

Texas Student Media
Board of Operating Trustees Meeting
Friday, October 25th, 2013 at 1:00 p.m.
Flawn Academic Center, FAC Room #328
Austin, Texas 78712

Voting Members Present: Mary Dunn, Dave Player, Jordan Hawkes, Jason Lu, Vincent Cicchirillo, Heidi Toprac, Robert Quigley, Jeff Cohen

Voting Members Absent: Samantha Carlile, Ray Ortiz, Todd Nienkerk

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

Non-Voting Members Absent: None

Guests Present: Jennifer Hammat, CJ Salgado, Frank Serpas, Curt Yowell, Cliff Avery, Rohan Needel, Cassandra Jaramillo, Nathan Beeldome, Hayley Fick, Rohit Mandalapu

Meeting Opening

The Texas Student Media Board of Trustees October 25th meeting was called to order at 1:02 pm by Dave Player.

Approval of the Minutes of the September 20th, 2013 Meeting

Jeff Cohen moved to approve the minutes of the September 20th, 2013 Board meeting. Robert Quigley seconded the motion. The motion passed.

Executive Committee Report

Dave Player summarized the major discussion points of the Executive Committee meeting. In the interest of time, specific details were omitted.

Dave opened the floor to questions. No questions were asked.

Discussion and Possible Action Regarding the Appointment to the Board position, College of Communications, Place 3

The discussion began with an introduction of Jordan Hawkes, the candidate for filling the Place 3 Board position. She described past experiences that qualify her for the role. Additionally, Jalah Goette informed the board that Jordan met all of the qualifications for becoming a board member and

completed Texas Open Meetings Act training and certification. Jason Lu nominated Jordan Hawkes to serve as the Place 3 Board member. Vincent Cicchirillo seconded the nomination. The nomination was approved.

Since Jordan had already completed training for the board, budget, and Open Meetings Act, she became an official voting member. The term for her position will end in May 2014.

Discussion and Possible Action Regarding the Appointment of the Editor for the Texas Travesty

The Board started discussing the selection of a new editor for the Texas Travesty. Nicholas Mehendale, the candidate for this position, was not present. Representing him and the Texas Travesty was Rohit Mandalapu, who discussed current initiatives and added his and the staff's support for Nicholas's appointment. Jalah Goette informed the board that Nicholas was fully qualified to become editor of the Travesty.

Vincent Cicchirillo nominated Nicholas Mehendale to serve as the editor of the Texas Travesty. Jason Lu seconded the nomination. The nomination was approved.

Monthly Activity Report From the Student Editors, Managers, and Advisers

In order to save time, Board members were encouraged to ask questions about last month's reports and the organizational structure of Texas Student Media outside of meetings.

The student editors, managers, and advisers gave updates on their activity reports.

Jaclyn Kachelmeyer elaborated details about Parent's Weekend, photo studios, advertising, technology, and student outreach. The board also discussed the state of the Cactus publishing contract. Confusion about the 2012-2013 budget for the Cactus was cleared up.

Joe Aragon expressed enthusiasm about a local business partnership with KVRX. This opportunity gives KVRX a chance to create more partnerships in the future. Joe also addressed finding a web developer to improve the website. The board gave suggestions for places to recruit from.

Ian Reese touched on the state of TSTV productions. He also reported that TSTV recently pulled off a successful live telecast. Development for this system has been ongoing and different uses for it are being explored. Ian and Jalah Goette have been working closely to revise TSTV's budget in light of these developments. Ian also talked about investments in equipment for the remote system and productions for online classes.

Shabab Siddiqui updated the board about the progress of The Daily Texan's online component. He and Laura Wright have been working with Curt Yowell, Hayley Fick, and others to make online improvements. This includes looking at the analytics differently and creating a new website. The Daily

Texan has also been experimenting with different parts of the paper. Shabab and Laura also touched on multi-entity collaboration, the financials, wages, great coverage opportunities, the UTexas homepage, advertisement ratios, and staff morale. Comics news to come at the next meeting.

Additional details about the activity reports can be found on the Texas Student Media website.

The conversation shifted to the content of activity reports and the purpose of agenda item E. with regard to the financial state of Texas Student Media. Some members of the board asked for student managers to be more open and include challenges in their activity reports that can be dealt with more directly. Noting that the organizational structure can impede this process at times, the board encouraged members to bring up certain issues during and outside of meetings, especially during closed sessions. The role of the board and the student managers was reemphasized.

Update and Discussion From the Student Editors and Managers Regarding the Proposed Goals for 2013-2014

Dave Player opened the floor to specific questions regarding the proposed goals of student editors and managers. This was an agenda item from the last meeting that was rolled over into this one. No questions were asked. The proposed goals can be found on the Texas Student Media website under the documents subheading.

Discussion Regarding Possible Revision of the 2013-2014 Budget With Regards to Print Schedule

Budget talks are happening earlier to better prepare the Board to make an informed decision that will positively affect the organization. The most substantial proposed changes involve manipulating page count or print days. A spreadsheet with more detailed data can be requested from Dave Player. Laura Wright and some of the staff at The Daily Texan prefer changing print days over page count only if it strategically positions the paper.

With regards to budget changes in other entities, Ian Reese briefly described the evolution of TSTV.

The value of the data for proposed Daily Texan changes was questioned. This issue was addressed with a reminder that any future modifications to an entity should be made with the mission and vision of Texas Student Media in mind. Student managers were asked to think about the core of their entities and what variables needed to remain untouchable in order to protect it.

In order to facilitate the whole process, Mary Dunn has volunteered to investigate any questions that the board may have moving forward.

Recent presentations from an advanced media class will be utilized to help the board.

The current state of Texas Student Media's potential move from Student Affairs to the College of Communications was briefly discussed.

Update and Discussion Regarding Friends of The Daily Texan Alumni Group

Cliff Avery invited everyone at the meeting to join him at the first Friends of the Daily Texan "Hall of Fame" recognition dinner and other reunion activities starting at 10 am on November 8th and 9th. It will include a fundraiser for the Daily Texan. Visit the Friends of the Daily Texan website for more information.

The next Texas Student Media Board meeting will be on November 22nd, 2013.

Mary Dunn made a motion to close the meeting. Jeff Cohen seconded the motion. The motion passed.

The meeting was adjourned at 3:17 pm.