

2012-2013 Financial Recap

September 2012

For September, total revenue was down 25% from September 2011. Advertising revenue was down 38%, but Other Income was up significantly, by 63%. This upswing is due to the success of TSTV's production services, billing just over \$15,000 in September of 2012. Total expenses for September also saw a slight increase over last year, coming in 10% higher. This is due entirely to a timing difference in the posting of our annual ITS site management fee, which this year was recorded in September, but was not recorded the previous year until December. Outside of this timing issue, all expense categories were down from September 2011, with an average decrease of 8%.

October 2012

In October, advertising revenue was up 26% from September, but was still down 12% compared to October 2011. KVRX, however, did see an increase in advertising revenue of 9% over October 2011. The biggest gains from September to October were seen by the Daily Texan and the Travesty.

In Other Income, numbers were up 21% over September, but were down from October 2011 by 14%. This is mainly attributable to timing differences on collection of the KVRX tower rental, as well as a slight decrease in Cactus sales.

On the expense side, total expenses were down by 16% from September, and down 10% from October 2011. As compared to October 2011, totals were down in nearly every expense category, with Wages having a slight increase of 6%.

While we did end the month of October on a deficit, it's important to note that two of our large, one-time expenditures (VPSA Fee and ITS Site Management Fee) have already been recorded and will not have any additional charges throughout the year.

November 2012

For November, advertising revenue was down 15% when compared to November 2011, and the year to date total was down by 23%. KVRX and TSTV are the two bright spots, boasting increases in their year to date advertising revenues. KVRX has increased their year to date revenue by 16% over November 2011, and TSTV has had an impressive increase of 55%.

Other Income for November was down 70% from last November, however the bulk of this was due to a TSTV production that was billed in November 2011. Looking year to date, though, TSTV Production has gained 29% over this time last year. All of the other items that make up Other Income for November 2012 were very close to their November 2011 levels.

On the expense side, total expenses were down by 10% from October, but up slightly from November 2011 by 8%. As compared to November 2011, Salaries were down by 5%; Wages were up by 6%; and Fringe was virtually unchanged. Looking year to date, these three categories are down from November 2011 by 4%.

Other Expense was up 15% year to date from November 2011, but we should see that flatten out in December, which is when the large ITS annual fee was recorded last year.

December 2012

Through December, advertising revenue was down 25% as compared to the same time last year. Other Income was also down from last year, by 12% year to date.

Expenses are still tracking well, with December 2012 coming in 34% below December 2011. Most of this is attributable to the timing difference of the annual ITS fee that was recognized in December of 2011. Looking year to date, we are currently 5% below last year in total expenses.

January 2013

In January 2013, advertising revenue was lower than January 2012 by only 2%, although the year to date total was down by 22%. Daily Texan advertising for January was up slightly over the previous year, by 2%.

Other Income in January was up from 2012 by 5%, boosted by TSTV class fees, which were up 120% from this month last year.

January expenses were up from 2012 by 10%. Looking year to date, however, we're still 3% below where we were this time last year.

February 2013

For February, total advertising revenue was down by 22% from the same period last year. However, KVRX and TSTV both came in higher than 2012, by 18% and 25% respectively. Year to date, advertising revenue is holding steady at a decrease of 22%.

Other Income for February was down from 2012 by 13%, and the year to date total is down 11% from last year. One bright spot is TSTV Class Fees, which are not only up by 42% over last year, but they have exceeded this year's budget by \$4000.

February expenses were down by 13% from February 2012. This can be attributed in part to timing differences in the student manager tuition reimbursements, and also to small savings in many different areas across the board. Year to date, total expenses are down 5% from last year.

March 2013

In March, total advertising revenue was down by 22% from the same period last year. However, the Daily Texan saw advertising revenue up by 6% from February 2013. Year to date, advertising revenue is still holding steady at a decrease of 22%.

Other Income was up significantly for March. This can be attributed to receiving the payment of \$44,945 for advertising in the Staff Directory.

March expenses were up slightly from March 2012 by 1%. However, when looked at in comparison to the previous month, February 2013, total expensed dropped by 1%. Year to date, overall expenses are down 4% from last year.

While we are still operating in the red, we were able to make up a little ground in March, cutting the deficit by \$12,419 from where we stood in February.

April 2013

In April, advertising revenue was down by 34% from April 2012. Looking year to date, advertising is still tracking 24% down from last year.

Other income was also down for the month of April, by 28%, but is still showing a year to date increase of 53% over 2011/2012. The April dip is mainly attributable to timing difference in payment of Cactus revenue shares for the photo studio.

On the Expense side, the month saw a slight increase over April 2012 of 4%. Again, this can be tracked back to timing differences and the payout of wages for production jobs. Year to date, total expenses are down 3% as compared to last year.

May 2013

In May, total advertising revenue was down by 48% from May 2012. However, it should be noted that May has very few days on the publication calendar, severely limiting opportunities for advertising sales.

On the positive side, other income for May was up 59% over the same time period last year. The largest chunk of this increase is attributable to income from TSTV Productions.

Total expenses were also up over last May, by 25%. This isn't attributable to any one large increase, but several small increases due to one-time purchase of equipment and promotional materials.

June 2013

Moving on to June, advertising revenue was again down from June 2012, but at a much lower rate of only 1%. This corresponds with the publication of our Orientation editions.

Other income for June was up a whopping 132% from the previous June. This can be attributed to increases in Cactus sales and revenue, TSTV productions and Kid's Camp.

Total expenses increased from June 2012 by 9%. Most of this came from timing differences in the payment of our annual insurance policy.

July 2013

In July, advertising revenue fell 15% below July 2012. This was mainly due to credits issued for ads that ran previously, not to a large decrease in ads actually running July 2013 versus July 2012.

Other income dropped off sharply this month, down 78% from July 2012. However, this mainly served just to offset the large increase from the previous month, and resulting from timing differences in the receipt of payment for advertising in the Staff Directory.

Expenses were down 10% from the previous July. This was due in part to salary savings realized while the Media Adviser position was being filled on a temporary part-time basis, as well as some timing differences on payment of TSTV wages for production work.

August 2013

For August, total advertising revenue was up 12% compared to August 2012. Daily Texan advertising increased by 10%, while KVRX and TSTV each more than doubled their August 2012 revenue totals.

Other Income was down from August 2013 by 75%, but that was due to timing differences in the receipt of advertising contract payments, and a large TSTV production that was invoiced in August of last year.

Total expenses for August decreased significantly from the previous year, by 28%. This is attributable to timing differences in the annual insurance payment and printing charges.

2012-2013 Year End

As we continued to update the board at each meeting, total revenue for the year ended 16% below budget. Advertising revenues paced steady at a 20% decrease from last year. In fall 2012, Interim Director, Goette, approached the board about the approved budget being unrealistic in regards to advertising revenue projections, especially in consideration of trends with print media. Despite many successful events and new initiatives with digital advertising, total advertising revenue for all media entities did not meet budgeted projections.

Other Income finished the year almost 8% over budget, the bulk of this coming from Cactus. Cactus ended the year 10% over budget, partially due to stronger than predicted sales of the 2013 book, and due to collecting an incentive from a previous year from the publisher for almost \$20,000. TSTV also contributed to the increase in Other Income by increasing revenue through class fees and production work to bring in 5% more revenue than originally budgeted.

For 2012-2013 we reduced expenses to finish 7% under budget. Every major category of expenses realized at least a slight savings over the budgeted amount for the year. Regardless of our tight monitoring of expenses, it was not enough to offset the shortfall in revenue, and thus ending the year with a nearly \$190,000 dip into Reserves.

TSM Income Statement

| | Budget 2012/2013 | Actual 2012/2013 |
|----------------------------|-----------------------------|-----------------------------|
| Income | | |
| Advertising | | |
| Daily Texan Advertising | 1,306,500 | 1,008,021 |
| Travesty Advertising | 35,000 | 10,150 |
| Supp. Services Advertising | 58,000 | 20,698 |
| KVRX Advertising | 53,000 | 49,653 |
| TSTV Advertising | 50,500 | 46,473 |
| Total Advertising | 1,503,000 | 1,134,995 |
| Other Income | | |
| SSBC Allocation | 436,438 | 436,438 |
| Sales & Services | 75,550 | 86,207 |
| Advertising Contracts | 70,000 | 64,657 |
| Visitor's Guide | 10,000 | 9,975 |
| Tower Rental | 11,400 | 11,400 |
| Production | 34,000 | 44,685 |
| Transfer from Reserves | 0 | 0 |
| Total Other Income | 637,388 | 653,362 |
| Total Income | 2,140,388 | 1,788,357 |
| Expenses | | |
| Compensation | | |
| Salaries | 588,246 | 585,963 |
| Wages | 473,160 | 431,998 |
| Fringe Benefits | 290,122 | 277,242 |
| Total Compensation | 1,351,528 | 1,295,203 |
| Other Expense | | |
| ITS Site Management | 47,000 | 44,276 |
| VPSA Allocation | 29,958 | 29,958 |
| Utilities | 63,500 | 60,293 |
| Travel | 10,775 | 6,313 |
| Printing | 301,300 | 272,636 |
| Distribution | 68,400 | 64,522 |
| Tuition | 42,600 | 37,700 |
| Administrative Expense | 19,883 | 1,707 |
| Operational Expense | 189,536 | 164,010 |
| Total Other Expense | 772,952 | 681,415 |
| Total Expenses | 2,124,480 | 1,976,618 |
| Net Income (Loss) | 15,908 | (188,261) |

**Texas Student Media Accounts
(other than operating budget)**

| | | Beginning Balance September 2012 | Ending Balance August 2013 |
|--------------|--|-------------------------------------|-------------------------------|
| 14-0632-1251 | TSM Faculty Staff Directory | \$ 8,274.97 | \$ 3,209.09 |
| 30-6267-4593 | KVRX Radio Gifts | \$ 30,315.12 | \$ 38,467.37 |
| 30-6267-4551 | KVRX Radio Expense | - | \$ 8,194.54 |
| | Balance | \$ 30,315.12 | \$ 30,272.83 |
| 30-6267-4693 | TSM-Var. Donors, Var. Pur. Gifts | \$ 13,393.18 | \$ 18,964.18 |
| 30-6267-4694 | TSM-Var. Donors, Var. Pur. Inv Inc | 1,098.06 | 1,098.06 |
| 30-6267-4670 | TSM-Var. Donors, Var. Pur. Sch/Fellow. | (500.00) | (3,150.00) |
| 30-6267-4656 | TSM-Var. Donors, Var. Pur. Misc. Other | - | \$ - |
| | Balance | \$ 13,991.24 | \$ 16,912.24 |
| 30-6267-4793 | TSTV Gift Account Income | \$ 41,796.83 | \$ 36,689.83 |
| 30-6267-4751 | TSTV Gift Account Expense | - | 8.99 |
| | Balance | \$ 41,796.83 | \$ 36,698.82 |
| 29-3290-7099 | TSM Operations Reserve | \$ 13,907.00 | \$ 388,823.09 |
| 36-7090-6551 | TSM Renovation Account | \$ - | \$ - |
| 36-0800-7007 | TSM Capital Reserves | 412,957.26 | 405,957.26 |
| | Balance | \$ 426,864.26 | \$ 794,780.35 |

**Texas Student Media
Consolidated Summary**

| | Budget 12/13 | Actual YTD through Sept 12 | Actual YTD through Sept 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|---------------------------------------|---------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| SSBC Allocation | 436,438 | 436,438 | 436,438 | 100% | 36,370 | 36,370 |
| Advertising Income | 1,501,000 | 1,414,577 | 1,134,994 | 76% | 124,139 | 138,768 |
| Other Income | 200,950 | 233,859 | 216,925 | 108% | 39,920 | 9,603 |
| Total Revenue | 2,138,388 | 2,084,874 | 1,788,357 | 84% | 200,429 | 184,740 |
| EXPENSE | | | | | | |
| Admin & Prof Salaries | 162,499 | 198,497 | 187,673 | 115% | 13,259 | 18,112 |
| Classified Personnel Salaries | 425,746 | 372,947 | 398,290 | 94% | 30,129 | 28,560 |
| Wages | 473,160 | 435,717 | 431,998 | 91% | 30,883 | 20,513 |
| Fringe Benefits | 290,122 | 276,084 | 277,242 | 96% | 22,607 | 23,721 |
| Other Expense | 719,736 | 705,327 | 636,080 | 88% | 58,492 | 19,288 |
| Student Manager Tuition | 42,600 | 39,300 | 37,700 | 88% | 4,800 | 4,800 |
| Travel | 10,775 | 8,567 | 6,313 | 59% | 186 | 74 |
| Allocation for Budget Adjustment | 10,000 | - | - | 0% | - | - |
| Total Expense | 2,134,638 | 2,036,440 | 1,975,296 | 93% | 160,356 | 115,068 |
| Operating Income (Loss) | 3,750 | 48,434 | (186,939) | -4985% | 40,072 | 69,672 |
| UT Administrative Expense (3.25%) | 67,883 | 46,056 | 49,707 | 73% | 4,032 | 3,482 |
| UT Administrative Expense Return | 48,000 | 46,056 | 48,000 | 100% | 4,032 | 1,775 |
| VPSA Allocation Transfer | 29,958 | 29,958 | 29,958 | 100% | - | - |
| NET INCOME (LOSS) | (46,091) | 18,476 | (218,603) | 474% | 40,072 | 67,965 |

Depreciation Expense net of Capitalized Equipment 36,848 30,342

ADDITION TO (USE OF) OPERATING RESERVES 55,323 (188,261)

**Texas Student Media
General Overhead**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|--------------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| EXPENSE | | | | | | |
| Admin & Prof Salaries | 104,460 | 100,715 | 124,273 | 119% | 8,535 | 10,744 |
| Classified Salaries | 162,341 | 106,379 | 130,928 | 81% | 7,425 | 11,283 |
| Wages | - | 0 | 7,529 | 0% | 0 | 0 |
| Fringe Benefits | 116,447 | 95,990 | 103,800 | 89% | 7,493 | 8,667 |
| Other Expense | | | | | | |
| Bldg. Maint. and Repairs | 250 | 0 | 199 | 80% | 0 | 0 |
| Collection Expense | 750 | 767 | 0 | 0% | 0 | 0 |
| Computer Suppl/Mtn & Equipment | 14,000 | 11,053 | 9,372 | 67% | 1,898 | 0 |
| Depreciation Expense | 60,000 | 36,848 | 30,342 | 51% | 0 | 0 |
| Gasoline, Vehicle Maint. & Repair | 2,000 | 2,776 | 1,760 | 88% | 765 | 347 |
| Insurance | 15,000 | 13,698 | 14,910 | 99% | 13,698 | 0 |
| ITS Site Management Fee | 47,000 | 46,350 | 44,276 | 94% | 0 | 0 |
| Meeting/Official Occasion Expense | 2,000 | 1,460 | 2,166 | 108% | 0 | 56 |
| Minor Equipment | 500 | 400 | 0 | 0% | 0 | 0 |
| Miscellaneous | 1,592 | 494 | 5,931 | 373% | 121 | 1,534 |
| Postage | 3,500 | 2,779 | 5,180 | 148% | 203 | 136 |
| Registration, Subscriptions & Dues | 10,750 | 11,785 | 3,549 | 33% | 1,723 | 66 |
| Service Contracts | 5,136 | 5,564 | 14,681 | 286% | 428 | 2,258 |
| Stationery and Supplies | 3,000 | 3,122 | 3,912 | 130% | 267 | 271 |
| Telephone-Equipment | 3,000 | 3,112 | 4,818 | 161% | (3) | 129 |
| Telephone-Long Distance | 25 | 6 | 3 | 12% | 1 | 1 |
| Utilities | 59,500 | 70,490 | 55,484 | 93% | 7,723 | 3,655 |
| Total Other Expense | 228,003 | 210,702 | 196,583 | 86% | 26,824 | 8,453 |
| Travel | 1,200 | 1,119 | 89 | 7% | 0 | 0 |
| Allocation for Budget Adjustment | 6,000 | 0 | 0 | 0% | 0 | 0 |
| Total Expense | 618,451 | 514,906 | 563,202 | 91% | 50,278 | 39,147 |
| UT Administrative Expense (3.25%) | 20,488 | 14,261 | 17,379 | 85% | 1,262 | 1,543 |
| UT Administrative Expense Return | 14,487 | 14,261 | 16,623 | 115% | 1,262 | 787 |
| TSM Operating Reserves Transfer | - | 0 | 0 | 0% | 0 | 0 |
| VPSA Allocation Transfer | 29,958 | 29,958 | 29,958 | 100% | 0 | 0 |
| General Overhead Allocation to Units | 654,410 | 544,865 | 593,917 | 91% | 50,277 | 39,903 |
| Net Income (Loss) from Units | (44,093) | 18,476 | (218,605) | | 40,072 | 67,966 |
| NET INCOME (LOSS) | (44,093) | 18,475 | (218,605) | | 40,073 | 67,966 |

Depreciation Expense net of Capital Equipment 36,848 30,342

ADDITION TO (USE OF) OPERATING RESERVES 55,323 (188,263)

**Texas Student Media
Advertising**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| EXPENSES | | | | | | |
| Admin & Prof Salaries | 38,659 | 78,782 | 42,900 | 111% | 3,140 | 5,660 |
| Classified Professional Salaries | 132,772 | 131,111 | 154,522 | 116% | 12,240 | 11,763 |
| Wages | 65,520 | 64,622 | 52,698 | 80% | 7,981 | 5,901 |
| Fringe Benefits | 74,790 | 78,572 | 73,080 | 98% | 6,461 | 7,714 |
| Other Expense | | | | | | |
| Computer Maint. and Supplies | 500 | 0 | 0 | 0% | 0 | 0 |
| Credit Card Expense | 11,000 | 9,278 | 6,668 | 61% | 877 | 5 |
| Minor Equipment | 100 | 1,417 | 0 | 0% | 0 | 0 |
| Miscellaneous | 565 | 1,809 | 6,761 | 1197% | 126 | 65 |
| Postage | 300 | 551 | 17 | 6% | 9 | 0 |
| Promotions/Surveys | 8,500 | 7,844 | 12,574 | 148% | 0 | 0 |
| Registration, Subsc & Dues | 3,000 | 992 | 987 | 33% | 74 | 0 |
| Stationery and Supplies | 6,000 | 8,079 | 3,138 | 52% | 4,178 | 784 |
| Telephone--Equipment | 6,325 | 6,324 | 8,545 | 135% | 0 | 0 |
| Telephone-Long Distance | 100 | 35 | 10 | 10% | 3 | 1 |
| Total Other Expense | 36,390 | 36,328 | 38,701 | 106% | 5,266 | 855 |
| Travel | 1,000 | 3,222 | 4,535 | 453% | 0 | 0 |
| Allocation for Budget Adjustment | 4,000 | 0 | 0 | 0% | 0 | 0 |
| Total Expense | 353,131 | 392,637 | 366,435 | 104% | 35,088 | 31,894 |
| UT Administrative Expense (3.25%) | 10,989 | 14,240 | 12,662 | 115% | 1,071 | 1,089 |
| UT Administrative Expense Return | 7,770 | 14,240 | 12,129 | 156% | 1,071 | 555 |
| Advertising Allocation to Units | 356,350 | 392,636 | 366,969 | 103% | 35,089 | 32,428 |
| NET INCOME (LOSS) | 0 | 1 | (0) | | (1) | (0) |

**Texas Student Media
The Daily Texan**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-------------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Local Advertising | 720,000 | 605,261 | 513,162 | 71% | 55,622 | 64,311 |
| Campus Advertising | 98,000 | 144,001 | 102,973 | 105% | 24,296 | 19,490 |
| Total Local Advertising | 818,000 | 749,262 | 616,135 | 75% | 79,918 | 83,801 |
| National Display-Agencies | 165,000 | 203,875 | 99,000 | 60% | 10,348 | 2,614 |
| National Display-Other | 181,000 | 237,747 | 200,077 | 111% | 25,191 | 24,421 |
| Total National Advertising | 346,000 | 441,622 | 299,077 | 86% | 35,539 | 27,035 |
| Classified-General | - | 19,299 | 16,940 | 0% | 2,739 | 2,851 |
| Classified-Display | - | 22,104 | 19,192 | 0% | 749 | 809 |
| Total Classified Advertising | 21,000 | 41,403 | 36,132 | 172% | 3,487 | 3,661 |
| Online Advertising | 105,000 | 46,432 | 57,277 | 55% | 6,290 | 13,999 |
| Mobile Advertising | 20,000 | - | - | 0% | - | - |
| Bad Debt/Write-offs | (3,500) | (9,334) | (600) | 0% | (9,334) | (600) |
| Total Advertising | 1,306,500 | 1,269,386 | 1,008,021 | 77% | 115,899 | 127,896 |
| Subscriptions and Sales | 1,800 | 2,254 | 1,400 | 78% | - | - |
| SSBC Allocation | 281,873 | 281,873 | 281,873 | 100% | 23,489 | 23,489 |
| Other Sources | 300 | - | - | 0% | - | - |
| Total Revenue | 1,590,473 | 1,553,513 | 1,291,294 | 81% | 139,389 | 151,386 |
| EXPENSE | | | | | | |
| Admin & Prof Salaries | - | - | - | 0% | - | - |
| Classified Professional Salaries | 68,158 | 70,253 | 68,617 | 101% | 6,140 | 2,520 |
| Wages | | | | | | |
| Advertising Commissions | 78,178 | 73,401 | 61,255 | 78% | 7,686 | 9,396 |
| Editorial | 187,476 | 186,891 | 199,629 | 106% | 9,805 | (920) |
| DT Special Editions | 7,000 | 6,581 | 4,630 | 66% | - | - |
| Adv Supplement Special Editions | 10,889 | 3,715 | 3,350 | 31% | - | 550 |
| Total Wages | 283,543 | 270,588 | 268,864 | 95% | 17,491 | 9,027 |
| Fringe Benefits | 76,517 | 78,468 | 79,671 | 104% | 7,141 | 5,290 |
| Other Expense | | | | | | |
| Computer Maint & Supplies | 250 | 79 | - | 0% | - | - |
| Minor Equipment | 500 | - | 486 | 97% | - | - |
| Miscellaneous | 1,000 | 984 | 1,125 | 112% | 13 | 7 |
| Service Contracts | - | - | - | - | - | - |
| Telephone-Equipment | 8,200 | 9,074 | 6,406 | 78% | 1,024 | 98 |
| Telephone-Long Distance | 200 | 77 | 52 | 26% | 1 | 11 |
| Editorial Expense | | | | | | |
| Camera Repair | 4,000 | 2,261 | 268 | 7% | 1,126 | - |
| Features | 3,000 | 3,936 | 3,685 | 123% | 378 | 214 |
| Meeting Expense | 2,500 | 2,124 | 1,746 | 70% | 6 | 101 |
| Parking | 500 | 497 | 459 | 92% | - | - |
| Photo Supplies | 4,000 | 3,834 | 1,414 | 35% | 3,152 | - |
| Registration, Subsc and Dues | 2,000 | 1,274 | 482 | 24% | - | - |
| Stationery and Supplies | 2,000 | 653 | 1,196 | 60% | 5 | 170 |
| Wire Service | 11,040 | 423 | 9,572 | 87% | 423 | (515) |
| Total Editorial Expense | 29,040 | 15,001 | 18,822 | 65% | 5,089 | (30) |

| | Budget 12/13 | Actual through Aug 12 | Actual through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|----------------------------------|----------------------------------|---------------------------|--------------------------|--------------------------|
| Circulation/Printing Expense | | | | | | |
| Bound Volumes | 1,400 | - | 2,675 | 0% | - | - |
| Gas, Vehicle Maintenance | - | 286 | 13 | 0% | 209 | - |
| Printing Expense | 296,500 | 312,185 | 269,898 | 91% | 17,243 | 7,469 |
| Newsracks | - | - | - | 0% | - | - |
| Postage and Mail-Outs | 11,000 | 12,065 | 6,734 | 61% | 5 | - |
| Distribution Expense | 68,400 | 70,771 | 64,522 | 94% | 2,974 | 427 |
| Total Printing Expense | 377,300 | 395,307 | 343,843 | 91% | 20,431 | 7,896 |
| Total Other Expense | 416,490 | 420,522 | 370,734 | 89% | 26,558 | 7,982 |
| Student Manager Tuition | 19,200 | 19,200 | 15,600 | 81% | 4,800 | 4,800 |
| Travel | | | | | | |
| Editorial | 8,000 | 3,997 | 1,689 | 21% | 186 | 74 |
| Conference-Student | 500 | - | - | 0% | - | - |
| Total Travel | 8,500 | 3,997 | 1,689 | 20% | 186 | 74 |
| Allocation for Budget Adjustment | - | - | - | | - | - |
| Total Expense | 872,408 | 863,028 | 805,175 | 92% | 62,315 | 29,693 |
| Operating Income (Loss) | 718,065 | 690,485 | 486,118 | 68% | 77,073 | 121,693 |
| UT Administrative Expense (3.25%) | 27,729 | 14,395 | 16,921 | 61% | 1,482 | 664 |
| UT Administrative Expense Return | 19,607 | 14,395 | 16,596 | 85% | 1,482 | 338 |
| Advertising Allocation | 303,527 | 353,385 | 328,415 | 108% | 32,759 | 29,898 |
| General Overhead Allocation | 484,424 | 401,323 | 440,630 | 91% | 37,601 | 29,806 |
| NET INCOME (LOSS) | (78,008) | (64,224) | (283,252) | 363% | 6,713 | 61,664 |

**Texas Student Media
Cactus**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Sales | 42,500 | 46,825 | 55,956 | 132% | 79 | 79 |
| SSBC Allocation | 7,232 | 7,232 | 7,232 | 100% | 603 | 603 |
| Miscellaneous | 250 | 5,527 | 2,357 | 943% | 1,837 | 0 |
| Prior Year Sales | 1,500 | 3,367 | 942 | 63% | 0 | 0 |
| Freshmen Directory | 4,400 | 4,400 | 0 | 0% | 0 | 0 |
| Advertising Income | 15,000 | 15,000 | 12,000 | 80% | 0 | 0 |
| Total Revenue | 70,882 | 82,350 | 78,488 | 111% | 2,518 | 681 |
| EXPENSE | | | | | | |
| Classified Personnel Salaries | 18,455 | 17,581 | 0 | 0% | 0 | 0 |
| Wages | 24,975 | 24,970 | 23,785 | 95% | 0 | 0 |
| Fringe Benefits | 6,385 | 5,276 | 176 | 3% | 0 | 0 |
| Other Expense | | | | | | |
| Credit Card Expense | 700 | 748 | 361 | 52% | 123 | 7 |
| Meeting Expense | 350 | 278 | 171 | 49% | 0 | 0 |
| Miscellaneous Expense | 83 | 20 | 46 | 55% | 0 | 0 |
| Minor Equipment | - | 0 | 0 | 0% | 0 | 0 |
| Parking | 35 | 43 | 81 | 231% | 0 | 0 |
| Photo | 800 | 200 | 0 | 0% | (3,152) | 0 |
| Postage & Express Mail | 75 | 43 | 0 | 0% | 0 | 0 |
| Promotions | 3,000 | 2,897 | 1,334 | 44% | 0 | 0 |
| Registration, Subsc & Dues | 400 | 328 | 202 | 50% | 10 | 0 |
| Stationery, Supplies, Services | 250 | 274 | 69 | 28% | 157 | 0 |
| Telephone-Equipment | 600 | 591 | 540 | 90% | (13) | 0 |
| Telephone-Long Distance | 5 | 3 | 0 | 0% | 0 | 0 |
| Total Other Expense | 6,298 | 5,425 | 2,803 | 45% | (2,875) | 7 |
| Student Manager Tuition | 7,200 | 7,200 | 7,200 | 100% | 0 | 0 |
| Travel | - | 0 | 0 | 0% | 0 | 0 |
| Allocation for Budget Adjustment | - | 0 | 0 | 0% | 0 | 0 |
| Total Expense | 63,313 | 60,453 | 33,963 | 54% | (2,875) | 7 |
| Operating Income (Loss) | 7,569 | 21,898 | 44,524 | 588% | 5,394 | 674 |
| UT Administrative Expense (3.25%) | 1,801 | 1,470 | 831 | 46% | 105 | 33 |
| UT Administrative Expense Return | 1,273 | 1,470 | 815 | 64% | 105 | 17 |
| General Overhead Allocation | 28,651 | 32,364 | 22,417 | 78% | 316 | 77 |
| NET INCOME (LOSS) | (21,610) | (10,466) | 22,091 | -102% | 5,078 | 581 |

Texas Student Media
Texas Travesty

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Advertising | 35,000 | 21,404 | 10,150 | 29% | 0 | 0 |
| Miscellaneous | 500 | 566 | 9 | 2% | 0 | 0 |
| SSBC Allocation | 7,694 | 7,694 | 7,694 | 100% | 641 | 641 |
| Total Revenue | 43,194 | 29,664 | 17,853 | 41% | 641 | 641 |
| EXPENSE | | | | | | |
| Classified Personnel Salaries | - | - | - | 0% | 0 | 0 |
| Wages--Student Employees | 6,300 | 5,720 | 5,380 | 85% | 0 | 0 |
| Advertising Commissions | 3,500 | 1,516 | 697 | 20% | 0 | 0 |
| Total Wages | 9,800 | 7,236 | 6,077 | 62% | 0 | 0 |
| Fringe Benefits | 70 | 44 | 47 | 68% | 0 | 0 |
| Other Expense | | | | | | |
| Distribution Expense | - | - | - | 0% | 0 | 0 |
| Parking | 25 | - | - | 0% | 0 | 0 |
| Printing | 4,800 | 4,403 | 2,738 | 57% | 0 | 0 |
| Promotion | 300 | - | - | 0% | 0 | 0 |
| Supplies and Services | 100 | 8 | 165 | 165% | 0 | 0 |
| Telephone Equipment | - | 59 | - | 0% | 0 | 0 |
| Total Other Expense | 5,225 | 4,470 | 2,903 | 56% | 0 | 0 |
| Student Manager Tuition | 1,800 | 900 | 900 | 50% | 0 | 0 |
| Allocation for Budget Adjustment | - | - | - | 0% | 0 | 0 |
| Total Expense | 16,895 | 12,650 | 9,927 | 59% | 0 | 0 |
| Operating Income (Loss) | 26,299 | 17,014 | 7,926 | 30% | 641 | 641 |
| UT Administrative Expense (3.25%) | 491 | 216 | 177 | 36% | 0 | 0 |
| UT Administrative Expense Return | 347 | 216 | 177 | 51% | 0 | 0 |
| Advertising Allocation | 8,309 | 4,801 | 2,834 | 34% | 0 | 0 |
| General Overhead Allocation | 11,361 | 5,999 | 5,120 | 45% | 80 | 69 |
| NET INCOME (LOSS) | 6,485 | 6,214 | (28) | 0% | 561 | 572 |

**Texas Student Media
Supplemental Services**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Our Campus | 58,000 | 51,494 | 20,698 | 36% | 5,101 | 0 |
| Buys of Texas | - | 448 | - | 0% | 0 | 0 |
| Miscellaneous | - | 11,495 | 346 | 0% | 11,470 | 0 |
| Visitors Guide | 10,000 | 10,000 | 9,975 | 100% | 0 | 0 |
| Phone Directory Advertising | 45,000 | 45,000 | 44,945 | 0% | 0 | 0 |
| Photography Image Sales | 1,000 | 124 | - | 0% | 0 | 0 |
| Total Revenue | 114,000 | 118,561 | 75,964 | 67% | 16,570 | 0 |
| EXPENSE | | | | | | |
| Admin. & Prof. Salaries | - | - | - | 0% | 0 | 0 |
| Classified Personnel Salaries | 6,250 | 5,719 | 5,634 | 90% | 467 | 474 |
| Special Edition Wages | 1,357 | - | - | 0% | 0 | 0 |
| Student Web Team Wages | 5,000 | 4,058 | 3,721 | 74% | 260 | 368 |
| Advertising Commissions | 8,400 | 2,439 | 1,014 | 12% | 157 | 35 |
| Our Campus Wages | 2,475 | 317 | 250 | 10% | 277 | 0 |
| Total Wages | 17,232 | 6,813 | 4,985 | 29% | 693 | 403 |
| Fringe Benefits | 15,913 | 17,734 | 20,469 | 129% | 1,513 | 2,050 |
| Other Expense | | | | | | |
| Miscellaneous | 600 | - | 13 | 2% | 0 | 0 |
| Supplies and Svcs | 250 | - | 21 | 8% | 0 | 0 |
| Printing Expense | - | 3,207 | - | 0% | 1,568 | 0 |
| Telephone Equipment | 75 | 73 | 86 | 115% | 0 | 0 |
| Total Other Expense | 925 | 3,280 | 120 | 13% | 1,568 | 0 |
| Allocation for Budget Adjustment | - | - | - | 0% | 0 | 0 |
| Total Expense | 40,320 | 33,546 | 31,208 | 77% | 4,242 | 2,927 |
| Operating Income (Loss) | 73,680 | 85,016 | 44,756 | 61% | 12,328 | (2,927) |
| UT Administrative Expense (3.25%) | 1,310 | 847 | 1,135 | 87% | 53 | 118 |
| UT Administrative Expense Return | 927 | 847 | 1,077 | 116% | 53 | 60 |
| Advertising Allocation | 20,892 | 16,068 | 7,249 | 35% | 1,442 | 0 |
| General Overhead Allocation | 33,373 | 24,239 | 21,402 | 64% | 3,448 | 1,326 |
| NET INCOME (LOSS) | 19,032 | 44,709 | 16,047 | 84% | 7,438 | (4,311) |

**Texas Student Media
KVRX**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 13 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Underwriting/Events | 53,000 | 39,281 | 45,680 | 86% | 1,675 | 4,918 |
| Sponsored Public Service Annou. | 10,000 | 10,611 | 7,712 | 77% | 330 | 499 |
| Production | 0 | 0 | 0 | 0% | 0 | 0 |
| Online Advertising | 0 | 0 | 3,973 | 0% | 0 | 845 |
| Sales & Service | 300 | 506 | 604 | 201% | 310 | 0 |
| Tower Rental | 11,400 | 11,400 | 11,400 | 100% | 950 | 950 |
| SSBC Allocation | 63,622 | 63,622 | 63,622 | 100% | 5,302 | 5,302 |
| Total Revenue | 138,322 | 125,420 | 132,990 | 96% | 8,567 | 12,514 |
| EXPENSE | | | | | | |
| Admin. & Prof. Salaries | 9,690 | 9,500 | 10,250 | 106% | 792 | 854 |
| Classified Personnel Salaries | 14,182 | 16,762 | 15,823 | 112% | 1,543 | 1,260 |
| Wages--Student Employees | 19,500 | 17,550 | 16,888 | 87% | 1,525 | 1,275 |
| Wages--Professional Employees | 5,000 | 2,160 | 1,800 | 36% | 150 | 150 |
| Advertising Commissions | 11,220 | 8,331 | 8,966 | 80% | 403 | 902 |
| Total Wages | 35,720 | 28,041 | 27,654 | 77% | 2,078 | 2,327 |
| Fringe Benefits | 0 | 0 | 0 | 0% | 0 | 0 |
| Other Expense | | | | | | |
| Credit Card Expense | 20 | 42 | 5 | 0% | 0 | 0 |
| Equipment Insurance | 400 | 228 | 259 | 65% | 0 | 0 |
| Meeting Expense | 100 | 67 | 0 | 0% | 0 | 0 |
| Minor Equipment | 1,000 | 131 | 307 | 31% | 99 | 0 |
| Other Services Expense | 65 | 100 | 121 | 185% | 0 | 10 |
| Parking | 0 | 0 | 0 | 0% | 0 | 0 |
| Promotion | 2,600 | 1,180 | 971 | 37% | 0 | 0 |
| Registration, Subsc. & Dues | 2,000 | 1,628 | 2,487 | 124% | 395 | 655 |
| Supplies and Services | 1,300 | 188 | 140 | 11% | 0 | 0 |
| Telephone-Equipment | 2,615 | 2,652 | 2,546 | 97% | 67 | 68 |
| Telephone-Long Distance | 5 | 0 | 0 | 0% | 0 | 0 |
| Utilities | 4,000 | 3,157 | 4,809 | 120% | 0 | 463 |
| Total Other Expense | 14,105 | 9,371 | 11,644 | 83% | 562 | 1,196 |
| Student Manager Tuition | 7,200 | 7,200 | 7,200 | 100% | 0 | 0 |
| Student Travel | 0 | 0 | 0 | 0% | 0 | 0 |
| Allocation for Budget Adjustment | 0 | 0 | 0 | 0% | 0 | 0 |
| Total Expense | 80,897 | 70,874 | 72,570 | 90% | 4,974 | 5,638 |
| Operating Income (Loss) | 57,425 | 54,546 | 60,420 | 105% | 3,593 | 6,876 |
| UT Administrative Expense (3.25%) | 2,425 | 241 | 285 | 12% | 11 | 17 |
| UT Administrative Expense Return | 1,714 | 241 | 277 | 16% | 11 | 9 |
| Advertising Allocation | 12,108 | 10,134 | 14,575 | 120% | 474 | 1,341 |
| General Overhead Allocation | 43,870 | 34,359 | 43,863 | 100% | 2,680 | 3,906 |
| NET INCOME (LOSS) | 736 | 10,053 | 1,974 | 268% | 439 | 1,621 |

**Texas Student Media
TSTV**

| | Budget 12/13 | Actual YTD through Aug 12 | Actual YTD through Aug 12 | % of FY = 100% | Actual Aug 12 | Actual Aug 13 |
|-----------------------------------|-------------------------|--------------------------------------|--------------------------------------|---------------------------|--------------------------|--------------------------|
| REVENUE | | | | | | |
| Underwriting/Events | 50,500 | 32,564 | 43,500 | 86% | 1,464 | 4,263 |
| Class Fees | 12,000 | 11,720 | 16,215 | 135% | 0 | 0 |
| Production | 34,000 | 47,468 | 44,685 | 131% | 24,934 | 8,075 |
| Online Advertising | - | - | 2,973 | 0% | 0 | 845 |
| Kids Camp | 8,000 | 5,219 | 6,550 | 82% | 0 | 0 |
| Sales and Services | 3,000 | 2,378 | 1,828 | 61% | 10 | 0 |
| SSBC Allocation | 76,017 | 76,017 | 76,017 | 100% | 6,335 | 6,335 |
| Total Revenue | 183,517 | 175,366 | 191,768 | 104% | 32,743 | 19,518 |
| EXPENSE | | | | | | |
| Admin. & Prof. Salaries | 9,690 | 9,500 | 10,250 | 106% | 792 | 854 |
| Classified Personnel Salaries | 23,589 | 25,142 | 22,766 | 97% | 2,314 | 1,260 |
| Wages--Student Employees | 20,700 | 24,587 | 28,540 | 138% | 2,131 | 1,836 |
| Wages--Professional Employees | 5,000 | 2,088 | 1,800 | 36% | 150 | 150 |
| Advertising Commissions | 10,670 | 6,773 | 10,068 | 94% | 360 | 869 |
| Total Wages | 36,370 | 33,448 | 40,408 | 111% | 2,641 | 2,855 |
| Fringe Benefits | - | - | - | 0% | 0 | 0 |
| Other Expense | | | | | | |
| Equipment Insurance | 615 | 490 | 720 | 117% | 0 | 0 |
| Kids Camp | - | - | - | 0% | 0 | 0 |
| Maintenance and Repairs | 1,000 | 606 | 1,174 | 117% | (59) | 356 |
| Minor Equipment | 1,200 | 2,079 | 1,130 | 94% | 0 | 0 |
| Miscellaneous | 1,000 | 967 | 1,316 | 132% | 131 | 274 |
| Other Services Expense | 1,800 | 3,855 | 2,379 | 132% | 0 | 77 |
| Parking | 75 | - | - | 0% | 0 | 0 |
| Postage & Express Mail | 50 | 73 | 156 | 312% | 31 | 0 |
| Promotion | 350 | 490 | 224 | 64% | 300 | 0 |
| Registration, Subsc & Dues | 1,600 | 1,824 | 1,717 | 107% | 59 | 60 |
| Supplies and Services | 1,100 | 936 | 528 | 48% | 124 | 26 |
| Telephone-Equipment | 2,700 | 2,633 | 2,633 | 98% | 0 | 0 |
| Telephone-Long Distance | 10 | 8 | 3 | 25% | 2 | 0 |
| Video Tapes | 800 | 1,269 | 612 | 76% | 0 | 0 |
| Total Other Expense | 12,300 | 15,229 | 12,591 | 102% | 588 | 793 |
| Student Manager Tuition | 7,200 | 4,800 | 6,800 | 94% | 0 | 0 |
| Student Travel | 75 | 228 | - | 0% | 0 | 0 |
| Allocation for Budget Adjustment | - | - | - | 0% | 0 | 0 |
| Total Expense | 89,224 | 88,346 | 92,814 | 104% | 6,334 | 5,762 |
| Operating Income (Loss) | 94,293 | 87,019 | 98,954 | 105% | 26,409 | 13,756 |
| UT Administrative Expense (3.25%) | 2,650 | 387 | 316 | 12% | 48 | 19 |
| UT Administrative Expense Return | 1,874 | 387 | 307 | 16% | 48 | 10 |
| Advertising Allocation | 11,514 | 8,248 | 13,896 | 121% | 414 | 1,189 |
| General Overhead Allocation | 52,731 | 46,581 | 60,485 | 115% | 6,152 | 4,719 |
| NET INCOME (LOSS) | 29,272 | 32,190 | 24,564 | 84% | 19,843 | 7,839 |