

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

March 24, 2017

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

Voting Members Absent: Mary Dolan, Kat Sampson, Robert W. Jensen

Non-Voting Members Present: Gerald Johnson, Alexander Chase, Akshay Mirchandani, Armando Maese, Aaron Bicart, Raven Cortright, Peter Flynn, Max Friedman

Non-Voting Members Absent: Julia Cho

Guest Present: Frank Serpas, Emily Cohen, Robert Zimmer, Peter Chen, Andrew Badger

Meeting Opening

The Texas Student Media Board of Operating Trustees meeting on March 24th was called to order at 1:05 p.m by Pauline Berens.

Approval of minutes from the February 3, 2017 meeting of the Texas Student Media Board of Operating Trustees

The minutes were reviewed, no inaccuracies were found. Jeff Cohen moved to approve the minutes. McKay Proctor seconded the motion. The motion was approved unanimously.

Declaration of Election results following written report of results from Election Supervisory Board

Laura Hallas was announced as next Editor-in-Chief of the Daily Texan.

Karen Landolt moved to certify the results of the election. Mr. Proctor seconded the motion. The motion was approved.

Executive Committee Report

The Executive Committee reported that they had reviewed the budget and would recommend its approval.

Discussion and possible action regarding 2017-2018 TSM Budget

Ms. Berens noted that the Executive Board looked forward to the budget since TSM would now be self-sustaining without the \$100,000 from the President's office.

Christian Trudeau made a motion to approve the budget. Mr. Cohen seconded the motion. The motion was approved.

Report from TSM Director and student managers

Aaron Bicart delivered the TSTV station manager activity report. Mr. Bicart reported that TSTV has been very busy creating content for multiple clients across campus. Currently scheduled to have one project a week.

3 Teams were sent out to SXSW to cover music, videogames, and film. Footage is going up soon, and a large amount of social media presence was gained from SXSW coverage.

TSTV is preparing for their Support Student Voices 24 hours 7-day coverage. This is an ideal time for trying out new content.

Alexander Chase asked if other TSM entities could get involved. Mr. Bicart reported yes.

Mr. Bicart reported that a list of purchases had been submitted to Mr. Serpas to look into. Certain equipment upgrades would be highly beneficial to the to TSTV.

Ms. Landolt asked Mr. Bicart if further conversation had occurred about partnering with the ATX Television Festival. Mr. Bicart stated that none had occurred, but it will be looked into in the future.

Mr. Johnson gave his report on Support Student Voices pledge drive. A pledge team has been formed to foster better communication throughout TSM. Mr. Johnson introduced one of the pledge team members, Andrew Badger.

Mr. Badger reported that the team had met several times and had brainstormed several ideas on how to raise more money. The t-shirt fundraising program was reviewed. Talks about getting student managers involved and a ping pong tournament were also other ideas created by the team.

Mr. Johnson reviewed the t-shirt program stating that every \$50 or more donation would receive a T-shirt. Each TSM entity has their own design. Mr. Johnson noted that he believes this will be one of the most successful pledge drives yet.

Mr. Johnson then presented the quarter two financial report. Mr. Johnson explained what fringe benefits were to the Board. The Board reviewed the financial report. Mr. Cohen moved to accept the report. Ms. Landolt seconded the motion.

A print/deliver invitation to bid was then discussed in regards to newspaper printing. It is predicted to that costs will stay the same or go down.

Mr. Johnson reviewed the Since 1791 fundraising campaign. \$17,000 in sales and donations has occurred. 250 products left in stock. It is estimated that \$10-\$15,000 in

profit will be recorded. Eight other universities have reached out about potential licensing. Mr. Proctor asked how much money would be received from each licensing. Mr. Johnson said negotiations were still happening, but it is proposed that \$500 would be charged per university to be on the main website and \$1.00 per product. Universities will create their own products.

The SSBC meeting went well. It was noted that it was the most engaged meeting between TSM and the SSBC.

Advertising to apply for Board vacancies will occur soon.

The UT marketplace went well, congratulations were given to Emily Cohen's team for their job well done.

Mr. Johnson reported that Creative Services continues to grow in clients.

Ms. Cohen reported that the advertising team is already working on their next event which is September 20th. 47 exhibitors came to UT marketplace. A lot of positive feedback was received. Efforts are focused on closing out the year, and back to school and orientation. The budget for the month has been surpassed.

Ms. Landolt suggested that the advertising team reach out to career services to find more businesses that typically reach out to them about advertising on campus.

Mr. Johnson reported that the StandOut Awards had been completed and that Dell Medical has hired TSTV for videography production. Mr. Johnson thanked Ms. Landolt for providing Ethical Decision-Making training to all the student managers.

Akshay Mirchandani delivered the Daily Texan Managing Editor Activity report. Mr. Mirchandani reported on the Daily Texan re-design that continues throughout the paper.

Mr. Mirchandani was proud of the responsible investigative reporting from the Texan news department.

Mr. Mirchandani commented that legislative credentials had been approved and coverage has increased. A big focus will be put on the Legislature for the rest of the semester.

A Student government candidate's platform interactive was created during the elections, and a Texas Legislature interactive is in the works.

20 stories were published about SXSW and 48,000 followers on Twitter was achieved.

Alexander Chase delivered the Daily Texan Editor-in-Chief Activity report. Mr. Chase reported that he has started training the incoming Editor-in-Chief. Mr. Chase noted that Ms. Hallas is very knowledgeable and extremely capable for the position.

Raven Cortright delivered the Cactus Yearbook activity report. Raven reported that it is currently their busiest time of the year. The second deadline has been met, the Cactus StandOuts were completed early, and six spreads of groups were completed.

Cole Gerthoffer delivered the Travesty report. Mr. Gerthoffer reported that five new staff members had been hired. The March 4 Trump video received over 3,500 Facebook reaches. Mr. Gerthoffer reported that they are working on something special for the upcoming 20th-anniversary issue.

Armando Maese delivered the KVRX station manager activity report. Mr. Maese reported that SXSW and their four showcases went well and was their busiest time of the semester. Mr. Maese stated that KVRX is currently getting ready for the upcoming pledge drive. Some technical difficulties have occurred with the transmitter in regards to HD broadcasting capabilities.

Mr. Proctor encouraged all student managers to look into their potential successors.

Ms. Landolt made the motion to adjourn. Mr. Cohen seconded. The meeting is adjourned at 1:53 p.m.