

**Texas Student Media Board of Operating Trustees Meeting**

**The University of Texas at Austin**

**Jesse H. Jones Communication Center, Building A**

**Lady Bird Johnson Room (CMA 5.136)**

**2504A Whitis Avenue, Austin, Texas 78712**

**November 18, 2016**

**Voting Members Present:** Pauline Berens, McKay Proctor, Matt Eastin, Christian Trudeau, Karen M. Landolt, Mary Dolan, Mohammad Syed, Kat Sampson, Robert W. Jensen

**Voting Members Absent:** Jeff Cohen

**Non-Voting Members Present:** Gerald Johnson, Jackie Wang, Armando Maese, Aaron Bicart, Cole Gerthoffer, Julia Cho, Peter Flynn, Spencer Beltran

**Non-Voting Members Absent:** Alexander Chase, Raven Cortright

**Guest Present:** Frank Serpas, Emily Cohen, Stewart Vanderwilt, Robert Zimmer

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on November 18th was called to order at 10:08 a.m. by Pauline Berens.

Approval of minutes from the September 23, 2016, meeting of the Texas Student Media Board of Operating Trustees

Several errors were noticed in the minutes. The inaccuracies were amended and Robert Jensen moved to approve the minutes. McKay Proctor seconded the motion. The motion was approved unanimously.

Activity Report from TSM Director and Student Managers

Gerald Johnson reported that transmitter electrical upgrades are now complete and coordination with KOOP is currently occurring in order to determine when to activate HD capabilities.

Mr. Johnson then reviewed the TSM Student Census. The census has over 750 participants, this is 200 more than the average for the past two years. Frank Serpas then walked the Board through the census table on page 3 of the Board Report. Mr. Proctor asked where the 200 student increase might have come from. Mr. Johnson answered that better enforcement of registration of involved students by student leaders and increased awareness of all TSM entities to those that apply to a specific entity is the reason for the increase. Mohammad Syed noted the large amount of non-communication majors involved in KVRX. Mr. Johnson responded that this is due to KVRX appeal to anyone who has a

passion for music, regardless of his or her major. Mr. Gerald noted that the diverse number of non-communication majors among all TSM entities is a good sign.

Mr. Johnson then reviewed the Marketplace program. The Marketplace website should be ready to launch within a week. The website is for companies to learn more about and purchase the different types of elements in regards to the Marketplace program.

Emily Cohen then reviewed advertising. Mr. Johnson noted that we entered November with \$15,000 ahead of projections for revenue; this can be attributed to Ms. Cohen's leadership. Ms. Cohen announced that October was a record month of \$128,000. Some of this revenue came from the new UTexas.rent student housing website, which has generated over \$35,000 and continues to grow. UTexas.rent will be expanded to the UT Marketplace event where a UTexas.rent tent will be in place for student housing companies.

Ms. Cohen went on to mention ongoing production capabilities with TSTV and KVRX that have resulted in upcoming spots for some local businesses and the Long Center.

Ms. Cohen then provided a recap of the Master the Possibilities event, which generated just about \$30,000. The event was sold out, with 116 tables. It is believed that there will be room to add even more tables next year.

Ms. Cohen announced that the TSM advertising department is currently fully staffed.

Mr. Johnson noted that next week, Alan Duncan, a leadership and communication consultant, will be leading managers, student leaders, and the sales team through sessions.

Ms. Cohen stated that TSM would be involved in Giving Tuesday (the Tuesday after Thanksgiving) which is a nationwide philanthropy program for non-profits to raise funds. Mr. Johnson added that Ms. Cohen has created a marketing plan for the event. A Giving Tuesday message will be sent to over 1,000 alumni in the database.

Mr. Johnson announced that the Moody College Writing Support Center is working with the Cactus. Mr. Chen has partnered with Professor Kathleen McElroy to better organize contest entries. All trainings and libel have been completed for all TSM entities. A guest speaker, Danielle Lopez from the Alcalde, came and spoke about Social Media engagement.

Robert Zimmer then reviewed the TSTV writing incubator. The incubator is designed to simulate the process of creating a TV show. The incubator has created two scripted shows. The incubator has become highly competitive with roughly 80 applications for 20 spots. Karen Landolt mentioned that the incubator should look into the ATX Television Festival's pitch competition.

Robert Jensen noted that Professor Kathleen McElroy is the new Associate Director for The School of Journalism, has a plethora of diverse experience, and is a great resource for any upcoming collaborations.

Armando Maese delivered the KVRX station manager activity report. Mr. Maese stated that he is most proud of KVRX for now having a full schedule of diverse curated programming. Library sessions, where artists come in to play acoustic sets, has continued to increase. More publications have been featuring KVRX, including BurntX and the

Daily Texan. KVRX is also looking forward to the transmitter. An overall morale boost and friendships have increased within KVRX. Show promotion is something KVRX would like to continue to work on increasing.

Aaron Bicart delivered the TSTV station manager activity report. New shows are being created, and old shows are doing things in new ways. Election day coverage went well with a large amount of content created. A junior staff has been created in order for younger students to get involved and they are currently learning how to work on the productions team. TSTV is days away from having an updated automation server called Monte that was built by students. One installed, it will change the way TSTV is presented to the nation. The new program will be airing the most recent content all the time. TSTV is also excited for their new ping-pong table which has increased morale.

Cole Gerthoffer delivered the Travesty activity report. He reported that a full staff has been hired and that the third and final issue of the semester has been released. The brief run on the Young Conservatives Bake Sale was the most viewed social media post in the history of the Travesty. The video staff is producing a new video roughly every other week. Mr. Proctor applauded the Travesty for their quick turnaround on producing the Young Conservatives Bake Sale article.

Mr. Johnson delivered the Cactus activity report. He reported that the new cover and endsheets have been completed. A student sales team is being recruited to sell yearbooks, as well as reaching out to groups around campus.

Mr. Johnson delivered the BurntX activity report. The BurntX election guide, a 72-page neutral piece was viewed heavily on election day. BurntX was the first campus publication to break the news covering the Young Conservatives Bake Sale.

Jackie Wang delivered the Daily Texan Managing Editor Activity report. The Daily Texan reported on the Texas Tribune Festival, both weekends of ACL, and the new Sound on Sound festival. Giveaways have also increased, it has been a good way to up the social media presence. The Life & Arts and Science & Tech special pages have been very well received. The Daily Texan did a Facebook live for the Young Conservatives Bake Sale that reached 1.2 million people and had 181,000 views. The Daily Texan then Facebook Lived the protests after the election results. The first post reached 1.1 million people and received over 200,000 views. The second post reached over 2 million people and had 652,000 views and 8,000 shares. Other national media entities have been asking to use Daily Texan footage of both the YCT bake sale and protests. The Daily Texan released a successful voter profile series and has pursued more data-driven stories. The Daily Texan has been releasing many Double Coverage issues and has been using the live blog platform to cover Texas football. The only big plans for the rest of the semester are to cover the last 2 football games.

Mr. Johnson noted that it would be Ms. Wang's last board meeting and that her Managing Editor term ended in December. Mr. Johnson stated that it had been a joy to

work with Ms. Wang over the past semester. A round of applause was given to Ms. Wang in appreciation of all her hard work.

Mr. Johnson proposed the board move to item D.

Mr. Proctor provided an Election Committee Update. Mr. Proctor would be working with Student Body President Kevin Helgren to pick the Election Supervisory Board.

Mr. Syed left the meeting at 10:49 a.m.

#### Discussion and Possible Action Regarding Appointment of TSM Student Manager Positions

A Facetime interview with applicant Akshay Mirchandani commenced for the position of Managing Editor of the Daily Texan for the Spring semester.

Mr. Proctor asked Mr. Mirchandani what the cultural differences between the North Texas paper and the Daily Texan were. Mr. Mirchandani responded that they are very similar, but that the North Texas paper was in a time of transition with a heavy emphasis on digital. Ms. Wang asked Mr. Mirchandani what his plan was for maintaining and growing the Daily Texan's presence on social media. Mr. Mirchandani responded that a blending of social media where every audience is aware of the other social media outlets, increasing live blogging and tweeting, increase giveaways and polls, and taking more risks is the best way to maintain and grow the Daily Texans social media presence. Mr. Johnson noted that Mr. Mirchandani was one of the student writers selected to travel to Rio for the Olympics.

Ms. Berens motioned to not go into a closed session. The Board agreed. Mr. Proctor moved to appoint Akshay Mirchandani for the position of Managing Editor of the Daily Texan. Mr. Jensen seconded the motion. The motion passed unanimously.

#### Discussion and Possible Action Regarding Certification of Report to UT Board of Regents

Mr. Johnson then reviewed TSM financials and confirmation that TSM is keeping up with the trust and duties required of TSM. Initial revenue projections were not met due to sales staffing issues but all bills were paid. Ms. Cohen has improved staffing since arriving in February.

Mr. Johnson noted that when the ledger was transferred over to Moody College, the year he joined, it was discovered that the actual revenue from other income was off by roughly \$115,000. It is assumed that someone didn't record something correctly before the transfer of ledger to Moody College. A prior year adjustment of (\$115,571) was needed to put the books back in balance. Mr. Jensen asked if any fraud or criminal activity is to blame for this error. Bob Cross, the officer for finance and operations for KUT and KUTX and outside auditor for Moody college, answered that it would be extremely difficult to say without extensive, and costly forensic accounting of the books before they were transferred to Moody, but since Moody has been in control of the books, no foul play has occurred. Controls are looked at very carefully.

Mr. Johnson then walked the Board through proof of required insurance.

Ms. Landolt moved to approve the document to be sent to the Board of Regents.

Ms. Berens pointed out a grammatical error in the document. Mr. Johnson stated the error would be corrected.

Ms. Landolt moved to approve that the corrected document to be sent to the Board of Regents. Mr. Proctor seconds. The Board approves the motion.

Mr. Proctor makes the motion to adjourn. Ms. Landolt seconds. The meeting is adjourned at 11:06 a.m.