

Texas Student Media
Board of Operating Trustees Meeting
Friday, March 1st, 2013 at 1:00 p.m.
Flawn Academic Center (FAC), Texas Union Room #328
Austin, Texas 78712

Voting Members Present: Paepin Goff, Dave Player, Jason Lu, Samantha Carlile, Julia Newtown, Robert Quigley, David Verduzco, Vincent Cicchirillo.

Voting Members Absent: Ray Ortiz, Amy Villareal.

Non-Voting Members Present: Mary Beth Mercatoris, Veronica Seng, Susannah Jacob, Becca Rushworth, Katy Aus, Hunter Ellenbarger, Jalah Goette, Katherine Swope, Trey Scott, Trevor Nelson.

Non-Voting Members Absent: None

Guests Present: Carter Goss, Lori Hamilton, Jennifer Hammat, Dan Knight, CJ Salgado, Frank Serpas, Doug Warren, Curt Yowell, Michael Redding, Melissa Wommack, Susan Buckenmeyer, Carolyn Hinckley Boyle, David Beckwith, Wills Brown, Hugo Sanchez, Bryan Mealer, Kristine Reyna, Omar Longoria, Jessica Huff, Olivia Starich, Laura Wright, W.G. Casa, Audrey White, Jordan Rudner, Ralph Haurwitz, Kebny McKinney, Kayla Oliver, Hayley Fick, Matt Stottlemeyre, Kaleigh Schneider, Ian Reese, Christopher Adams, Minami Rousseau, Paul M (Daily Texan Alumnus), Lee Caffee, Iván Brave, Mark Morrison, J.J. Hermes, Roah Meedel, Christian Dufner, Nick Cremona, Pamela Mayo Clark, Cyndi Taylor Krier, Christian Covera, Alec Wyman, Brenda Szejbka, Evan Breeland, Paola Reyes, Daniel Hublein, Abby Johnston, Ted Sniderman, Zach Congdon, Marissa Barnett, Dan Robertson, Jonathan McNarney, Jeffrey Boer, Steven Aragon, Joshua Cook, Stephanie Vajda, KT Musselman, David Maly.

Meeting Opening

The Texas Student Media Board of Trustees third meeting of the spring semester was called to order at 1:10 pm by Paepin Goff.

Approval of the Minutes

There was a short discussion about the previous minutes to ensure that the requested adjustments had been made. A motion was made to approve the minutes from the November 30, 2012, February 1, 2013, and February 8, 2013 board meetings. This motion was seconded and passed.

Executive Committee Report

David Verduzco, Chair of the Executive Committee, announced that Jalah Goette, Director of TSM, had prepared budget reduction options for the Executive Committee to review as requested at the February board meeting, and further discussion would continue upon reaching the appropriate agenda item.

Discussion and Possible Action Regarding the Appointment of the KVRX Station Manager and the TSTV Station Manager

Paepin Goff made a motion to move item D on the agenda [Discussion and Possible Action Regarding the Appointment of the KVRX Station Manager (06/13-05/14) and the TSTV Station Manager (06/13-05/14)] ahead of item C. The motion was seconded and passed.

The candidate for the KVRX position, Steven Joseph Aragon, introduced himself and made suggestions for improving the station and building on future initiatives. Ian Reese, the TSTV candidate, offered ideas for increasing the audience base and generating income. The current station managers expressed their confidence in the candidates who are going to take over their roles.

A motion was made to go into executive session to discuss the candidates, but it was revoked.

A motion was made to appoint Ian Reese as station manager of TSTV. The motion was seconded and passed.

A motion was made to appoint Steven Joseph Aragon as station manager of KVRX. The motion was seconded and passed.

Discussion and Possible Action Regarding the 2013-2014 TSM Budget

Paepin Goff announced that the board had charged Jalah Goette to develop a budget for 2013-2014 based on the declining trends with print advertising revenue and provide expense reductions to generate a balanced budget. Ms. Goette discussed major revenue and expense changes outlined on the 2013-2014 proposed budget for TSM along with revenue generating initiatives. Even with the many revenue and expense options, the reserves would need to be utilized to cover a projected deficit without program elimination. Ms. Goette highlighted the current unknowns projected in the budget proposal including, final allocation of SSBC funding, national advertising revenue, pending contracts, and miscellaneous funding from vendors.

An expense reduction included as an option for the budget was a reduction of one day of print production to The Daily Texan. Many opinions were discussed among board members, student managers, advisers, staff, and guests, including administrators from the Journalism School and alumni of The Daily Texan. There was support expressed for keeping the print schedule at five days a week during the academic semesters from the alumni and other guests.

The discussion moved to review of the option of expense reduction for student wages and tuition. With the increasing likelihood that the board would not cut The Daily Texan print schedule, the board asked each student manager and editor if they would be willing to cut their wage and tuition expense by 50% for the 2013-2014 budget. All student managers/editors agreed to a 50% wage and tuition reduction

Other changes that were discussed included adding a professional staff position, restoring a printing cut to the Travesty, and decreasing the bound volume expense by 25%.

David Verduzco proposed that the Board accept the 2013-2014 proposed budget with the following modifications: Restore print expense allocation to the Daily Texan, add expense to fund a professional staff position increase, decrease student wages and tuition reimbursement by 50%, restore the print expense reduction to the Travesty, and utilize reserves to cover the remaining projected losses.

A motion was made to pass the revisions to the 2013-2014 budget proposal. It was seconded and passed.

A motion was made to reduce the bound volumes expense by 25%. It was seconded and the motion passed.

Monthly Reports From Advisers, Student Managers.

Dave Player made a motion to table the monthly reports until the next board meeting on April 12th, 2013. The motion was seconded by Robert Quigley. The motion passed.

Meeting Closing

A motion was made to adjourn the meeting. It was seconded and passed. The meeting was adjourned at 2:56 pm.