

Texas Student Media
Board of Operating Trustees Meeting

February 6, 2015, at 1:00 p.m.

Belo Center for New Media

KUT Community Room BMC 1.108A

300 W. Dean Keeton St., Austin, Texas 78712

Voting Members Present: Mary Dunn, Arthur D. Soto-Vasquez, Bobby Blanchard, Arjun Mocherla, Pauline Berens, Adam Alloy, Matt Eastin, Robert Quigley, Todd Nienkerk, Heidi Toprac

Voting Members Absent: Jeff Cohen

Non-Voting Members Present: Gerald Johnson, Riley Brands, Jordan Rudner, Rodrigo Leal, Edward Stockwell, Tess Cagle, Chris Gilman, Peter Flynn

Non-Voting Members Absent: Rohan Needel, Zo Asmail

Guests Present: Jacob Kerr, Brett Donohoe, Jack Mitts, David Maly, Frank Serpas, Claire Smith, David Davis, Jr., Stephen Svatek, Samantha Ketterer, Jan Ross Piedad, Denise Twellmann, Peter Chen, Shukree Shabazz

Meeting Opening

The Texas Student Media Board of Operating Trustees February 6th meeting was called to order at 1:06 pm by Mary Dunn. Item A, approval of the minutes of the November 21, 2014 meeting of the TSM Board of Operating Trustees, was tabled. Item B, introduction of new TSM professional staff members, and item E, discussion and possible action on the composition of the TSM Election Committee, were moved up.

Introduction of new TSM professional staff members

Gerald Johnson introduced first Peter Chen, who joined us on January 5th as the advisor to the Daily Texan, Cactus, and Travesty. Gerald then introduced Shukree Shabazz, the new Advertising Assistant, and Denise Twellmann, the new Advertising Manager. Peter, Shukree, and Denise described their past experience and some of their goals for the year.

Bobby Blanchard expressed his appreciation to Peter, and asked whether we were still planning on hiring a broadcast advisor. Gerald said that we were once it was determined that that was in the budget.

Discussion and possible action on the composition of the TSM Election Committee

Mary Dunn recused herself from the election committee, and Arjun Mocherla took her spot. The election committee consists of Matt Eastin, Heidi Toprac, Bobby Blanchard, Adam Alloy, and Arjun Mocherla.

Approval of the minutes of the November 21, 2014 meeting of the TSM Board of Operating Trustees

It was clarified that Matt Eastin was in attendance at the November meeting, while Arthur D. Soto-Vasquez was not.

A question was raised about a clarification made to the certification rules. In the November meeting, it was decided to change the wording of the Editor In Chief certification requirements so that if there were any qualified applicants, requirements could not be waived. Robert Quigley asked if there had been an official vote on this subject, as he stated he would not knowingly vote for such a change.

Adam Alloy questioned whether these changes needed to be ratified, to which Mary Dunn responded that they did not, though in the past they did have to go through the President's office. David Maly disagreed, stating that the handbook says all changes do have to go through the President's office and be made one semester in advance. Frank Serpas noted that there was a difference between election rules and certification rules. Arjun Mocherla also noted that David was referencing something in chapter 7 of the handbook that only applied to that chapter, not to chapter 3, where the Managing Editor and Editor in Chief rules qualifications were discussed.

Robert Quigley stated that the decision made at the previous meeting could have been a mistake. He charged the election committee with looking into this possibility. Mary Dunn noted that while we could revote on the issue, the voting has to be done the semester in advance of changes taking effect, so changes made now would go into effect in the summer.

Jordan Rudner asked for a summary of what occurred concerning these handbook changes. Mary Dunn told her that in May, the Board met and discussed the requirements for all entities besides the Daily Texan. Then in October, we applied the same language for the Daily Texan as we had for the other entities, for consistency. We then discussed and voted on Managing Editor changes at that meeting. In November, we made a draft of changes we had already discussed. Any changes to the Editor in Chief requirements were discussed, and after discussing all of them, the Board voted to approve all changes.

The tasks for the election committee in the next week were clarified. Gerald noted that there must be a 72 hour window before the election committee could meet. Arjun Mocherla summarized the election committee's tasks: to investigate the November minutes and determine what was voted on, to determine what requires the President's approval, and to discuss whether or not an error in judgement had been made. The committee can then make a recommendation to the Board, which the Board will vote to follow or not to follow.

Mary Dunn stated that if the election committee found too much ambiguity in the November minutes and what was voted upon, we could fall back on the old rules. Items A, approval of the

minutes of the November 21, 2014 meeting of the TSM Board of Operating Trustees, and C, discussion and possible action regarding the certification of candidates for Editor in Chief of the Daily Texan, were then tabled.

Discussion and possible action regarding the certification of candidates for TSM Board places 1,5,6

For applicants from the Moody College of Communication for place 1, it was noted that Annie Albrecht had withdrawn her application, and Jan Ross Piedad was now the only applicant. Mary Dunn noted that Jan Ross met all of the requirements for certification, and Jan Ross gave a brief introduction and explained why she was interested. Mary stated that Jan Ross would not have to stop working for TSM entities until she started on the Board, as she was running unopposed. Arjun Mocherla made a motion to certify Jan Ross Piedad. Arthur D. Soto-Vasquez seconded the motion, and it passed unanimously.

Adam Alloy stated that he missed the deadline for the application for places 5 and 6 by two hours and asked if he could still run. Mary Dunn said that it was the deadline and that was what we had to go with. She charged the election committee with looking into the possibility of Adam running. She noted that, of course, Adam would have to recuse himself from this discussion.

There were four applicants for places 5 and 6, the at-large student members. Pauline Berens and Stephen Svatek were the only applicants present, and gave brief introductions. Amil Malik and McKay Proctor were not present, but Mary noted that they both met all requirements for certification. Arjun Mocherla made a motion to certify all candidates for places 5 and 6. Robert Quigley seconded the motion, and it passed unanimously. Mary Dunn did tell all candidates that they would need to leave any TSM entities they were working for during elections.

Activity Reports from TSM Director and student managers

Chris Gilman hit some high points from his activity report. He was excited to announce that the first issue comes out next week, and that their annual screening of *The Room* would be in April. Last year it brought in over 100 people, so they are looking forward to it again this year. He also said that they would be doing shadows this semester for younger staff members to have an easier transition next year into higher positions.

Edward Stockwell also discussed some high points for TSTV. He stated that they were confirmed for ISOJ and would be meeting Wednesday to get things started. He also said they were very excited about all of the new equipment and will be filming again at convocation. Spring recruitment turned out really well, social media is up and there has been an increase in commercials so everything is going well.

Rodrigo Leal said that KVRX had been really active over the winter break and that they were excited about the new schedule. A lot of the fall shows had been lost but there were many new ones to make up for this and for the first time KVRX has a full staff! He reported success with raising funds for a new transmitter at the 20 Year Anniversary.

Tess Cagle had to leave for class, so Mary Dunn covered some of the Cactus's high points. She said that they have been busy and that everything has been going well.

Jordan Rudner was happy to announce that tryouts for the Daily Texan ended yesterday and that recruitment went really well; they got over 200 applications and were able to hire very selectively. They are working towards their goal of updating the website at least every two hours, and the departments are submitting plans for more daytime coverage. She also reported that social media was doing very well as we are the number two most followed college newspaper after Penn State. Jordan said they are looking into paying websites to have content pop up on users' feeds.

Riley Brands also had good news for the Daily Texan, stating that they had a strong staff in place, including the editorial board and columnists. He is working on developing a relationship with the @Texas newsletter, which is increasing views of Daily Texan content. He also stated that he sent out a campus-wide email advertising the Daily Digest, which resulted in a large increase in subscribers.

Gerald Johnson then relayed some business and operations news from the report. He stated that TSM will be presenting to the Student Services Budget Committee on Monday. He also was excited to announce that Frank Serpas has found a way to move subscriber mailing in-house, which should save at least \$4000 per year. He also expressed his gratitude of a \$10,000 gift from the Belangers. He noted that Lindsey Hollingsworth resigned, and that her position, Account Executive, was looking to be filled. The Administrative Assistant position has received 101 applicants, which has been narrowed down to 12.

Gerald also stated that media kits were now available online, and that they are soft testing an alumni survey. The goal is to find out what the alumni's experience has been so that we can do a better job of keeping in touch. Mary Dunn suggested reaching out to past Board members as well. Gerald also noted that they have developed a registry with employees of the different entities and their contact information.

In terms of advertising, Gerald said that the housing event is the biggest event of the semester, and everything for that is on track. In terms of the balance sheet we are also doing well, and are projected to be either even or up. He said that there is a one-time allocation to fix servers and equipment in addition to some other big savings for TSM, including the University paying for the utilities costs of the building. We will also be getting \$250,000 for cover deficits for three years to help us stabilize. Gerald said that a ballpark budget for the fiscal year deficit would be available hopefully within the next few weeks.

Bobby Blanchard made a motion to close the meeting, which was seconded by Robert Quigley and passed unanimously. The meeting was adjourned at 2:48 pm.

Texas Student Media
Board of Operating Trustees Meeting
February 13, 2015, at 1:00 p.m.
TSM Conference Room HSM 3.302
William Randolph Hearst Student Media Building
2500 Whitis Avenue, Austin, Texas 78712

Voting Members Present: Mary Dunn, Bobby Blanchard, Arjun Mocherla, Pauline Berens, Adam Alloy, Matt Eastin, Heidi Toprac, Robert Quigley

Voting Members Absent: Arthur D. Soto-Vasquez, Jeff Cohen, Todd Nienkerk

Non-Voting Members Present: Gerald Johnson, Riley Brands, Jordan Rudner, Tess Cagle

Non-Voting Members Absent: Rodrigo Leal, Edward Stockwell, Rohan Needel, Zo Asmail, Chris Gilman, Peter Flynn

Guests Present: Frank Serpas, Jacob Kerr, Brett Donohoe, David Maly, Claire Smith, David Davis, Jr., Samantha Ketterer, Nosa Aimuyo, Julia Brouillette

Meeting Opening

The Texas Student Media Board of Operating Trustees February 13th meeting was called to order at 1:04 pm by Mary Dunn.

Discussion and possible action regarding the certification of candidates for Editor In Chief of The Daily Texan

The events of the election committee meeting were rehashed by Arjun Mocherla. The election committee decided that the November minutes were accurate and voted to recommend to the Board to accept them as is. In terms of requiring the President's approval to make changes to the handbook, the committee voted 3:0 that the Board's interpretation was sound and the President's approval was not necessary. Adam Alloy withdrew his request to consider his application valid and allow him to run for place 5 and 6, so the election committee did not consider this issue. Heidi Toprac relayed the decision regarding the last issue the committee considered. She stated that the Board's original intent was to make the requirements for Editor in Chief and Managing Editor less stringent in order to open the positions up to more applicants, and the change made by the Board to disallow the waiving of requirements had been out of line with that intent. The election committee decided on a 3:0 vote to recommend to the Board to strike the first clause of the statement in question (If no qualified candidate applies) so that the Board may waive requirements in all cases.

The three candidates for Editor in Chief—Claire Smith, David Maly, and David Davis, Jr.—were all present. They each stated their backgrounds and why they were applying. All candidates except David Maly met the requirements for certification as stated.

Mary Dunn noted that in the past if the Board waived any requirements for an applicant, the application was reopened for at least a week to be fair. In this case, the application could not be reopened for a week as applications would need to be in by Monday. She expressed the idea that only one weekend to complete an application was not a fair amount of time. Jordan Rudner added that there are people out there who would want to apply if requirements could be waived. In addition, Mary stated that qualified candidates have the right to run if we have them and questioned what the point of requirements was if they could easily be waved.

Adam Alloy noted that David Maly did have comparable experience to the qualification which he was missing (one semester in the Opinion section at the Daily Texan).

Bobby Blanchard stated that he was aware of what he was voting for at the November meeting, and did not believe the Board had made a mistake. Pauline Berens agreed, and noted that the point of not waiving requirements was to make everything fair. In the past, it has been said that there has been a problem with waiving requirements for some candidates and not others. She stated that in the interest of fairness, we need to be consistent. By changing the rules so that we could waive requirements for one candidate who had a special case, we would be doing exactly the opposite of what we intended to do with the change.

Robert Quigley repeated that the goal of the November meeting was to create fewer roadblocks for applicants, yet we had added a new roadblock. Mary disagreed, stating that her goal with the changes made in the November meeting was clarity and consistency.

Arjun Mocherla suggested that we looked at the qualifications themselves. He stated that one semester in Opinion and one outside of Opinion seemed like a reasonable minimum for experience. He noted that by waiving a requirement such as this we would be waving the bare minimum.

David Maly said that he was not allowed to work at the Daily Texan even though he applied. Jordan Rudner disagreed, stating that even though he had starting applications for different positions at the Daily Texan, he had either left them incomplete, or never come in for tryouts.

Robert Quigley asked when the updated version of the handbook was made available. Frank Serpas stated that it was available on January 15th. This was before tryouts to work for the Daily Texan this semester had ended, so applicants could have applied for any positions they were lacking. David Maly said that he never realized that there was a change that disallowed the Board from waiving requirements. Mary noted that it was on the application, and Frank noted that it was also advertised in the Daily Texan.

Matt Eastin said that most applications state qualifications or “equal experience.” He also stated that he thought we would not need to open the application back up because anyone could have applied thinking that no one else was applying, in which case requirements could be waived. Jordan replied that many people were aware that there were qualified applicants applying. Arjun

agreed, stating that if we changed the application, we would need to open it back up to the public.

Robert Quigley questioned when the latest the application could be open until was. Nosa Aimuyo, administrative director of student government, stated that filing ends next Tuesday, February 17th. Matt Eastin questioned whether there were requirements for how long the application needed to be posted. Mary Dunn said that there were not, but that traditionally they were reopened for about two weeks.

Heidi Toprac also was in agreement with the idea that if we changed the clause, we would need to reopen the opportunity to apply. She stated that that would give them three days to complete applications and that we would have to meet again on Monday so that would really only give them two days, both of which were on the weekend, to get everything together. Then on Monday we would choose to waive or not waive for those new applicants.

Matt Eastin reminded the Board that we need to consider that these changes should be good decisions always, not just for one person, and Jordan Rudner reminded everyone that the original note was unanimous. Robert Quigley held that he was unaware of what we were voting on at the time.

David Maly stated that he had some concerns that he would like to address privately, which he had summarized in some documents. Mary Dunn noted that we could only discuss issues that were on the agenda, and that only private things could be discussed privately. Arjun Mocherla motioned that we recessed for 15 minutes to read Maly's materials. Matt seconded the motion and it passed unanimously. The meeting recessed at 1:54 pm.

The meeting was resumed at 2:07 pm.

Mary Dunn reiterated that her original intent with the changes was clarity and consistency, and that she did not hold any personal vendettas against anyone. The documents provided did not warrant any further discussion.

Bobby Blanchard made a motion to accept the rules as written. Pauline Berens seconded the motion. Arjun Mocherla, Heidi Toprac, and Mary Dunn supported the motion, Robert Quigley opposed, and Adam Alloy and Matt Eastin abstained. The motion passed 5:1.

Bobby Blanchard made a motion to certify Claire Smith to run for Editor in Chief. Arjun Mocherla seconded the motion, and it passed unanimously.

Arjun Mocherla motioned to certify David Davis, Jr. to run for Editor in Chief. Bobby Blanchard seconded the motion, and it passed unanimously.

Bobby Blanchard motioned to adjourn the meeting. Arjun Mocherla seconded the motion, and it passed unanimously. The meeting was adjourned at 2:13 pm.

Texas Student Media

Board of Operating Trustees Meeting

February 27, 2015, at 2:00 p.m.

Jesse H. Jones Communication Center, Building A

Lady Bird Johnson Room (CMA 5.136)

2504A Whitis Avenue, Austin, Texas 78712

Voting Members Present: Arthur D. Soto-Vasquez, Bobby Blanchard, Arjun Mocherla, Pauline Berens, Adam Alloy, Matt Eastin, Heidi Toprac, Robert Quigley, Todd Nienkerk

Voting Members Absent: Mary Dunn, Jeff Cohen

Non-Voting Members Present: Gerald Johnson, Jordan Rudner, Edward Stockwell, Chris Gilman

Non-Voting Members Absent: Riley Brands, Rodrigo Leal, Tess Cagle, Rohan Needel, Peter Flynn

Guests Present: Nosa Aimuyo, Jacob Kerr, Julia Brouillette, Charlotte Carpenter, Brett Donohoe, Jack Mitts, Kailey Thompson, David Maly, Frank Serpas, Peter Chen

Meeting Opening

The Texas Student Media Board of Operating Trustees February 27th meeting was called to order at 2:05 pm by Arjun Mocherla.

Discussion and possible action regarding complaint about opinion piece in February 13, 2015 edition of The Daily Texan

Arjun Mocherla motioned to go into executive session to discuss item A. Bobby Blanchard objected, stating that any accusation of a student manager by a Board member should be done in open session. It was clarified that no such thing was happening, and that any accusations were being brought about by a student.

Arjun Mocherla again motioned to go into executive session. Heidi Toprac seconded the motion. 5 members voted for the motion, one, Todd Nienkerk, abstained, and one, Bobby Blanchard, voted against the motion. At 2:08 the Board recessed to Executive Session pursuant to Texas Government Code, Chapter 551, Section 551.074, Personnel Matters Relating to Appointment, Employment, Evaluation, Assignment, Duties, Discipline or Dismissal of Officers or Employees.

Pauline Berens left the meeting at 2:50 pm. The discussion continued as the Board still maintained quorum.

The meeting reconvened in open session at 3:10 pm.

Robert Quigley made a motion that Quigley reach out to someone with expertise in ethics experience to give a lesson to the entities, most specifically the managers, but hopefully to the whole staff as well. The motion passed with 6 in agreement and one abstaining. Bobby Blanchard abstained.

The meeting was adjourned at 3:12 pm.