

Minutes of the January 7, 2013 Meeting of the UCLA Communications Board

Board members present: Eric Agar, Lauren Ball, Nancy Calderon, Jennifer Frehn, Steve Greim, Josh Levine, Erik Peña, Tammy Rubin, Michael Sondheimer, Arvli Ward

Board members leaving absent: Josh Levine, George White

I. Call to order (Peña)

Peña called the meeting to order at 5:35 p.m.

II. Approval of the agenda (Peña)

Sondheimer moved to approve the agenda. Frehn seconded the motion. The motion passed by unanimous consent.

III. Approval of December minutes (Peña)

Approval of December minutes was deferred to the February meeting in order to give members more time to review them.

IV. Executive Committee Report (Peña)

Peña said the committee did not meet in December but they planned to meet in January.

V. Operations Committee Report (Frehn)

Frehn said the Operations Committee did not meet.

VI. Finance Committee Report

Agar said the Finance Committee did not meet. Ward said he would discuss the financial recovery plan.

VII. Media Director's Report (Ward)

Ward said three newsmagazines, Ha'Am, La Gente, and Al-Talib, published recently.

Ward reported that the organization's mobile strategy was mentioned in a recent article by Ken Doctor of the Nieman Journalism Lab at Harvard University, a leading journalism think tank. Doctor's post on the Nieman Lab website was about innovations at the college level that might be instructive to professional media.

Discussion Items

VIII. November 2012 Communications Board Preliminary Financial Statements (Ward)

Ward said that he would be reporting preliminary numbers since the November financial statements were not yet ready. For the month of November, actual revenue will be about \$135,000 while budgeted revenue was \$155,000 for a negative variance of about \$20,000. Kiosk sales were down to budget in November but Ward said he expected sales to catch up. Color income, which correlates strongly to national sales,

was also down. Classifieds were within \$1,000 of budget, which was good because sales are usually well below budget. Print display advertising will be down \$14,000 to budget, while classified advertising was about \$1,000 short budget. Actual expense will be about \$167,000 while budgeted expense was \$173,000 for a savings of about \$6,000. Printing will be about \$10,000 better than budget. Wages will be on budget. Allocated expense will be about \$1,700 over budget. Actual net loss will be about \$32,000 while budgeted net loss was \$18,000 for a negative variance of about \$14,000. Year-to-date, the Communications Board will be under budget by about \$103,000. Actual net revenue after November will be about \$12,000 but budgeted net revenue is \$91,000. November year-to-date net revenue last fiscal year was \$55,000. The November statements will report that cash reserves stand at about \$91,000. Ward reminded the board that the reserve requirement is \$373,000. Cash reserves as of the meeting date cash were estimated to be just \$62,000 Ward said. A registration fee check for about \$89,000 was due any day, Ward said.

IX. Communications Board financial forecast and plan for recovery (Ward)
Sondheimer moved to enter executive session at 6:01 p.m. Frehn seconded the motion. The motion passed by unanimous consent.

Sondheimer moved to exit executive session at 7:30 p.m. Ball seconded the motion. The motion passed by unanimous consent.

New Business/Action Items

X. Adjourn (Peña)
Sondheimer moved to adjourn the meeting. Rubin seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 7:30 p.m.

Submitted by Doria Deen