus. We are most proud, however, of our participation in Gone to Texas, joining the whole freshman class and other major entities in kicking off the new school year. Grant Schaefer (Managing Editor) and I worked with Rod Caspers and Doug Bolin to have a video made from Cactus archives projected on the stage and the Tower during Gone to Texas (see below). This was huge for Cactus and exposed us to a large portion of the school. We are looking forward to working with these connection and forming new ones in the future as we participate in more school-wide traditions.

My staff is brimming with ideas for ways to improve the book and our relationship with the students; they show no hesitation in their willingness to take on more responsibilities and to dedicate extra time and energy towards our new initiatives. Cactus is ready for the fight.

#cactusfight
Thank you,
Jaclyn Kachelmeyer
Cactus, Editor-in-Chief
To: The Texas Student Media Board of Trustees

From: Laura Wright, Editor-in-Chief of the Daily Texan

September 4, 2013

Recruitment

In our first three weeks back at work, the Daily Texan has launched an ambitious, campus-wide recruiting effort that has involved each and every one of our permanent staff members. Individual recruitment initiatives have included:

- Standardizing our applications across departments and making applications available online
- Advertising our tryout period on our social media channels and to targeted student groups
- Contacting professors to solicit columns and names of students with strong writing and reporting skills
- Hawking papers on the first day of classes
- Producing more editorial content that promotes the value of working for the Texan
- Holding an information session at the beginning of the semester

Digital Development and Potential Revenue Initiatives

With the help of advisor Michael Brick, myself, managing editor Shabbab Siddiqui, associate managing editor Kelsey McKinney and Digital Director Hayley Fick have met with several members of the Computer Science department, including the chair, Prof. Bruce Porter, to discuss recruiting computer science students to work on longer-term digital projects at the Texan. These students could potentially earn class credit for their work for the paper.

These longer-term digital projects include potentially revenue-generating applications that combine Daily Texan content with helpful information on local businesses.

In terms of more immediate digital development, Kelsey McKinney and Hayley Fick have come up with a redesign of the Daily Texan homepage that we intend to launch by December. The new design has been vetted by advertising to ensure that it does not have a negative impact on our online revenue.

External relations

As editor, I began arranging meetings with Campus leaders during the summer to discuss the future of the Texan. I will continue these meetings throughout the
semester, as moving forward, I believe that strong student support for student media—both within TSM and outside it—will be crucial for the continued survival of the Texan.

I have also been in contact with several members of the Daily Texan alumni group, Friends of the Texan, who have included student managers in conversations about mentorship and fundraising.

**Staff morale**

Managing Editor Shabab Siddiqui and I have made every effort to help Texan staffers see the financial difficulties of last semester as opportunities for innovation.

Going forward, I will hold semi-regular meetings with select staff to discuss potential revenue initiatives that leverage the Texan’s assets while maintaining its editorial integrity.

I look forward to working with each and every one of you over the coming semester. I believe that the Texan has great things in store.

Best regards,
Laura Wright
September 2013 Board Report

To whom it may concern,

The Travesty has been on hiatus for Summer semester, but we are all very excited to get back into things this semester. We have many exciting things planned for this semester and look forward to working with TSM on these developments.

- **WEB**
  - We have been working closely with Curt Yowell in order to develop a cohesive web plan that will allow all TSM properties to collaborate on projects.

- **RECRUITMENT**
  - We have hired two designers this summer after a long and rigorous interview process. We are confident that these designers will reinvigorate the aesthetic side of the Travesty and look forward to seeing what they can do.
  - We participated in Party on the Plaza with the other entities and sought new members, focusing on garnering a web team.
  - We have also began forming a plan with Curt to make a full scale web team recruitment effort.

- **CONTENT**
  - We have enacted multiple changes to the way that our meetings are structured, including implementing writing exercises.
  - We are currently creating a video department within our staff in order to diversify our offerings.

Thank you,
Katherine Swope
Editor-in-Chief
Texas Travesty
To The TSM Board,

KVRX’s initiatives for the 2013-2014 school year have gone underway and we are excited for the new steps we are taking to improve our station and TSM as a whole. After an exciting and strong summer, we have begun the semester on an even better note and hope to maintain the current momentum throughout the year. The current staff is one of the most responsible and dedicated I have ever seen working at KVRX, and I couldn't have asked for a better team to accomplish our goals.

Over the summer, we threw a very successful show at the Holy Mountain venue with some of our favorite local bands. Summer shows have always been a struggle for us due to the smaller student base and staff. This was one of our most successful and profitable summer shows ever though. We followed that show with an August “Back To School” Benefit Show at a venue we have not partnered with in many years, the Mohawk (part of the Transmission Entertainment Group). This was an even more successful show than our summer one. Between the two shows, we raised over $200. More importantly, we feel that we have begun cultivating a relationship with these venues that will provide more exciting opportunities for KVRX in the future.

Our current staff is undergoing new projects that we feel will strengthen KVRX’s brand and fan base, leading to increased attention by sponsors and possible business partners. We are at work creating a KVRX “zine”, which will act as a creative outlet for our many DJs to showcase their writing, art, photography, and aesthetical interests. More importantly, it will act as a promotional tool for our station and programmed shows, giving people information about events and happenings while remaining an exciting outlet for our staff. It is a relatively low-cost initiative that we feel can have big results.

In addition, we are working on new ways to cultivate relationships with Austin businesses. We are working on a plan to tour the city with our current radio schedule, emphasizing our unique programming and style to businesses we feel align with our aesthetics and goals. By going to them specifically, pitching the benefits of supporting KVRX, and giving them the contact information of the ad department, we hope to see increased underwriting and partnership with businesses we support as individuals already.

We have many more recruiting ideas to help students get involved with KVRX, including writing partnerships with the Daily Texan and production partnerships with TSTV. We understand we have many challenges coming up this year, but we believe the strength of our staff and the ideas we have will rise above the obstacles. I look forward to working with the Board on meeting these goals and setting our sights even higher.

Joe Aragon,
KVRX Station Manager
Board Meeting, September 20, 2013

Texas Student Television, Station Manager

Texas Student TV has had a successful summer of recruiting and development, and as the semester rolls off to a start I have a positive outlook for the year to come. Through several projects that span multiple staff departments, I think that TSTV is positioning itself to not only improve the educational experience of our volunteers but also increase the relevance and quality of the content we produce. I’d like to outline several events and projects that we have been able to tackle over the past few months:

• We held our General Meeting on September 12th and gathered a large new volunteer pool for the upcoming year.
• Plans are in place to begin production of a segment in which our News Department collaborates with the Daily Texan Multimedia Dept. to highlight several Multimedia Dept. videos over the course of the month.
• Testing for a Live Remote Broadcast system has begun; a tool that will drastically improve the student experience at TSTV.
• 25 new editing machines and 30+ new video cameras have been donated to TSTV from the College of Communication Tech Services Department.

We have been able to pull together a great staff for this year, and many very viable and revenue-generating ideas are in the mix for TSTV. We have recently hired two additional Production Directors to put more resources where we are most likely to make money and have begun plans to improve our web presence and relevance for our target audience.

I look forward to a successful year at TSTV, filled with progress and innovation while still keeping our core value of the student experience in the forefront of our minds.

Ian Reese
Station Manager
Texas Student TV