

Texas Student Media

Board of Operating Trustees Meeting

September 19, 2014

Belo Center for New Media, KUT Community Room (BMC 1.108A)

Austin, Texas 78712

Voting Members Present: Mary Dunn, Arthur D. Soto-Vasquez, Bobby Blanchard, Arjun Mocherla, Pauline Berens, Adam Alloy, Heidi Toprac, Robert Quigley, Todd Nienkerk, Jeff Cohen

Voting Members Absent: none

Non-Voting Members Present: Gerald Johnson, Riley Brands, Elisabeth Dillon, Rodrigo Leal, Edward Stockwell, Tess Cagle, Chris Gilman, Zo Asmail, Peter Flynn

Non-Voting Members Absent: Rohan Needel

Guests Present: Frank Serpas, Stewart Vanderwilt, C.J. Salgado, Jacob Kerr, Curt Yowell, Daniel Hublein, Stephen Salisbury, Freddy Lee, Cliff Avery

Meeting Opening

The Texas Student Media Board of Trustees September 19th meeting was called to order at 10:34am by Mary Dunn.

Gerald Johnson and Stewart Vanderwilt were introduced. Vanderwilt thanked Frank Serpas for his service as Interim Director, then discussed how the Moody College of Communication would assist TSM via technology and business operations support. Jeff Cohen expressed his satisfaction with the Moody-TSM partnership and asked Vanderwilt about his vision for TSM. Vanderwilt replied that TSM should exhibit primacy and be the go-to source for UT-related content.

Serpas gave background on the history of Texas Student Media, then reviewed key components of the Amended and Restated Declaration of Trust and its role relative to the TSM Handbook and the media units' staff manuals.

Cliff Avery was recognized and gave a brief description of Friends of the Daily Texan, who provided lunch for the meeting.

Heidi Toprac motioned to recess for lunch, Todd Nienkerk seconded, and the motion passed. The meeting recessed at 11:54am.

Robert Quigley reopened the meeting at 1:01pm.

Discussion and Appropriate Action Regarding the Selection and Appointment of the 2014-2015 President, Vice President, and Secretary for the Board of Operating Trustees

Robert Quigley opened the floor for nominations.

Arjun Mocherla nominated Mary Dunn to serve as President of the Board. Heidi Toprac seconded this nomination. The nomination was approved.

Mary Dunn nominated Arjun Mocherla to serve as Vice President of the Board. Robert Quigley seconded this nomination. This nomination was approved.

Mary Dunn nominated Pauline Berens to serve as Secretary of the Board. Robert Quigley seconded this nomination. This nomination was approved.

Discussion and Appropriate Action Regarding the Selection of TSM Voting Board Members to the Executive and Election Committees

Robert Quigley opened the floor to Executive Committee nominations.

Robert Quigley nominated Heidi Toprac to serve as the School of Business member of the Committee. Mary Dunn seconded this nomination. This nomination was approved.

Robert Quigley nominated Jeff Cohen to serve as the voting non-student member of the Committee. Arjun Mocherla seconded this nomination. This nomination was approved.

Arjun Mocherla nominated Arthur D. Soto-Vasquez to serve as a voting student member of the Committee. Heidi Toprac seconded this nomination. This nomination was approved.

Heidi Toprac nominated Mary Dunn to serve as a voting student member of the Committee. Arjun Mocherla seconded this nomination. This nomination was approved.

In absentia, Mary Dunn nominated the Moody representative to be appointed to serve as the College of Communication member of the Committee. Arjun Mocherla seconded this nomination. This nomination was approved.

It was discussed that the Election Committee was to be three voting student members and two voting faculty members appointed by the President. The function of the Election Committee is to serve as the Texas Student Media liaison at the Student Government university-wide elections and to assist with the Editor election for The Daily Texan. The Committee is also tasked with evaluating the election code.

The members will include Adam Alloy, Bobby Blanchard, Mary Dunn, Heidi Toprac, and Robert Quigley.

Approval of the April 25th, May 6th, and August 22, 2014 Board Meeting Minutes

1st revision- Fix the spelling of Arjun's name

2nd revision-For Bobby's appointment to Place 3, Robert Quigley made the original motion and Mary Dunn seconded.

Mary Dunn made a motion to approve the three meeting minutes. Heidi Toprac seconded the motion. The motion was approved.

Mary Dunn takes over the meeting as the new President.

Item D (preliminary year-end financial report for fiscal year 2013-2014) was tabled to the October meeting.

Monthly Activity Report from the Student Editors, Managers, and TSM Staff

Gerald Johnson presented information about accomplishments completed since he became Director of Texas Student Media in July.

The Business and Operations section of the board report were discussed and changes that have occurred. The Board discussed the best use of the asset that is the broadcast frequencies. More will be done to look into this and it will be reported back to the Board. The Board should have names for Account Executive and Advertising Assistant by the next meeting, and when these positions are filled there will still be less advertising staff than four years ago. The circle word was removed in the Daily Texan, saving money and advertising and highlighting other Texas Student Media Entities.

A weekly leadership meeting for all media unit managers is now being held. The purpose of this is to promote a stronger media culture and collaborative thinking as a group. Other ways to generate revenue were discussed. A thank you for Alan Duncan from the professional staff and student managers was also discussed.

The Digital and Marketing section of the board report was relayed to the board. There is a committee consisting in part of computer science and architecture students working to help the Daily Texan with a new design. More progress on this coming soon. Other ways to have students help with the design were discussed including possible graduate students working on their Capstone projects who could work for six months for free. The Board also discussed the possibility of getting a free license for Salesforce and maybe using this as a platform for the website.

The TSM plan was emphasized, with its objectives being Stabilize, Monetize, and Innovate.

Riley Brands recapped the Daily Texan's progress over the summer and beginning of the semester. Jeff Cohen asked about how the Texan was challenging authority and whether the Texan would be endorsing candidates and covering the election.

In addition to her board report, Elisabeth Dillon discussed the possibility of an OU or ACL interactive in order to promote the website re-launch.

Chris Gilman relayed the success of the Travesty, which has now grown to 31 staff members, its biggest level ever. There has also been large success in both the Longhorn of the Week and

Plucker's social media postings. It was discussed that the Travesty is a good place for sponsored media. The Travesty is still looking for a webmaster and is requesting whiteboards in the new office space.

Edward Stockwell made additions to his board report, stating that TSTV will be working with College TV Ticket to improve the broadcast system for live sports. He hopes to cover more intramurals. This year TSTV will be taken off Channel Austin. This is for the best as it will avoid the restrictions on content that Channel Austin placed, and now commercials can be played during primetime.

Tess Cagle discussed her board report and brought the news that the yearbook should be shipped here in October. The Cactus is focusing on marketing and social media with the #stayprickly campaign and she is excited to find a publisher.

Rodrigo Leal also made additions to his board report with the news that Holy Mountain has reached out to KVRX about having events around Halloween. They are also checking the availability of Studio 6A and contacting local alumni for the 20 year anniversary concert. More good news from Heidi Topac- Men's Health Magazine called KVRX one of the 20 coolest college radio stations!

Item G (update and discussion regarding concerns raised by David Maly) was tabled until the October meeting.

The meeting went into closed session at 3:02 pm, pursuant to Texas Government Code, Chapter 551, section 551.073, Deliberations Regarding Gifts and Donations.

Todd Nienkerk left the meeting at 3:31 pm.

The meeting reconvened in open session at 3:39 pm.

The board briefly discussed the importance of audience statistics and branding as they relate to strategy for TSM's media units.

The meeting was adjourned at 3:42 pm.