

February 7, 2014 Agenda item A

Minutes
of the
November 22, 2013 meeting
of the
TSM Board of Operating Trustees

Texas Student Media
Board of Operating Trustees Meeting
Friday, November 22, 2013 at 1:00 p.m.
Flawn Academic Center, FAC Room #328
Austin, Texas 78712

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

Voting Members Absent: Samantha Carlile, Ray Ortiz, Jason Lu

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

Non-Voting Members Absent: None

Guests Present: Jennifer Hammat, CJ Salgado, Frank Serpas, Curt Yowell, Rohan Needel, Cassandra Jaramillo, Nathan Beddome, Hayley Fick, Rohit Mandalapu, Michael Brick, Mark Morrison

Meeting Opening

The Texas Student Media Board of Trustees November 22nd meeting was called to order at 1:10 pm by Dave Player.

Approval of the Minutes of the October 25, 2013 Meeting

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

Formation and Presidential Appointment of Sub-Committee on Potential Relocation of Administrative Home of TSM

Dave Player opened discussion regarding move of TSM to College of Communication for administrative home. The discussion began with the explanation that this subcommittee would not be making any formal recommendations to the board, but would exist to discuss logistics, questions, and concerns regarding the potential move outside of full board meetings. Board members were asked to volunteer for the sub-committee: Dave Player, Jeff Cohen, Heidi Toprac, and Robert Quigley.

Discussion and Possible Action Regarding the Appointment of the Managing Editor for The Daily Texan for the Spring 2014 Semester

The discussion began with acknowledgement that Shabab Siddiqui, the current Managing Editor, is the only applicant for the position. Board members reviewed his application documents presented in the board packet materials. Jalah Goette informed the board that Shabab was still fully qualified to serve as Managing Editor again.

Robert Quigley nominated Shabab Siddiqui to serve as the Managing Editor of The Daily Texan. Mary Dunn seconded the nomination. The nomination was unanimously approved.

Recommendation of Executive Committee Regarding Possible Action of Approving the Use of TSM Reserves for Purchase of Live Remote Broadcast Equipment for TSM

Jalah Goette opened the discussion by introducing Ian Reese, TSTV Student Manager, for the presentation regarding the proposed Live Remote Broadcast Equipment. Ian described the proposal of materials, functionality, and benefits of new system.

Discussion began with Robert Quigley asking Ian if only purchasing a single camera system, rather than the whole new system, would cause loss of potential revenue. Jalah and Ian responded that yes, the whole system is needed and that the materials are primarily bridged between the two systems. Ian also added that using this system will teach national broadcast quality standards.

Dave Player asked who is going to be the permanent management to oversee production – student manager or an advisor. Jalah recommended that research is still needed for the revenue potential of this system, beyond production projects, and that a more permanent advisor would be preferable because student management is continuously rotating.

Robert Quigley asked what the limit on production capacity for this system would be. Ian responded that in time the student staff and system can handle up to 8 or more events in a given year.

Dave asked what would be the next step – what obstacles can be foreseen and how can we handle them. Ian responded that marketing and handling of promoting availability of services to the UT system will be needed. He added that he believes TSTV can handle this on their own, the TSM '14-'15 team, because Ian will be gone beginning Summer '14. Jalah interjected that an update of the TSM handbook description of TSTV student manager job description should be updated to include responsibilities regarding new live remote system. Additionally, broadcasting duties and production management should be included in the consideration of the formation of the budget.

Jalah voiced concern regarding the current advising position responsibilities and recommended that further discussion and consideration of an additional advising position, which would manage the live remote system production as well as other things, should be considered for the '14-'15 budget.

Morrison (Guest from the Friends of The Daily Texan) asked if the board thought there may be an alumni of TSTV that would be willing to make a donation to cover the system. Dave Player responded that this discussion needed to be made now in order to include projections of the systems use in the '14-'15 budget planning process and that fundraising could be done to retroactively replenish the reserves for the purchase of the Live Remote System (\$55,000). Jalah reiterated that this purchase is an important investment in a prominent future revenue stream. Additionally, she added that if the board votes to support this use of reserves for this purchase, attention must be given to a position that would cover the marketing, management, and education regarding the system.

Jeff Cohen states that at the last meeting, this system sounded like a no brainer. He urged the director to see if there are broadcast alumni who would be willing to raise the necessary funds for the remote broadcasting system. Jalah reiterated her support for purchasing the system now. Dave reiterated that fundraising can be done to retroactively help with the cost of the system.

Ian Reese interjects that the system can be run by students in the immediate, but that a more permanent administrative staff member would increase the rate of return of the system.

Heidi Toprac voiced that the purchase of the materials and the hiring of the managing administrator should be separated. She voice support for the purchase of the system and that it is already financially justified based on projected ROI presented.

Heidi Toprac moved to approve the use of reserves for the purchase of the live remote broadcast system. Mary Dunn seconded. Motion passed unanimously.

Mary Dunn voiced that the agenda for the Feb meeting should include approving an edit to the student manager's job description, drafted by Ian prior to the meeting, to include mention of new system responsibilities.

Discussion Regarding Timeline and Planning of Preliminary 2014-2015 TSM Budget, Executive Committee Report, and Student Editors, Managers, and Advisers Vision Statements

In the interest of time, Dave Player made decision to roll agenda items D, F, and G into one discussion. Dave explained that outlined the timeline for discussion and approval of the '14-'15 budget: Discussion starts now, in February a budget draft is proposed to the board by the director for discussion and edits, and the vote to approve the budget must happen, by law, at the March 2014 meeting. To allow the director time to prepare, discussion today is needed to give direction for development of the budget draft for February. Dave also stated that with the current financial situation, the board needs to make some radical decisions now to ensure the future of TSM.

Jeff Cohen voiced that it's important to discuss 2014-2015 and well as long term vision during this process. Jalah Goette stated that meetings with staff are happening throughout this process.

2:41pm Vinnie Cicchirillo left meeting

Dave Player used a white board wall and opened discussion format to brainstorm three areas of concern and action – Cuts, Revenue/Neutral, and Additions. An open discussion brainstorming session ensued with all in attendance at the meeting resulting in the following recommendations of areas of interest for development of the budget draft to be discussed in February:

Cuts: reducing printing schedule (costs/schedule projections), Cactus going digital (format change), Student Manager Tuition reimbursements

Revenue/Neutral: create sales pressure, diversify revenue sources, standardizing schedule, Retention, development/fundraising, new recruitment initiatives, membership program, industry outreach, changes in administrative home

Additions: TSTV live/remote productions, KVRX live/remote production, Daily Texan mobile ideas (mobile applications with one time use content), increase brand awareness of all entities, New Broadcast Manager/Advisor, Student Wages reinstated, Ad Strategies (create sales pressure), Diversify Revenue Sources, Review Distribution, Media Consumption Habits Survey, Professional Resources, TSTV carried by local cable, Training Opportunities.

Jeff Cohen moved to table further discussion until February meeting. Robert Quigley seconded. Motion passed.

Heidi Toprac moved to close the meeting. Robert Quigley seconded. Motion passed.

The meeting was adjourned at 3:07 pm.