

BOARD REPORT

NOVEMBER 2015



THE DAILY TEXAN

TEXAS TRAVESTY



OPERATIONS

- KVRX production room audio board installed
- TSTV studio cameras, prompters, intercom system installed
- DT/TT/BurntX – Chartbeat
- Digitization RFP
- Transmitter RFP
- Co-Op Partnership

ADVERTISING

- 9 housing contracts in house (February)
- Longer lead times
- Sales blitzes – 45 minutes/5 appointments/21 follow ups
- BurntX sponsorship
- KVRX targeted ad campaign
- TSTV cheat on your car campaign

PRODUCTION

- Creative services – graphic design project
- DT responsive – TT next
- KVRX website revisions and updates

CONTENT/OUTREACH

- CMA/ACP Conference in Austin – 30 students (awards listed on following page)
- Production services for TSTV on the upswing

UPCOMING MEETING:

Upcoming Meeting February 5, 2016

Certify candidates for campus-wide elections (Editor and Chief and Student Board members)

Applications: Posts begin Nov 30, deadline is February 1



- KVRX's website is now under construction
- Our monthly show had an excellent turnout by deejays and a general audience alike
- We are preparing for the Winterim
- Things around the station are going nicely
- We will be having a second show in December at Cheer Up Charlie's
- We will be having two shows during Free Week
- We are hoping to start the audio production branch this next spring.



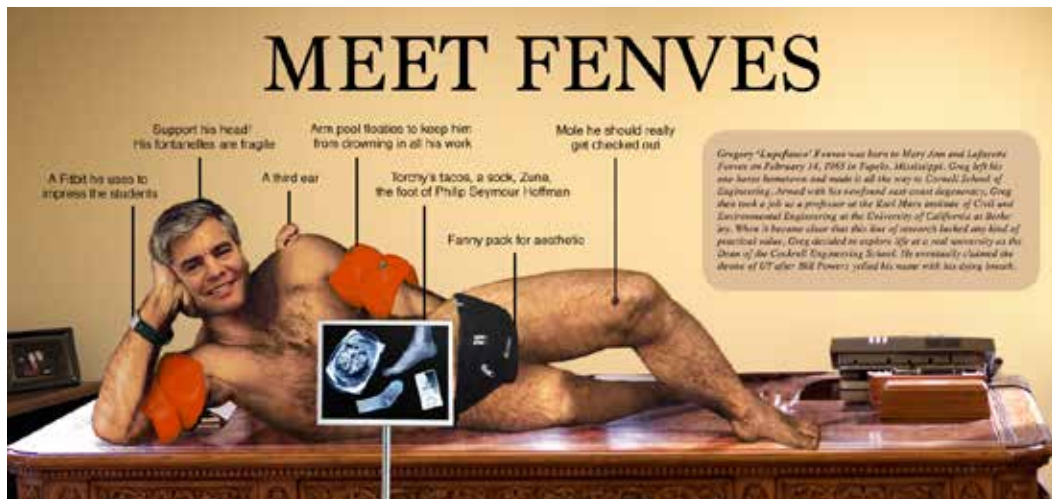
Left: a new lounge layout facilitates discussions in the KVRX studios. Right: new equipment graces the TSTV studios.



- TSTV did outside production for Annette Strauss Institute on Nov. 6 (Donna Brazile/Karen Hughes talk @ Stephen F. Austin Hotel)
- December outside productions coming up (graduations for College of Natural Science and College of Communications)
- Just booked January outside production (Black Student Athlete Conference)
- new HD studio cameras/teleprompters installed in TSTV studio – looks terrific on-air
- TSTV Writing incubator has generated three scripted series which will premiere in the Spring 2016 semester – Media_Showers, A Midsummer's Night at UT, and Jenny's. TSTV will air six episodes each.
- TSTV was awarded \$2250.00 by Communications Council for new field cameras (DSLR) and field microphone purchases
- TSTV wrapped production last week with the College of Journalism on Latino Political Engagement.

- What's next? Videos, listicles, online content abound!
- Also, we're moving offices (Hopefully)!

That's it for us. A successful semester, by my estimation. We upheld a reasonably high standard of edgy-ish content without provoking any social justice warriors, and essentially recruited and trained what amounts to ~90% of our current writing staff. Looking forward to another great semester – but for now, happy holidays!



Excerpts from fall issues of the Travesty.



- Content for Summer and Fall turned in
Fall spreads will be finished next week
Working on submitting spreads early to start proofing
- Coverage contest didn't work out
Exploring other marketing options
- About 25 group photos



climbing the up tottem pole

Story by Nick Castillo

Heard era begins with Texas 42-28 win over Rice

The stands weren't full at Darrell K. Royal-Texas Memorial Stadium, but the crowd noise rose to fill the void when redshirt freshman quarterback Jereed Heard took the field against Rice on Sept. 12.

Heard, who started his first college game for the Longhorns in front of 68,458 fans, threw for 123 yards and two touchdowns and added 96 rushing yards as he led Texas to a 42-28 win.

"I didn't even know [I was going to start] until the game," Heard said. "From my position and where I've been with the team, I always have to be ready for that time to come. That's my role -- to be ready when my number is called."

In his first drive as the starter, Heard led Texas down the field. He broke out a 50-yard run, but it was called back for an illegal block in the back. Even so, Heard capped a nine-play drive with a 32-yard touchdown pass to sophomore wide receiver Armani Foreman to give the Longhorns a 7-0 lead.

"We felt like [Jereed] gave us a spark -- a spark that we needed to go win," head coach Charlie Strong said. "I wanted him to go out and compete."

Texas built off Heard's spark with an electric kick return from senior wide receiver Daje Johnson. Johnson broke out of two tackles and returned a punt 88 yards for a touchdown to extend the lead to 14-0.

On the following defensive possession, the Longhorns forced the Owls to punt. Senior cornerback Duke Thomas returned the punt 56 yards to the Rice six yard line, and Texas capitalized on the short field with a one-yard touchdown run from senior

running back Johnathan Gray.

After a great start, Texas struggled in the second quarter. The Longhorns gave up two rushing touchdowns to Rice redshirt freshman running back Samuel Stewart.

The Owls had a chance to tie the game at 21 at the end of the half, but junior Haines intercepted a pass from Rice redshirt senior quarterback Dwayne Jackson.

Texas answered Rice's strong second quarter with a 49-yard touchdown pass from Heard to freshman wide receiver John Burk. The play -- Texas' first of the third quarter -- pushed the Longhorns' lead to 28-14. Texas added two touchdowns in the third quarter from a fumble recovery by freshman linbacker Malik Jefferson, and a two-yard rush from sophomore running back D'Onta Foreman. Rice scored two touchdowns in the fourth quarter, but the Longhorns secured a 42-28 win.

"I said that we need to play with some energy, and we need to have some passion out there tonight," Strong said. "When your quarterback has juice, then your team is going to have juice. And [Heard] has a lot of it. And so the team feeds off of him."

After the win, Strong said Heard would continue to get first-team reps going forward. Although they played in front of a smaller crowd than usual, the Longhorns felt they could run things around.

"You never want to be on the bottom of the totem pole," Jefferson said. "You always want to fix things that are broken, and this program isn't broken. It's just shaking a little bit."

UT Footballback Jereed Heard, wide receiver John Burk, and running back Samuel Stewart celebrate after the first home game against Rice on September 12. Photo by Richard Zain

UT Footballback Jereed Heard, wide receiver John Burk, and running back Samuel Stewart celebrate after the first home game against Rice on September 12. Photo by Richard Zain

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safety first

Starting fires

Students fought a live grease fire, tested their fire extinguishing skills and brainstormed exit strategies with fire marshals to kick off Campus Safety Week at the Gregory Plaza on October 5.

Campus Safety Week, hosted annually by Student Government, promoted safety and well-being through activities that addressed topics such as transportation and hike safety, self-defense and cyber security. SG invited the Fire Marshal and the Austin Fire Department to raise awareness and educate students about disaster training.

Students put out controlled fires using fire extinguishers and learned how to respond to real emergency situations, according to Joe Limon, Austin fire battalion chief.

"I don't take it for granted that even a 40-year-old doesn't know how to use a fire extinguisher," Limon said. "We have a lack of knowledge and education because we are so buried in our lives, we don't think of safety."

In a simulation, students learned the proper way to fight grease fires. Water actually makes fire spread when oil is involved, and smothering the fire is more effective, Jamie Perkins, outreach coordinator of the Texas Fire Marshal's Office, explained.

Campus Safety Week exposed students to important messages students didn't necessarily receive if they didn't live in residence halls, Hollanda Masabid, Kinshering resident assistant and biology sophomore, said.

"This is really awesome and important because safety is something people take [for granted], especially in the residence halls," Masabid said. "The majority of my residents are freshmen, so most of their energy is spent on doing well and making UT their home. They don't spend time thinking about their safety."

Masabid said students must be prepared to protect themselves beyond the atmosphere of campus.

"It's important that residents know safety so they can take care of themselves out of the halls in the future," Masabid said.

A student learns the proper use of a fire extinguisher. Photo by Qing Wang

A UT Safety Specialist presents a controlled fire to a group of students before they put out the fire during Campus Safety Week.

Researcher C. Taylor, UT Safety Specialist, teaches a student how to put out a controlled fire using a fire extinguisher during Campus Safety Week. Photo by Qing Wang

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SURPLUS OF CONTENT ONLINE

- Highlighted content
- The last The Texan Talks panel
- Continued surplus of content
- We Asked
- Thanks
- Looking forward



Students discuss issues during the weekly Texan Talks

ONLINE STRATEGY

- Online analytics
- Goings on around the office
- Reflecting on semester/Moving forward

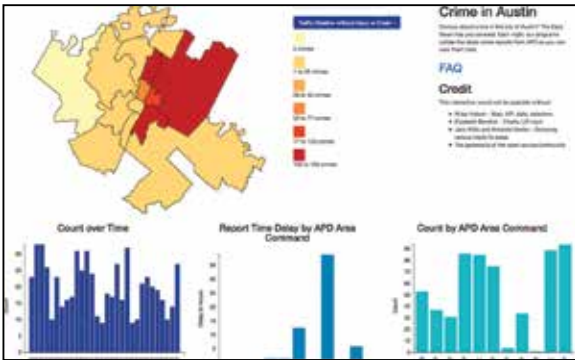
CMA/ACP NATIONAL MEDIA AWARDS



1ST PLACE best yearbook news page/spread: Cactus



1ST PLACE comic panel/strip: Connor Murphy, Texan



2ND PLACE best online infographic: Texan



2ND PLACE spot news photo: Daulton Venglar, Texan



2ND PLACE best editorial cartoon: Travesty



3RD PLACE comic panel/strip: Isabella Palacios, Texan



4TH PLACE best of show Texan's Sept. 18th issue on President Fences.



HONORABLE MENTION general news: Griffin Smith, Texan