

BOARD REPORT

JANUARY 2018



THE DAILY TEXAN

TEXAS TRAVESTY

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Operations/Production

- Digital signage live
- Personnel changes
- SSBC application submitted/Meet Feb 27
- Ice day

Marketing/Advertising

- Alan Duncan Training
- Spring Marketplace - \$105,000/39 vendors
- Publication 34+ pages
- Housing Guide 28+ pages

Budget

Year: 40% booked/ran - \$432,000

Jan: \$68,000 booked – 130% of budget (+\$16,000)

Advisors/Learning

- Libel Training
- Scott Lind Award



- 470 responses on interest form as of Friday
- 216 Opinion interest
- high staff retention (72%)
- Texas Leadership Summit
- EIC candidates



- finished hiring staff
- projects and partnerships (NAHJ, NABJ, budget)
- ongoing look at WC housing
- website traffic and web producer staff
- restructuring news department = regularly better content
- many stories well received and picked up by professional news outlets
- art director streamlining look
- new podcasts and reoccurring L&A columns

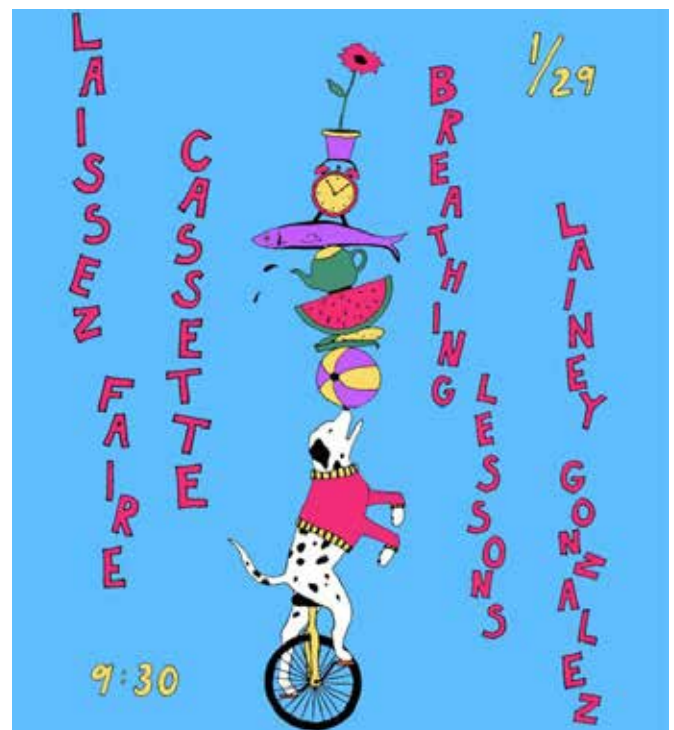


- First set of proofs submitted
- Will meet February deadline with no problems
- Main focus: marketing the yearbook

- Travesty comedy showcase!
- February issue next week!
- New hires!



- 85% of Schedule Full
- Great New Staff Members
- Starting Booking For SXSW



- Shows starting up, expanded staff
- General Meeting successful
- Black Student Athlete Summit, other productions

