

Texas Student Media Board of Operating Trustees Meeting

The University of Texas at Austin

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

300 W. Dean Keeton St., Austin, Texas 78712

September 23, 2016

Voting Members Present: Pauline Berens, McKay Proctor, Matt Eastin, Christian Trudeau, Karen M. Landolt, Jeff Cohen, Mohammed Syed, Katt Sampson

Voting Members Absent: Mary Dolan, Robert W. Jensen

Non-Voting Members Present: Gerald Johnson, Alexander Chase, Jackie Wang, Armando Maese, Aaron Bicart, Raven Cortright, Max Friedman, Julia Cho

Non-Voting Members Absent: Peter Flynn

Guest Present: Frank Serpas, Colten Crist, Emily Cohen, Peter Chen, Stewart Vanderwilt

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on September 23 was called to order at 1:03 p.m. by Pauline Berens.

Approval of minutes from the August 26, 2016, meeting of the Texas Student Media Board of Operating Trustees

Several grammatical errors were noticed in the minutes. The inaccuracies were amended and McKay Proctor moved to approve the minutes. Jeff Cohen seconded the motion. It was approved unanimously.

Election Committee Selection

McKay Proctor was selected as temporary chair. Christian Trudeau and Mohammed Syed volunteered to be student members of the committee. Karen Landolt volunteered to be the faculty member on the committee.

Preliminary Year-End Financial Report for Fiscal Year 2015-2016

Gerald Johnson reported that the financial paperwork would be filed by the end of November. The year was ended breaking even. Staffing challenges caused for fewer sales to be made, but less staff also led to less spending. Gerald Johnson mentioned that a small amount could possibly be added to the reserves account.

Activity Report from TSM Director and Student Managers

Gerald Johnson introduces the new Assistant Advertising Manager Colten Crist. Colten then shares a little bit about himself to the Board.

Gerald Johnson then reviewed the Texas Exes Summer Event reception. The event highlighted student voices. Feedback from the event was positive.

The new transmitter was also reviewed and would be connected soon. The transmitter would bring HD technology to the channel. The transmitter will be completely installed by November.

New carpet and lights were installed in the studio over the summer and TSTV is now in HD in all dorm rooms throughout campus.

Gerald Johnson updated the Board on the census that was established last spring. The census has reached 700 participants and 150 are new students.

Advertising Manager Emily Cohen introduced herself and gave an update on the advertising department.

TSM advertising was at 6 events throughout the summer, distributing orientation bags sponsored by advertisers. Sales efforts generated just under \$108,000.

TSM advertising has entered into a partnership with the Graduate Coordinator Network for the Master The Possibilities event. All 113 tables for the event were sold.

TSM advertising is also working with the Student Activities Department for the UT Market Place event. Mr. Johnson noted that combining the Housing Fair into UT Marketplace and taking on the role of selling tables for the Marketplace event has created an outstanding opportunity to reach even more potential advertisers and will continue to grow the Housing Fair and Marketplace for the Dean of Students.

Ms. Cohen then highlighted TSM advertising's furthering of relationships with student content producers at TSTV and KVRX for the Back to School concert at Dobie21.

Ms. Cohen mentioned that the current goals were to increase long-term advertising commitments. At one month into the school year, 35% of the budget for the semester has been covered.

Mr. Johnson then reviewed UTexas.rent, which will go live October 1st. The UTexas.rent website will be a resource for students to search for housing with a variety of search criteria. Five advertising accounts have already been acquired as of (9/23/16), generating \$15,000 with more accounts on the way.

Jeff Cohen inquired about UTexas.rent competitors. Mr. Crist informed the board that other larger competitors maybe be able to outspend UTexas.rent on promotions but UTexas.rent has the advantage of having the closest connections to the student body, a full promotions campaign through all assets at Texas Student Media is also being used.

Karen Landolt suggested that UTexas.rent should also partner with the graduate programs.

Mr. Cohen asked about the cost to run UTexas.rent. Mr. Johnson responded that it would cost \$1,500 annually and the goal is to generate \$60,000 in revenue each year.

Matt Eastin recommended that UTexas.rent be promoted to incoming masters and UT satellite school transfer students.

Armando Maese delivered the KVRX station manager activity report. The new transmitter has allowed for many new DJs to have their own shows on HD radio. Mr. Maese stated that new DJ involvement had improved dramatically with 50 DJ newly trained with more on the way.

Mr. Cohen asked Mr. Maese what he was the most proud of. Mr. Maese responded with the diversity and broad array of genres that KVRX is now producing.

Ms. Landolt asked how many DJs KVRX had. Mr. Maese answered that close to 100 with that number growing.

Aaron Bicart delivered the TSTV station manager activity report. Mr. Bicart reviewed updates to the facilities. 150 students have been trained this semester, students pay for the training, trainings have brought in half the budget for the semester. Mr. Bicart stated that productions are also going great and 5 new shows have been created.

Mr. Cohen asked Mr. Johnson if the past investment in TSTV productions had been paid back. Mr. Bicart stated that the investment had been paid back and revenue was being generated off of production. Mr. Cohen asked if more money should be invested. Mr. Bicart said that he would start to generate a list of new equipment to possibly invest in. Mr. Serpas and Mr. Johnson agreed that further investment could be decided once the demand for equipment and personnel is determined.

Max Friedman delivered the Travesty activity report. He thanked the board for the new furniture and reported on the new hires. A new separate video unit has been created with a dedicated staff, this will lead to more videos under the Travesty name. The Travesty is also organizing master pancake style movies with the Showtime group that plays movies in the Union. Mr. Cohen congratulated the Travesty artists for their sophisticated style.

Raven Cortright delivered the Cactus Editor-in-Chief activity report. Ms. Cortright stated that the Cactus did not produce anything over the summer. The Cactus is currently focusing on staff hiring. A new social media marketing account manager has been hired. Pauline Berens asked how outreach to organizations had been going. Ms. Cortright said that organization outreach has increased. Matt Eastin mentioned that the Cactus should reach out to Texas Athletics to inquire if they would be interested in giving out yearbooks to all letter winners.

McKay Proctor left the meeting at 2:03 pm.

Alexander Chase delivered the Daily Texan Editor-and-Chief report. He noted that hiring had been finished, 2 new podcasts have been created, and the Daily Texan is preparing to moderate the SG policy-focused debate. Many of the writers are interested in local issues. Mr. Cohen emphasized that the Daily Texan should highlight the actions of the upcoming Texas Legislator in regards to educational funding.

Jackie Wang delivered the Daily Texan Managing Editor Activity report. Ms. Wang stated that they had finished hiring and currently had 266 staff members with many new science and tech

section writers. She said that the Daily Texan has done well at covering breaking news, such as the Sigma Chi shooting. She noted that the new live blogging tool is continuing to improve and that several new evergreen tech interactive projects have been started. Some of these projects focus on on-campus housing and tuition. Ms. Wang announced the new release of audio reporting segments on top of existing podcasting. New Life & Arts series have also been created. Multiple writers have also traveled this semester to report on stories. Mr. Cohen asked who pays for the travel expense. Mr. Johnson answered that a travel budget is in place to cover expenses. Ms. Wang then walked the board through the Daily Texan Sports section. Mr. Cohen then suggested looking into a dedicated sports opinion columnist.

Mr. Cohen then brought up the past discussion of whether the Daily Texan Managing Editor position should become an elected position. Mr. Chase stated that it should not due to the tremendous amount knowledge and skill required for the position along with the necessity to understand the workings of the Daily Texan and the earned trust of its staff. Mr. Cohen warned of not electing an ideology. Mr. Chase agreed.

Mr. Johnson noted that an October meeting would not be needed and financials would be approved at the November meeting. Exact date and time would be determined at a later date.

Mr. Cohen moved to adjourn at 2:32. Ms. Landolt seconded the motion. The motion passed unanimously.