

## **Minutes of the October 1, 2012 Meeting of the UCLA Communications Board**

Board members present: Nancy Calderon, Jennifer Frehn, Steve Greim, Josh Levine, Erik Peña, Michael Sondheimer, Arvli Ward

Board members arriving late: George White

Board members absent:

Guests: Lauren Ball (applicant for USAC Communications Board representative), Jose Hernandez (BruinLife Yearbook Editor in Chief)

I. Call to order (Peña)

Serang called the meeting to order at 5:29 p.m.

II. Approval of the agenda (Peña)

Ward requested to add committee selections as item X. Levine moved to approve the amended agenda. Sondheimer seconded the motion. The motion passed by unanimous consent.

III. Approval of September minutes (Peña)

Sondheimer moved to approve the minutes. Levine seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña said there was no report.

V. Operations Committee Report (Frehn)

Frehn said there was no report.

VI. Finance Committee Report

Ward said the finance committee had not met.

VII. Media Director's Report (Ward)

Ward said his report would address current financial statements.

### **Discussion Items**

VIII. July 2012 Communications Board Financial Statements (Ward)

Ward said he was going to continue the discussion about the 2011-12 fiscal year that began at the orientation meeting by providing more details. Ward said print advertising was \$17,086 under budget for the last period of the fiscal year, July. Digital display advertising income was \$13,629 under budget. Yearbook sales were over budget by \$4,674, and student fee income was over budget by \$22,640 for the entire fiscal year because campus enrollment was up. Printing expense was over budget for July by \$34,794 because yearbook printing expense was recorded in July,

when it is usually recorded in June. Ward said bad debt expense was over budget by \$64,752 because the Knight Foundation grant receivable was finally written off. Professional services were \$3,480 over budget.

Sondheimer asked why ASUCLA Accounting expenses had increased over last year. Ward said it was because of increases to employee benefits costs that he did not budget. Ward reminded the board that accounting expenses going forward were going to be much lower as Student Media would be paying for a half position in accounting. Ward explained the structure in which Doria Deen would manage students to do journal entries and other tasks formerly done by ASUCLA. Levine said he questioned whether there was 20 hours of work for an accountant. Greim asked Ward if there was any monitoring of exactly how much time the accountant's tasks required. Ward said that Student Media and ASUCLA were following a plan. Ward said accounting expenses had been reduced from about \$200,000 over the last 15 years.

Ward said that July budgeted net revenue was a loss of <\$26,194>, but the actual loss was <\$103,273>. The year-to-date net loss was <\$139,067>, but we were budgeted to have a net revenue of \$55,990 for a variance of <\$195,057>. Last year the year-to-date loss was <\$109,745>. Print advertising was down <\$163,741> to budget, and down <\$128,324> from last year. Classifieds were down <\$21,186> to budget. Digital services income was down <\$70,746> to budget. Kiosk advertising was up \$26,105. Student fee income was up \$22,635. Web advertising was up \$13,138. Field marketing was up \$8,024. Software services earned \$7,000 that was not budgeted and the yearbook was up \$6,161.

Professional services were \$81,694 over budget. Ward said the total spent on professional services was \$136,797. He said this spending was used for professional services to build the app-making platform. Ward said there were also significant savings in wages. Because sales were down, commission wages were down. Ward said there were also savings in editorial wages because of changes to the staffing of the marketing department.

Both Levine and Greim asked why Ward had budgeted so optimistically. Ward said he believed he could achieve the numbers but that to have budgeted lower revenue would commit the organization to reducing allocated overhead, something the board had been trying to avoid.

Ward said that as of the end of July, cash reserves stood at \$196,000, which was about \$177,000 in deficit to the policy requiring 20 percent of annual expenses be kept in reserve. That number was \$373,000 for the fiscal year ending in July. As of the meeting date the cash stood at \$132,000. Sondheimer asked if the Daily Bruin's registration issue did as well this year as last year. Ward said no mainly because of the there were no national advertising sales.

Levine said based on Wards presentation it appeared that mobile was a main focus, but he wanted to know the second most important source. Ward said that the outdoor advertising category was now providing more than \$200,000 in annual revenue.

Ball asked if ASUCLA S&E was interested in Student Media apps or in partnering with Student Media. She said she believed the apps would be beneficial to ASUCLA. Ward said that Student Media had already produced the Benefits U. app for ASUCLA and that there had been discussions around other ideas.

IX. Confirmation of editor in chief appointments (Ward)

- A. Zainab Mithani, Al-Talib
- B. Jose Hernandez, Bruin Life
- C. James Barragan, Daily Bruin
- D. Dominique Silva, Fem
- E. Tessa Nath, Ha'Am
- F. Helen Alonzo, La Gente
- G. Kaedion Wynter, Nommo
- H. Katie Schowengerdt, OutWrite
- I. Ashley Truong, Pacific Ties
- J. John Masline, UCLA Radio

Ward said the Media Adviser, Amy Emmert, recommended that all editors be confirmed except Kaedion Wynter because she was not able to attend summer training. White moved to confirm all the editors except Kaedion Wynter, Nommo Editor. Calderon seconded the motion. The motion passed by a hand vote of 7-0 with no abstentions.

X. Committee Selections

The following members were assigned the following committees from the September meeting.

*Operations Committee*

Jennifer Frehn (Chair), Nancy Calderon (Graduate), Lauren Ball (Undergraduate), Tammy Rubin (Undergraduate), George White (Professional)

*Finance Committee*

Steve Greim (Administrative)

*Executive Committee*

Erik Peña (Chair), Michael Sondheimer (Professiona), Josh Levine (Alumni)

Sondheimer moved to approve the committee selections. Levine seconded the motion. The motion passed by unanimous consent.

XI. Adjourn (Peña)

Levine moved to adjourn the meeting. White seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 7:10 p.m.

Submitted by Doria Deen