

Texas Student Media
Board of Operating Trustees Meeting
Friday, April 24th, 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, Ray Ortiz, Julia Newtown, Robert Quigley, David Verduzco

Voting Members Absent: Samantha Carlile, Vincent Cicchirillo, Amy Villarreal

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

Non-Voting Members Absent: Veronica Seng

Guests Present: Lori Hamilton, Jennifer Hammat, CJ Salgado, Frank Serpas, Doug Warren, Curt Yowell, Ted Sniderman, Christian Dufner, Shabab Siddiqui, Laura Wright, Cliff Avery, Carter Goss, Ian Reese, Joe Aragon, Mark Morrison, Kristine Reyna, Natasha Smith, David Maly, Hayley Fick, Zach Congdon

Meeting Opening

The Texas Student Media Board of Trustees April 24th meeting was called to order at 2:05 pm.

Approval of Minutes From the March 1st, 2013 and the April 12th, 2013 TSM Board Meetings

A motion was made to approve the minutes for the March 1st, 2013 meeting. The motion was seconded and passed.

A motion was made to approve the minutes for the April 12th, 2013 meeting. The motion was seconded and passed.

Monthly Financial Report for March 2013

An update on was given on the financial report for March 2013. A few line items were discussed. Director Goette, emphasized the continued shortfall in advertising print revenue due to many factors in the local and national market. She applauded the efforts of the advertising team's new initiatives and noted that all of media is facing challenges with technology evolving and clients using more non-traditional advertising methods.

Discussion and Possible Action Regarding the 2013-2014 Service Agreement

The board did not suggest any changes to the proposed 2013-2014 Service Agreement.

Dave Player made a motion to approve the 2013-2014 Service Agreement. The motion was seconded by Jason Lu. The motion passed.

Discussion and Possible Action On the 2013-2014 Schedule for the BOT Meetings

Jalah Goette informed the board that in making the proposed 2013-2014 board meeting schedule, she cross referenced the UT academic calendar and the Trust timeline to ensure that there were no conflicts. The new schedule is based on former schedules. Executive committee meetings will continue starting at 12:00 pm and the board meetings will start at 1:00 pm.

Robert Quigley moved to approve the proposed 2013-2014 Board of Operating Trustees meeting schedule. Dave Player seconded the motion. The motion passed.

Discussion and Possible Action Regarding the TSM Advertising Policy and Implementation of Sensitivity Training For Student Managers and Editors Per the Campus Climate Response Team

David Verduzco led the discussion regarding the TSM advertising policy and implementing sensitivity training. There was already discussion about this item at the April 12th meeting, but no formal action could be taken.

It was suggested that all of the past events that have led to discontent of TSM and its entities be compiled in some form and delivered to student managers in the form of sensitivity training. The Campus Climate Response Team has already agreed to conducting a training session. In addition, there was a recommendation for organizational wide diversity training; such training has not happened in a while and could increase the homogeneity of TSM on certain issues.

The reason why such efforts in the past have not been effective is that the student managers and board members change frequently. Student managers are already trained on advertising policy in the fall, but TSM could also implement diversity trainings that include all staff to fend off this 'organizational amnesia'. Susannah Jacob also volunteered to write an institutional history on past events that have offended different communities so that incoming TSM members will be better informed.

An official decision to implement additional training will be made in the fall once most of the student staff are in place.

The board also asked that the students, faculty members, and others who voiced their concerns over the Horowitz ad be informed that action regarding this agenda item has begun.

Discussion and Possible Action Regarding the TSM Handbook Revisions

Dave Player moved to move agenda item G. (Discussion and Possible Action Regarding the TSM Handbook Revisions) up ahead of item F. The motion was seconded by Robert Quigley. The motion passed.

Jennifer Hammat began the discussion by recommending that the minutes for meetings in the past four years be analyzed for instances when criteria were waived for students. This historical information will guide the board in deciding what things to revise or eliminate in the handbook.

The board went on discussing the revision of handbook section 2.18c. Concerns arose about eliminating parts of this section. Dr. Hammat explained that this section was created at the time when a particular situation came up that needed resolving, and now there are clearer distinctions between the role of a managing editor versus those of the editor in chief of the Daily Texan in the handbook.

Other issues related to the handbook that require further research include verifying the official start date of the Travesty and whether or not it is the largest college humor magazine. Katherine Swope immediately informed everyone that the Travesty was officially founded in 1997, became a part of TSM in 1998, and that it is not the largest college humor magazine.

Concerns over how handbook revisions would affect incoming Daily Texan Editor, Laura Wright. All agreed that she would need to provide documentation to show that she has completed the requirement she was missing in the application process. This is assuming that everything is in accordance with board actions that waived one of the requirements. One of these actions was allowing Laura to take a condensed media law course with professor Robert Jensen. Previous board minutes will be referenced to verify this.

A motion was made to take section 2.18c out of the handbook and 'approve revisions with clarification of language for general updates to the handbook. Robert Quigley seconded the motion. The motion passed.

President of the board, Paepin Goff, handed the meeting over to Dave Player.

Robert Quigley moved to table possible action on item H. until the next meeting. Jason Lu seconded the motion. The motion passed.

Another board member left the meeting, which ended quorum.