

Texas Student Media
Board of Operating Trustees Meeting
Friday, September 20th, 2013 at 12:00 p.m.
Union Building (UNB), Quadrangle Room 3.304
Austin, Texas 78713

Voting Members Present: Mary Dunn, Dave Player, Samantha Carlile, Ray Ortiz, Jason Lu, Vincent Cicchirillo, Robert Quigley, Todd Nienkerk

Non-eligible Voting Members Present: Heidi Toprac

Voting Members Absent: Paepin Goff, Jeff Cohen,

Non-Voting Members Present: Jalah Goette, Laura Wright, Shabab Siddiqui, Joe Aragon, Ian Reese, Jaclyn Kachelmeyer, Katherine Swope, Ted Sniderman, Bree Wiethorn, Mary Beth Mercatoris

Non-Voting Members Absent: None

Guests Present: Jennifer Hammat, Lori Hamilton, CJ Salgado, Frank Serpas, Curt Yowell, Wanda Cash, Cliff Avery, Gage Paine, Roderick Hart, Michael Brick, Lindsey Hollingsworth, Carter Goss, Jacob Kerr, Jessica Noh, Emily Gouveia, Hayley Fick, Nathan Beddome

Meeting Opening

The Texas Student Media Board of Trustees September 20th meeting was called to order at 12:03 pm by Vincent Cicchirillo.

Discussion and Appropriate Action Regarding the Selection and Appointment of the 2013-2014 President, Vice President, and Secretary for the Board of Operating Trustees

Vincent Cicchirillo opened the floor for nominations.

Mary Dunn nominated Dave Player to serve as President of the Board. Vincent Cicchirillo seconded this nomination. The nomination was approved.

Dave Player nominated Mary Dunn to serve as Vice President of the Board. Vincent Cicchirillo seconded this nomination. The nomination was approved.

Dave Player nominated Jason Lu to serve as Secretary of the Board. Mary Dunn seconded this nomination. The nomination was approved.

Students who were nominated made brief statements about their interest in serving the Board in their respective roles.

Discussion and Appropriate Action Regarding the Selection of TSM Voting Board Members to the Executive and Election Committees

Vincent Cicchirillo opened the floor to Executive Committee nominations. It was noted that the Committee must include one Board member from the College of Communications, one from the School of Business, one voting non-student member, and two voting student members.

Dave Player nominated Vincent Cicchirillo to serve as the College of Communications member of the Committee. Robert Quigley seconded the nomination. The nomination was approved.

Vincent Cicchirillo nominated Heidi Toprac to serve as the School of Business member of the Committee. Robert Quigley seconded the nomination. The nomination was approved.

Mary Dunn nominated Todd Nienkerk to be the voting non-student member of the Committee. Vincent Cicchirillo seconded the nomination. The nomination was approved.

Jason Lu nominated Dave Player and Mary Dunn to be the two voting student members of the Committee. Vincent Cicchirillo seconded the nomination. The nomination was approved.

The selection of the Election Committee was discussed after the approval of the minutes.

Approval of the April 24th, 2013 Board minutes

Two questions about the minutes were addressed:

(1) The start time of the April 24th, 2013 meeting was clarified: The Executive Committee meeting and Board meeting were scheduled for 1:00 and 2:00 pm, respectively.

(2) A motion "...to take section 2.18c out of the handbook and approve revisions..." was made by Dave Player.

In regard to the end of the minutes, Jennifer Hammat reminded the Board that meetings should be ended prior to losing quorum in the future.

Dave Player moved to approve the April 24th, 2013 Board minutes. Vincent Cicchirillo seconded the motion. The motion passed.

Discussion and Appropriate Action Regarding the Selection of TSM Voting Board Members to the Election Committee

The importance of the Election Committee was discussed. The main function of the Election Committee is to serve as the Texas Student Media liaison at the Student Government university-wide elections and to assist with the Editor election for The Daily Texan.

The student and faculty members will include Mary Dunn, Ray Ortiz, Samantha Carlile, Vincent Cicchirillo, and Robert Quigley.

A motion was made by Dave Player to table agenda item D (Update and discussion regarding the administrative home for Texas Student Media) until Gage Paine and Roderick Hart arrived at the meeting. Mary Dunn seconded the motion. The motion passed.

Monthly Activity Report From the Student Editors, Managers, and TSM Staff

Katherine Swope made additions to her board report and announced that the next publication of the Travesty will be distributed starting on Tuesday in the West Mall. TSTV and the Travesty have been collaborating effectively to produce content. The Board asked about web development, video projects, staff make-up, recruitment, distribution, advertisement, page count, and budget.

Jaclyn Kachelmeyer discussed her board report for the Cactus. The Board asked for more information about yearbook photos, metrics, name collection, price, discounts, the website, social media, purpose of the yearbook, time allocation, and collaborations with the other entities.

Katherine and Jaclyn provided very informative answers to all the questions. Both the Cactus and the Travesty were encouraged to reach out to more University departments for recruitment. Enthusiasm was expressed for the great work that both of these groups have done.

Lastly, all of the entities were asked to think about how the Board can support them this year.

Following Gage Paine and Roderick Hart's arrival, Dave Player moved to table agenda item E for later in the meeting and revisit agenda item D. Vincent Cicchirillo seconded the motion. The motion passed.

Update and Discussion Regarding the Administrative Home for Texas Student Media

Dave Player welcomed Gage Paine and Roderick Hart to the meeting.

Gage Paine began by introducing the proposed move of Texas Student Media away from Student Affairs to the College of Communications. Dr. Paine asked for input from the Board and the student managers. This was only a preliminary discussion about positives and negatives of a move so that ideas can be

gathered and synthesized for a more in depth conversation later on to ensure the best future for Texas Student Media.

Roderick Hart added his perspective to the discussion. He stated that he was not willing to fight for the organization, he would not be able to help financially but he was open to speaking about advantages and disadvantages of a move. Whichever route Texas Student Media takes, budgetary issues will not be fixed by the administrative home.

The Board was assured that no matter what move it makes, TSM would be eligible for presenting to the Student Services Budget Committee for funding.

The Board directed questions and concerns toward both Dr. Paine and Dean Hart. These included how money would be handled and how a move would affect administrative delays. Since the move idea is still in its early stages, some questions could not be answered clearly. Dr. Paine stated that there was no specific timeline and ultimately the decision is for President Powers. She solicited the board to email her questions, concerns and feedback.

Parts of the Board expressed enthusiasm, while others, including some student managers, were more tentative about the idea. Some saw the integration with the College of Communication as a great way to gain more resources. Others worried about the unknown effects to the student experience and reputation of Texas Student Media as a university-wide organization.

Dave Player called for a break at 1:32 pm.

Vincent Cicchirillo resumed the meeting at 1:39 pm.

The Board transitioned back to agenda item E.

Continuation of Monthly Activity Report From the Student Editors, Managers, and TSM Staff

Laura Wright updated the Board on her report for the Daily Texan. Important improvements have been made to recruitment methods, web development, and staff morale. The Board asked about web initiatives and suggested that the Daily Texan should look into different schools within the University for web design recruitment. Confidence was expressed that a stable web strategy is almost ready.

Shabab Siddiqui further emphasized the innovations that are happening within the Daily Texan. These include a Special Ventures department and changes to the planning process. Both have helped to make different processes at the Daily Texan run smoother.

Curt Yowell has been especially helpful in developing metrics and creating a strong online presence.

The Board expressed enthusiasm about web innovation and the Daily Digest.

Due to time constraints, discussion began about ending the meeting. Dave Player decided to continue the meeting until quorum was lost.

Cliff Avery reminded everybody that the Friends of the Daily Texan was holding a social gathering for members of the organization this evening from 5:00pm to 7:00 pm on the roof of the Westgate Building at 1122 Colorado St Austin TX, 78701.

At 2:02 pm, Todd Nienkerk left the meeting.

Joe Aragon updated the Board on his report for KVRX. KVRX has been collaborating with the Life & Arts staff of the Daily Texan. There are also plans to introduce different mediums for KVRX staff to express their creativity in more ways than just through radio waves. The Board asked Joe about other possible ways that the radio station could collaborate with the Daily Texan.

At 2:06 pm, Samantha Carlile left the meeting.

Ian Reese updated his report for TSTV. Many exciting things have been happening, including recent nominations for TSTV shows to receive national awards. Ian also updated the Board on different sources of revenue, including a remote live broadcasting system that is still being tested. In addition, web and advertising initiatives are being undertaken.

The Board asked about TSTV classes and the potential of the live broadcasting system.

Both TSTV and KVRX were commended on the great job that they were doing.

At 2:22 pm, Heidi Toprac left the meeting.

Mary Dunn moved to close the meeting and table agenda item F, G, and H for the next board meeting. Dave Player seconded the motion. The motion passed.

The meeting ended at 2:22 pm.