

Texas Student Media Board of Operating Trustees Meeting
The University of Texas at Austin
CMA 5.136 (Lady Bird Johnson Room) 2504 Whitis Ave, Austin, TX 78712
March 30th, 2018

Voting Members Present:

Rachel Cooper, Zach Head, Karen Landolt, Dr. Kathleen McElroy, Emily Nguyen, Michelle Peplinski, JoJo Phillips, Mohammad Syed

Voting Members Not Present:

Matt Eastin

Non-voting Members:

Gerald Johnson, Laura Hallas, Ellie Breed, Austin McCartney, Myka Rodriguez, Hailey Wheeler, David Williams

Guests:

Peter Chen, Emily Cohen, Frank Serpas, Stewart Vanderwilt, Robert Zimmer

Meeting Opening:

Executive Committee convenes at 1:05 PM.

TSM Budget Approval:

- Changes of note
 - Increasing travel 11%
 - Increasing student wages 5%
 - Tracking to have \$30K profit over budget from last year

Karen Landolt recommends that we accept the motion as presented. Dr. Kathleen McElroy seconds. Budget passes

Mohammed Syed motions to adjourn the Executive Committee at 1:15 PM.

The Texas Student Media Board of Operating Trustees meeting on March 30th was called to order at 1:30 PM by Mohammad Syed, acting president

Approval of minutes from February 2, 2018, meeting of the Texas Student Media Board of Operating Trustees.

Mohammad Syed motions to certify the results of the TSM board elections. Emily Nguyen seconds.

Mohammad Syed summarizes executive committee meeting. Certified budget for 2018. Everything looks good. Mohammad Syed moves to pass budget as presented. Karen Landolt seconds. Passes.

Board Report:

Operations/Productions

- SSBC meeting completed
 - Will find out funding for coming year in May or June
- HD Radio activated on 91.7 FM
- Phil Cancelmo hired to help with advertising software and processes and act as a technical liaison with students
- Continued deployment refurbished Texan boxes
- Participating in 40 for 40 Acres fundraiser... TSM will now have a "button" to give to it in the campaign

Marketing/Advertising

- Emily Cohen
 - Going into April \$4,818 ahead of expectations
 - Booked 63% of expected ads for year. Total of: \$679,572
 - 107% of February budget
 - 127% of March budget
 - Due to Marketplace vendors
- Special Projects
 - Spring UT marketplace (Feb. 28th) - \$129,195/49 exhibitors (20 housing/29 other)
 - Fall UT Marketplace (Sep. 19th, 2018) - \$79,160 already booked
 - TSTV Productions team created a great video/advertisement for Marketplace

Budget

- The losses shown in the revenue statement are due to money coming in last year and then being spent over this quarter.
- Student wages and tuition are now given their own line.
- Karen Landolt motions to continue with report as is. Dr. Kathleen McElroy seconds it.

Advisors/Learning

- Peter Chen
 - We've supported student journalism. An apartment complex tried to pressure students into not reporting on a malfunction, citing they wouldn't advertise with us anymore. We published anyways

The Daily Texan

Laura Hallas, Editor in Chief

- Student government election coverage
- Endorsements for election races
- Starting summer recruitment early... Responses look promising so far
- More pitch meeting guests

Ellie Breed, Managing Editor

- Society for Professional Journalist Awards

- Recognized twice. Three Daily Texan staffers were recognized for in-depth reporting on the Presidential Powers story
 - Will Clark
 - Ellie Breed
 - Paul Cobbler
- Best all-around staff
- Basketball season with tournament and travel expenses
- Successful SXSW coverage
- Continuing partnerships with National Association of Black Journalists
- Getting to work on May 1st anniversary coverage
- Looking to add a carousel to the website

Cactus Yearbook

Hailey Wheeler

- Final deadline was on Tuesday, March 27th
- All pages have been submitted... Waiting on proofs.
- Good turnout on graduate photos; increase in portraits from last year
- Focusing on selling the book going forward

TSTV

Myka Rodriguez

- SXSW coverage with lots of film and music interviews. Video game show attended interactive conferences
- Testing streaming content via Facebook, Twitch, etc.
- Productions
 - Fundraiser video for Computer Science
 - Marketplace program
- Writing Incubator Program wrapping up production — See 4 new shows by the end of this semester

Texas Travesty

David Williams

- March issue launched
- Travesty Comedy Showcase tonight (March 30th)
- One issue left this semester

KVRX

Austin McCartney

- SXSW shows were a success
 - Kickoff show hit capacity. 1st time for KVRX show
 - Local Live compilation almost finished; mastering CDs for the show
- HD Radio up and running. Allows KVRX to be heard on the radio at all times of day

Meeting adjourned at 2:00 PM.