

1. Engage with the student body through campus events—including (but not limited to) a benefit concert and a school-wide or Greek-wide competition—and readily available marketing opportunities, such as an A-frame, tabling, school-wide emails. Related to this, I think we need to incorporate more students in the book. We will accomplish this by working harder to identify every student in a photo, incorporating extra coverage modules for more in-depth and inclusive coverage, and selling group photo space.
2. Give *Cactus* a more professional face to show that we take ourselves seriously and that others should, too. We have a professional-quality book, many awards under our belt, and a long history to support us. *Cactus* should take advantage of these to rebrand ourselves as something worth investing in.
3. Improve and increase online content for our Facebook page, Twitter, Instagram, and Website.
4. Build ties with Texas Exes and Texas Parents.
5. Finally, make the staff more cohesive and involved in the book. In the past, writers and photographers have been disconnected from the process. This year, they will know in detail what they are working on and feel invested in the final product. To achieve this, we are having full staff meetings every two weeks, as well as progress checks on the over all book.

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Put in place groundwork for 2-3 revenue initiatives with support of staff (professor rating system, Co-op product, etc.)

Increase awareness of the Daily Texan on campus through recruiting efforts, robust editorial content, and continuous engagement (results measurable through submissions to the paper, comments on the website, engagement over social media, etc.)

Increase use of alternative story forms on the opinion page, both in print and online

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1) Improve content through reimagining our approach to production and communication and keep track of our successes through a wide variety of metrics.

- Made changes to the workflow
- Instituted new print and online deadlines
- Added one day of planning in weekly meetings
- Added advanced planning for daily paper and online content
- Created new department to take on bigger stories
- Worked with digital adviser on monitoring metrics and developing models for peak traffic distribution

2) Become a model for online innovation by experimenting with new approaches.

- Changed the usage patterns for Twitter and Facebook
- Created "Social Media Editor" position
- Created "Web Coordinator" position to imagine best ways to present stories online
- Instituted SEO, social media, and online training among all staff
- Launched project to start website redesign
- Launched Instagram and YouTube channels to experiment with different forms of coverage
- Required all staff members to use Twitter and set social media strategy
- Repurposed online exclusive content
- Implemented deadline structure around 24-hour newsroom rather than daily print

3) Foster a work environment that attracts and retains the most talented students on campus and serve as a training ground for both future journalists and non-journalists

- Created and enforced strict recruiting strategy
- Changed recruiting message to better incorporate larger organizational goals
- Set strict recruiting benchmarks and targets
- Reorganized office to encourage collaborative and multidisciplinary mindset
- Restructured multimedia and web departments to encourage different talents to apply
- Challenged department heads to broaden their views on recruitment
- Instituted early focus on mentorship, development, and retention

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Increase Web and Social Media Presence

- Publish weekly online content in addition to monthly publication

Realize Synergies with Texas Student Media

- Produce podcasts in conjunction with KVRX, video content with TSTV and monthly humor section in the Daily Texan.

Increase student readership

- Increased presence around campus through events, flyering and digital means.

Diversify comedy platform

- Produce monthly in-house video for online release

Generate revenue

- Increased event offerings, increased print and digital advertising, merchandising, alumni benefit, crowdfunding

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KVRX's plans for the 2013-2014 school year have two main themes: strengthening the station's volunteer base and furthering our community outreach. We are very excited because we do not see a shortage of opportunities for this to happen, and we believe that with a strong staff and volunteer base, these goals can be accomplished and expanded upon. In addition, we believe revenue and recognition for KVRX will increase accordingly. Our plan of action is to address opportunities, organize the most appropriate plans of action, and execute them in a diligent and continuous manner. Below you can see KVRX's five main goals for the Fall of 2013, and what these goals entail:

1. Community Outreach & Listener Expansion
 - a. Recruiting students in specific majors (computer science majors to improve the website, for example) throughout UT to find a greater variety of student volunteers, and thus expanding the available opportunities for volunteering at KVRX
 - b. Allowing all DJs to create and coordinate new types of events for KVRX and the UT community
 - c. Producing a KVRX newsletter/magazine to promote current KVRX events and give opportunities to the many writers we have at KVRX
 - d. Striking up relationships with other stations across the country and sharing ideas/opportunities with them, benefitting our in-house operations and also our national outreach/listenership
 - e. Focusing on our online presence by improving our website functionality and participation, expanding our social media outreach, and finding new ways to participate in the national music conversation
2. Increased Business Outreach & Relationships
 - a. Visiting local, like-minded businesses that we currently have no relationships with and showing them the many opportunities available for them at KVRX
 - b. Shifting our promo and underwriting focus more towards businesses with similar ethos and operations as KVRX
 - c. Working with national promotions and record labels/agencies to create ongoing partnerships outside our current, specifically on-air relationships
3. Event Coordination & Partnering
 - a. Partnering with local venues for expanded giveaways and ongoing event coordination
 - b. Sponsoring local non-profit events and outreach with charity/community programs
 - c. Co-sponsoring non-KVRX events to strengthen ties with the Austin and UT community
 - d. Focusing on SXSW as a marketing and promotional outlet in a bigger way

4. Programming Cohesion & Expanding Volunteer Base
 - a. Promoting individual KVRX radio shows in specific and unique ways, via posterage, social media, and community partnering
 - b. Emphasize opportunities and programs in KVRX outside of just DJing
 - c. Coordinating staff internships and mentorship opportunities with Austin professionals
5. Increased UT Presence
 - a. Increasing KVRX's visibility on campus through events, advertising, and partnering with other student groups and organizations
 - b. Partnering with TSM entities for cross-promotion and content expansion
 - c. Programming shows focused on the UT community and pertaining to UT student interests
 - d. Working with UT professors to mentor KVRX DJs in broadcasting principles

Although we are still hypothesizing opportunities and plans, I believe in our current staff's ability to think big and expand KVRX's scope and outreach. We believe that with all of these plans, an increase in revenue will follow. Most of all, it will be in a way that isn't compromising our values or our volunteers. I look forward to working with the board and the TSM staff to accomplish these goals.

Joe Aragon

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- 1) ***Redesign and Rethink the TSTV Web Experience:***
 - a. Develop an appealing and efficient design for our website that not only enhances the visual and user experience but also integrates our social media and fellow TSM units within TSTV's home page.
 - b. Hold weekly meetings with Curt and involve him and the TSM web team on the design end using resources they already have in place to recruit workers.
 - c. I will meet with my web team and Curt to set long/short term deadlines and an overall timeline for this project with a goal of January 2014 completion based on the involvement we receive from student programmers on campus.
- 2) ***Revise Current Class Curriculum Structure***
 - a. Revising curriculum will directly influence volunteer competency in a positive manner by creating a better base for our students to learn from and develop their ideas from.
 - b. Make it so our volunteers have more constant accessibility to equipment that will allow them to develop their skills as talent or technical representative of TSTV.
 - c. With better classes, more students will justify the cost of the class fees thus increasing the overall income we see from this venture.
- 3) ***Gather marketing data for non-UT viewing base***
 - a. Begin initiatives, with the help of the ad department, to start gathering demographics on who is viewing TSTV at certain times. This won't be a quick process, however we can take advantage of certain commercials and call in offers to survey our audience and determine who is watching our station and where they are located.
 - b. Carter will be involved as new ideas for targeting audiences arise.
 - c. Doing so would better prepare us to approach clients for advertising as well as target content to these audiences.
 - d. Utilize resources from Curt and our web department to help compile these statistics.
 - e. Hope to have a usable database and structure to collect this information in place by the beginning of Summer 2014.
- 4) ***Surpass Budgeted Production Revenue by 15%***
 - a. Without the added support of productions, TSTV loses much of its revenue as well as our ability to develop with the times (mainly in regard to our technical equipment).
 - b. We plan to cater specifically to Colleges within the University of Texas system to provide video service for events of promotional material when needed.
 - c. Our canvassing will begin by sending flyers to different college departments advertising our services but will evolve into a constant stream of contact between TSTV and any potential university based client.

- 5) ***Begin to syndicate select shows to other college TV stations and possibly public stations across Texas.***
 - a. There are a few shows that will work well with this platform. Namely Local Live and College Crossfire. This could be amazing for station brand development as well as provide the potential for sponsors on both shows.
 - b. Compile a list of all colleges and universities in the state that have broadcast programs and that would be willing to content share with us.
 - c. Involve any professional staff necessary to help market this to neighboring colleges including the contacts in place with Frank, Carter, and others.
- 6) ***Live Remote broadcast capability***
 - a. Have a permanent system in place to achieve live remote broadcasts hopefully by the beginning of the spring semester. This can be a large collaboration between all media units when an event needs to be covered.
 - b. Once testing is complete, purchase the equipment needed to run two remote units around town.
 - c. Compile an SD remote switching system to take on the road for larger events such as concerts and conferences.
- 7) ***24Seven***
 - a. Clean up and brand 24Seven to target the UT student audience. Include additional events during 24Seven and build a more dynamic web experience that would pair with the programming of 24/7.
 - b. We would secure sponsors for events and shows early in the year to plan what resources we will be working with.
 - c. Build a programming schedule to the best of our ability one to two weeks before the event so that we can publish it in the Daily Texan or other news outlets.

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