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 ADVERTISING
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THE DAILY TEXAN
 THE DAILY TEXAN
 dailytexanonline.com



TSTV
 texasstudenttv.com



KVRX
 kvrx.org



TEXAS TRAVESTY
 texastravesty.com



CACTUS YEARBOOK
 cactusyearbook.com

October 23, 2014

Gerald's Report to the Board
 Texas Student Media

First, welcome back. We are happy to have you help guide TSM.

The financial documents for the 2013/14 year are attached separately. The preliminary estimate was a loss of \$239,000 and actual was \$206,045. As you review the documents, keep in mind the following bullets:

1. \$50,000 was allocated for a remote unit for TSTV and contributed to this final number.
2. The yearbook bill for 2012/13 was paid in this reporting, resulting in two billings for the fiscal period. This amount was \$27,965.
3. University Directories (now doing business as Around Campus Group) has bad debt from this fiscal period of \$55,000. This vendor has consistently been late on payment and owes TSM \$100,000 overall for Welcome Guide, UT Directory and Longhorn Planner of prior years. This has been referred to University Contracts. We will not be conducting business with this vendor going forward.

Business and Operations/Frank Serpas:

Completed processes/contracts include:

Printing/Austin American Statesman

AP Services

Annual assessment plan completed

Cactus yearbook for 2013/2014 were delivered

1 large television production completed, 1 in process, 3 in proposal stages

The HSM Building smoothly transitioned to VoIP in late September, following an assessment of TSM's telecom needs. Connectivity throughout the building has improved immensely. In addition, HSM's outdated Ethernet infrastructure has been assessed, re-mapped for future usage and will be remodeled under the guidance of Moody College. Work will begin next week with upgrades in effect by end of Spring 2015.

People.

Interviews for Print Media Advisor completed last Friday, October 17. We are in the process of selecting our next advisor.

There were 23 applicants for Account Executive, of which the majority did not meet the minimum requirements posted in the description. Three finalists have been selected and we are in the process of making interview arrangements.

There were 101 applicants for administrative assistant. We are still working through the documentation to whittle this candidate pool into a manageable format.

Advertising /CJ Salgado

The advertising division completed training and we are already seeing good practices as a result. The team is currently trending \$30,000 from goal but we are doubling our efforts for new business development to better our pace.

The student sales team has really just started to hit the streets after the training courses they attended. Their first effort has been Master the Possibilities and we are seeing engagement across the country as a result of their calling efforts. Our first sale was recorded this week and was a two-page spread purchased from St. Augustine for \$3,500. In addition, another school opted not to do the special edition due to budgetary reasons but did agree to an ongoing print flight for \$1,500 in the Daily Texan.

Digital/Curt Yowell

Coordinated with ITS to improve the communication and relationship with TSM staff. ITS has been more proactive with website support and offering opportunities for students to advance their skills and abilities with our content management systems.

A social media campaign was conducted for all properties to align with our partnership with ComicCon. 926 data points were collected in social media follows, digest sign ups and information gathering.

A lead generation system was developed to complement the marketing for Master the Possibilities. We receive immediate notification when a potential client has downloaded rate information. This creates a touch point for follow-up.

Our very own Robert Quigley conducted two social media sessions with TSM staff. The attendance was healthy and the take-away information valuable as we ramp up our digital efforts collectively.

Some other tasks/projects completed since the last meeting:

Custom 404 error page for Travesty to reduce bounce rate

2014 Daily Texan Audience summary report

Build-out of infrastructure needed to host TSM's first online-media kit

Custom social media tracking codes for Google analytics

Marketing and Creative Services/Daniel Hublein

Master the Possibilities branding and sales collateral were completed since the last meeting. These included a stand-alone URL (graduatesoftexas.com), cover page, templates provided to advertisers and promotional ads for print and web.

TSM had presence for all three days of ComicCon. This was an opportunity for Comics to sell books, Travesty to promote its publication and all media units to share their offerings.

Other completed projects included:

“Best of UT” publication, including new logo, print and digital campaigns, Longhorn Life edition.

Poster for KVRX event at Beerland on October 11.

For the November meeting, results of a TSM-wide marketing audit will be made available to the board.

General Notes

Immediately after the last board meeting, TSM began three intensive days of training. The first session was for the leadership team and sales staff to foster a more collaborative work environment and efficient communication with potential clients. The session was well received.

Days two and three were for sales staff only and included best practices for business development. Some of the topics covered included creating a vertical/prospect list, developing your pitch and cold calling. The staff has been honing their abilities as we conduct calling sessions for professionals and student staff in our selling efforts of Master the Possibilities.

A small number of stabilize projects in our 90/365 day planning document have been completed. We are in the process of building out a master-planning document that will detail the steps for the remaining objectives, the project owner and a date enabled timeline so that we focus our efforts consistently throughout the year.



Texas Student TV
Station Manager Report
October 24th, 2014

Productions–

- Productions have been rocking and/or rolling since the semester started. Our first big one for the University Lecture Series at Bass Concert Hall went off without a hitch, and brought in some serious \$\$\$ for a production.
- In early stages of negotiation with The Austin Spurs (Formerly Toros) D-League Basketball team to live broadcast their games. Similar to what happened with Aztex, although we suspect they will want a more advanced setup with fewer games compared to many 1-camera broadcasts like soccer.
- Another recording production in Belo Auditorium is scheduled.
- Negotiations with the Pickle Research Center to have TSTV Productions as the go-to place for clients utilizing their facilities and needing to broadcast.
- Early, early stages of graduation ceremony production planning.
- Big shout outs to Dew and Landon for their preparedness and professionalism for productions and their retention of a Productions crew.
- Major shout out to Ian Reese for bringing clients to TSTV. Same goes for Frank as well!

Breakthroughs:

- By now, we hopefully will have launched TSTV's online programming schedule, which will allow people to go to our website and see the programming schedule for the week, with synopses for each episode! Just like a real TV station!
- Live fundraising marathon for Texas 4000 is slated for November 21st from 9pm, to November 22nd at 9pm. Our fundraising goal is \$5,000. TX 4000 has been very cooperative and we will be rolling out promotion for the event starting the first week in November. Will be reaching out to influential TSTV alums to help spread the word. Would really love to soar past our goal. Win-win situation in that we raise money to fight cancer, while simultaneously generating TSTV buzz and awareness.
- TSTV's marketing department has assembled a data gathering online quiz to try and establish a base of information for us to use, since we obviously don't have any Nielson ratings or such data. We are also meeting with individual show producers on how to improve their social media.
- Show critiques have started again. Meeting with two show leaders at a time and discussing what is going well/what could improve for the programs.

Digital –

- We have hired several (unpaid, but driven) Assistant Digital Media Directors to help Xilu. She has put in place a system for TSTV graphics requests.
- I have a pretty great presentation given to me by former station manager Steven Zurita (who now works for a major Youtube Channel) on improving Youtube Content. I have used many lessons from it and have seen our subscriber base grow from about 260 to 283 in about a month. Considering that we haven't had a YT subscriber for over a year before I made these changes, I would say it's proving successful. If you would like me to present this info to you, I would be happy to.

Edward's Head-

- Landon and I are looking into options for new studio cameras that we could use the Zach Anner gift fund on, and would be future-proofed.
- If at all possible, updated editing computers in our editing lab would be swell. While newer than years past, the editing systems in our lab are still very old, and many volunteers end up trying to go to the CMA/CMB to edit their packages.
- The website. TSTV sorely needs it. At this point in time, I will probably mention several developments and points of debate regarding the flow of the websites.
- Feel free to contact me anytime if you have questions or concerns.

TGIF,

-Edward Stockwell-

KVRX Student Radio
Activity Report
October 17, 2014

To the members of the board,

I hope you are all doing great since last we saw each other. Here is a breakdown of major things that have been abuzz at KVRX.

- KVRX 20-Year Anniversary
 - Spiderhouse, Studio 6A reserved for Nov 14th, 15th.
 - Weekly Wednesday morning meetings with Alumni and KVRX staff to discuss and assign new deadlines and goals.
- Live Events
 - Excellent turnout at our October 11th show.
 - Profited on both door sales, merchandise sales.
 - We have offers to sponsor several shows during November, spreading our presence in the local music scene.
 - We have been given a night during January's annual Free Week to have a KVRX showcase.
- Promotions
 - I have a staff member developing graphics for individual shows to be advertised in the Daily Texan.
- KVRX Schedule
 - Have reached a point where we have 30+ hours of internet radio shows.
 - Looking forward, the spring semester promises a great amount of quality programming.

Please let me know if I can go into further detail on any of the above items or anything not listed here.

Thank you,
Rodrigo Leal
KVRX Station Manager

Texas Travesty Activity Report 10/24/2014

We are currently hard at work on our second issue of the year, due to come out on October 28th. Our first issue was well received and we manually distributed 2,000 copies over the course of two days in the West Mall as well as eateries around campus. Our new **Distribution Director Ethan Boer** has proven to be an essential part of the Travesty team and taken on the job full force with new innovative promotional measures, many of which we're going to begin implementing with the release of our next issue.

Austin Comic Con was fun for the staff/a success; here are just a few pictures of some famous characters enjoying the paper.



Our online content has been mobilized and is published daily, with articles from the first issue as well as **Mac McCann's Food Critiques** and **Longhorn of the Week**. Since the last board meeting, our **Facebook likes have increased from 1900 to 2138**, and our **Twitter followers from 4583 to 4648**.

We've reached out to alumni and a lot of interest has been expressed in a full on **Travesty Reunion** (this includes Brad Butler, one of the Travesty's founders), so that is in the works right now.

With tons of non-issue projects we want to work on (along with an extremely tight deadline between our second and third issue), we've expanded our meetings to both **Tuesday nights and Thursday nights**, as well as **Sunday afternoon meetings for our video department**.

We've been in contact with **The Daily Show's press team at Comedy Central** for the opportunity to interview correspondents, sit in on a recording of *The Daily Show Without Jon Stewart* podcast, and get press seats at the show recordings during their week in Austin, which seems to be coming together nicely.

That's all on our end right now. Things are looking very good at the moment and will only get better from here.

Love,
Chris Gilman

10/18/2014

To the Board:



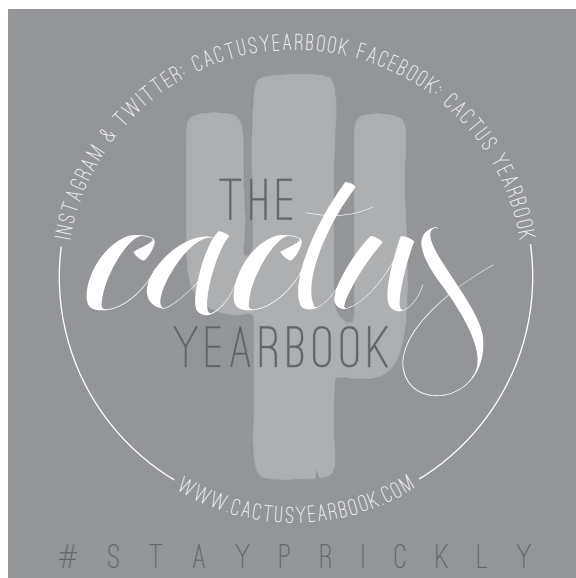
Things are still looking good for the 2015 edition of Cactus. Here are the highlights from the past month:

- **The move to the basement:** Cactus officially moved offices down to the basement (where Travesty used to be.) We love the space because it is much bigger and accommodating for our staff. It took us awhile to get settled in, but the office is finally coming together.
- **Arrival of the 2014 edition:** Last year's books arrived early, in October. Overall, we are incredibly pleased with the final outcome. We mailed them out this week, so we should be hearing response from recipients soon.
- **Book production:** Due to IT issues, we are a little behind where I would like to be with book production, but definitely catching up. We have garnered all content for the summer section and are putting together those pages. We're all currently garnering content for the fall section.
- **Social media team:** Our social media and marketing editor put together a Twitter staff. They all sign up for shifts to monitor our Twitter, and we've gotten much better about Tweeting around the clock. We've also been working on updating our Instagram account regularly. Our photo editors have created a Flickr account for Cactus, as well. That should have content very soon!
- **Online PDF:** We're working on expanding Cactus coverage by creating a quarterly online PDF. Right now, we're working on just a summer photo recap to put up soon. This is getting done a little later than we would have liked, but we are hoping to have the rest of the PDF's up in a more timely fashion.
- **Publishing contract / pricing:** It looks like we have a publisher, we're just going through the final steps of having a bid on the contract. We've decided to sell the books for \$75 this year, with a \$10 discount right now.

Thank you and stay prickly!

Tess Cagle

Cactus Editor-in-Chief



10/15/14

To the members of the Board:

Texan has had a busy past month across the board. To start with, several current and former Texan staffers have been nominated for national awards.

Former design editor Jack Mitts is nominated for design of the year by the Associated Collegiate Press for his special edition JFK front-page design last year. Former comic artist Mike Todd — for his rendering of a court ruling on the Fisher case — has also been nominated by the ACP for best illustration. And last, but certainly not least, current board member and former reporter Bobby Blanchard is nominated for ACP Reporter of the Year. Winners will be announced at the ACP convention in Philadelphia in November.

This semester, our coverage has continued to expand since the last board meeting. The news department has done Q&As with the District 9 City Council candidates, in addition to extensively covering the city's efforts to more strictly enforce sound ordinances in West Campus. A reporter will also travel to El Paso in November to cover the Board of Regents meeting.

Senior reporter Elly Dearman broke a story on a gay student alleging that a fraternity did not offer him a bid because of his sexual orientation. Senior reporter Jackie Wang has had solid state coverage, following HB2 developments and travelling to Dallas for the gubernatorial debate. Additionally, investigative reporter Julia Brouillette wrote a piece on spousal hires and the University's policies regarding such hiring practices.

The life and arts team worked to put out extensive ACL coverage leading up to and during the two-week festival. The sports and photo departments travelled to cover several events, including a drive to Lawrence, Kansas, and a short trip to Belton to write a piece on former quarterback David Ash's beginning and end in football.

Our video team continues to produce top-notch work, including a fun piece on Austin Comic Con. Our comics department was also at Comic Con to sell their books from last year. The copy and design departments continue to make sure we make our deadlines in an aesthetically pleasing, error-free fashion. Our social media team is still working to engage more with readers and gain more followers.

Lastly, new phones were installed that now have voicemail capabilities. It seems like a tiny change, but it's huge for the newsroom.

Thank you,

Elisabeth Dillon
Daily Texan Managing Editor

Board Report for Oct. 24, 2014

From: Riley Brands, Editor-in-Chief, The Daily Texan

To: The Texas Student Media Board of Operating Trustees:

Since the last board meeting, we have run editorials on topics such as the secrecy with which the College of Liberal Arts has conducted its TA Task Force meetings, Mark Regnerus' continued involvement with and payment by the Witherspoon Institute and spousal hires. Graduate student housing to come.

I have met with Muslim student leaders to discuss their perceived mistreatment by the Texan and have scheduled meetings with black student leaders. (These meetings are all in response to the Ferguson to Palestine panel story.)

We have promoted a regular columnist to the position of senior columnist. He is a grad student who would like to join the editorial board but doesn't know if he can commit the necessary amount of time every week. He thinks he'll have a better idea after writing more regularly for a few weeks.

As mentioned at the last meeting, I co-moderated a mayoral candidate forum on campus with Student Government on Monday.

Endorsements are wrapping up and have generated ample discussion on the website.

Staff retention is much higher now that it was at this time last year. Column delinquency is essentially a nonexistent problem, whereas it plagued us constantly last year.