DIRECTOR’S REPORT

Gerald Johnson

**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
- 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