



BOARD REPORT

OCTOBER 2015



THE DAILY TEXAN
TEXAS TRAVESTY



Student Photographer: Joshua Guerra

PERSONNEL

It took just over a year, but October 15 marked the first day that TSM was fully staffed since Gerald's arrival in August, 2014. For your convenience, an org chart is included in this report.

Our last hire was Amanda O'Brien for the role of Senior Graphic Designer. Amanda was most recently with the Frank Erwin Center. Her impressive creative background includes photography, illustration, digital design (web, ads, etc) and user interface. We are thrilled to have her as part of our team and the results are already taking effect.

Denise has been working diligently to build from scratch a new, and improved, student seller team. The team is headed by Andrew and Camillo and includes nine new sellers. At full speed, this team should become a reliable source of monthly revenue in the \$10,000-\$15,000 range.

BUSINESS AND OPERATIONS

Over the past six weeks, TSTV has been the recipient of large volumes of shipments of new equipment. Installation has been ongoing, but final pieces will be put in place this weekend.

Inspection of the 91.7 FM tower took place earlier this month and the inspector's report was delivered yesterday; results do not indicate there is any impediment to proceeding with the RFP for the new transmitter.

ADVERTISING

The second edition of Master the Possibilities published October 16. There were 13 programs that paid for placement, from Texas and other states. The publication generated \$27,500 in revenue, which was a good increase over the first year's edition at \$12,500.

September revenue results were \$73,000 versus \$88,000 prior year and a budget of \$92,000. Challenges this year included losing our tailgate sponsor space, which equated to \$16,000 in revenue for this period last year. Another challenge was on-boarding of two new sellers, and our most senior seller out on leave, effectively reducing the selling team to one. The budget miss will be redistributed throughout the year and the team is confident this loss can be overcome. October results are currently flat to last year and 85% of budget. The team is working diligently to close this gap.

PRODUCTION

TSM transferred to Double Click for Publishers. This was a large undertaking, but will allow better trafficking and more up-to-date ad units throughout our web properties.

The ITS project to make the Daily Texan and Travesty sites responsive, faster loading and less likely to crash is almost complete. ITS is in final testing. We will update the board via email when this project is live.

The upcoming yearbook is available for purchase. Be sure to check out buytsm.com.

CONTENT/OUTREACH

Professor Tracy Dahlby, a former foreign correspondent and writer for National Geographic worked with the students about becoming better writers and reporters.

Doug Swanson, fellow for the Dallas Morning News, attended a recent budget meeting and critiqued the day's stories, pictures, videos and social media.

Two groups of students have traveled to the Statesman to attend morning budget meetings and to meet their professional counterparts.

TSTV utilized Periscope and conducted live interviews at the Texas Tribune Festival.

TSTV has been hired for two outside productions in the month of November. This revenue stream is increasing gradually under Robert and Christian's supervision.

UPCOMING MEETING

During the November meeting, the TSM Board will select the Texan ME for Spring 2016, finalize any needed changes to the Election Code, and receive confirmation of the certifications required by section 4.2 of the Trust. Managing editor applications became available 10/22 and the submission deadline is 11/16.





DIRECTOR
Gerald Johnson



BUSINESS & OPERATIONS MANAGER
Frank Serpas



ADVERTISING MANAGER
Denise Twellmann



PRODUCT MANAGER
Stephen Salisbury



MEDIA ADVISOR
Peter Chen



BROADCAST ADVISOR
Robert Zimmer



SR. TECH
Zac Crofford



SALES
Allysum Gutierrez



SR. DESIGNER
Amanda O'Brien



OFFICE MANAGER
Emily Barrett



SALES
Celeste Schurman



SALES
Shukree Shabazz



SALES
Brady Beal



ADVERTISING AND DIRECTOR SUPPORT
Izzy Ber

2015 STAFF TEXAS STUDENT MEDIA





CMJ

- The group of us who went to CMJ Music Marathon just returned, and the trip was a solid success.

RECRUITMENT

- KVRX has still been recruiting deejays and assigning them shows.
- On top of this, the Internet schedule has been filling up as expected.

BOOKING

- We will be having our first show of the proposed monthly series at Empire Control Room in two weeks, so hopefully that will go smoothly.
- We will also be following up with the Hole in the Wall staff for future events.

TRAFFIC

- The automation machine came in recently, so the TSM staff has been aiding us with that.
- Our traffic director has also began recording new content for this machine.

PR

- The alumni newsletter has still been going well, and our events with deejays have had excellent attendance.
- We've developed a relationship with Cymbal, and our traditional social media outlets have still been gaining a following.

AUDIO PRODUCTION

- I've talked to our production folks about outsourcing our talents.
- We are still in talks to develop this plan.



- We had our first TSTV GameDay last Friday and it was a huge success; we got to implement some of the new production equipment that we recently bought and it was a great purchase.
- There are a couple more productions we've gotten lined up, one of which is today and why I'm not here. The Texas Tribune Festival production went well and we're currently working on the post-production aspect for them.
- The final missing piece necessary for a revamped studio came in, so we're hopefully going to get that all installed over the weekend. The time for HD cameras is nigh!
- Our TSTV incubator is going well, we've received pitches for what could very easily become some great programming for TSTV. We've also received ideas that we can work on outside of the incubator and will pursue those as well.



Student Photographer: Rachel Zein

FIRST ISSUE

- Our first issue came out at the start of October and was well met by our adoring fans. We were able to empty the papers from our office in two days thanks to a strong effort at distribution from our staff.

As you know, the majority of our staff writers were brand spanking new at the start of this semester. I'm happy to say that they have lived up to and exceeded our expectations tremendously thus far in terms of their articles, headlines, and contributions to features. They are all developing very nicely and writing lots of funny words. We are proud of them - their training continues, however.

SECOND ISSUE

- How time flies. Our second deadline weekend is between October 22nd and 25th (right now!) so we are all very busy and sleep deprived from putting the issue together. Look out for that early next week.

For this issue and hopefully other future issues we have talked about trying out a redesign of our formatting in an effort to make the paper look more like a magazine. Our design director Maryam Amjadi has been hard at work putting together templates based on pages from The New Yorker and TIME. This will be an ongoing process.

- Features and social media (film review, campus carry, content, facebook stats)

We've done well this semester on social media – our Facebook page is growing quickly, with about 300 new likes so far. We've posted all of our content from the last issue, as well as some other more topical features. We are also working on a series of film reviews as a recurring online column.

We're also working on getting our Instagram account into better shape, but of course, this necessitates finding somebody who knows how Instagram works.

That's about all I've got to report. This semester has already seen a lot of growth for the Travesty, and I'm hopeful that the rest of the year will go just as well.

CACTUS YEARBOOK REPORT

Christy Zhang

LINK TO BUY BOOK ONLINE

- \$55 regular price
- \$45 with code: PRESALE
- Working on advertising among organizations

SENIOR & GROUP PHOTOS

- Asking all orgs to send us a group photo
- 10 so far, 15 scheduled to be taken
- Senior photos will be taken by the Co-Op

COVER & END SHEETS

- Submitted last Friday

WRITING & PHOTO STAFF

- Hired and just had their orientation

SURPLUS OF CONTENT ONLINE

- The Texan Talks location change
- We Asked, Tuesday tabling
- Highlighted content
- Looking forward



Photographer Amanda O'Brien, Senior Designer

ONLINE STRATEGY

- We are continuing to gain followers on Facebook and Twitter.
- We launched snapchat, with a few hiccups, over OU weekend.
- We have improved our live coverage of events, with great live coverage of football games and both weekends of ACL Music Festival.
- We're constantly publishing content online throughout the day each day.
- Our tech team is working to improve the functionality of our podcast page, and they are working on a new system to streamline entering author bios on our website.

OTHER SUCCESSES

- Four texan staffers (okay, three and one former staffer) have been named ACP award finalists: Daulton Venglar, Griffin Smith, Connor Murphy, and Isabella Palacios.
- We've had great coverage of campus carry, and our article about Hamermesh came very close to breaking a three-year-high for page views.
- Hamermesh's resignation came the day after an online threat to campus, which our news team covered very well.
- We've covered the retirement and death Bexo XIV.
- I've met with all department heads one-on-one, and, although we've accomplished much, everyone still has a lot of goals on their list for the rest of the semester.
- We're tabling weekly on the West Mall to increase our engagement with the community.



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