DIRECTOR’S REPORT

OPERATIONS/PRODUCTION

• Texas Connect 4th edition

• Deployed 10 new Texan boxes, 10 more are on the way

MARKETING/ADVERTISING

• January $108,956 = +22,956

• February $29,544 = -$52,456

• $669,592 booked for year = 58% of budget/+258

• Spring Marketplace is February 26. 63 exhibitors booked

• New Media Account Executive

THE DAILY TEXAN

Spencer Buckner, Editor-in-Chief

• Town hall coverage

• More editorials!

Hiring is happening

• Campus interviews!

THE DAILY TEXAN

Lisa Nahn, Managing Editor

• Production Guide

• Weekly Recaps

• Mentorship Program

• Orientation

• Reporting Workshops
• Adding Copywriters and Photographers
• More Spotlight pages

Michelle Almonte

• Second deadline (biggest) is reaching completion

Arvind Ashok

• Hiring 2 staff writers
• First issue release
• Purchasing video equipment
Ariel Pitre Young

- First Meetings
- Album book club
- SXSW

Sean Dolan

- Purpose and Core Values
- Website redesign
- New equipment
- Restructuring equipment system