

## **Minutes of the October 7, 2013 Meeting of the UCLA Communications Board**

Board members present: Hossain Albgal, Lauren Ball, Steve Greim, Kimberly Horn, Sofia Haq, Josh Levine, Cuauhtémoc Ortega, Erik Peña, Arvli Ward

Board members absent: Mohammad Ahmad, George White

Guests: Jillian Beck (Daily Bruin EIC)

I. Call to order (Peña)

Peña called the meeting to order at 5:50 p.m.

II. Approval of the agenda (Peña)

Levine moved to approve the agenda. Horn seconded the motion. The motion passed by unanimous consent.

III. Approval of September minutes (Peña)

The approval was deferred to the November meeting because the minutes were not distributed.

IV. Executive Committee Report

Peña said the committee had not yet met, but planned to meet with Ward within the month. He said he'd met with Lauren Ball. He also said there was a tentative meeting with the ASUCLA BOD scheduled for November 15. He said he would send out more information to the board closer to the date.

V. Operations Committee Report

Ball said the committee met on Wednesday, October 2. She said the committee nominated Cuauhtémoc Ortega and Mohammad Ahmad to fill professional seats on the 2013-14 Communications Board. Ball reported some of the information passed on by the editors at the Operations Committee meeting. Ball said that Colleen Casabal planned to launch the Al-Talib website on Friday, October 4<sup>th</sup>. Alison Bader reported that Bruin Life planned to work closely with the Daily Bruin to produce content for the yearbook. Jillian Beck reported that the Daily Bruin was working with USAC to plan a town hall meeting for students to discuss issues. Cameron Rowland from UCLA Radio reported that the station had their first meeting and had discussed adding a second stream.

VI. Finance Committee Report

Ward said the committee was not yet organized. He said he recently received the preliminary August financial statements.

VII. Media Director's Report (Ward)

*Recruiting*

Ward said that Student Media had deployed a new recruiting website and of the 544 applications started, 446 were completed. There were a total of 474 applications

submitted (including paper applications). Ward said the goal of the new site was to improve the number of completed applications submitted by changing the application process.

### *Space*

Ward said that the newsmagazine community room was near completion and plans were being made to bring programming in the room. The Bruin Life staff was moved to a larger space. The former Advertising Production office was turned into the Mobile office last spring. Ward said that he wanted to make similar changes to the Daily Bruin newsroom. Carpets in the department would be either replaced or removed sometime soon. ASUCLA Services and Enterprises (S&E) would cover the costs of the carpet replacement/removal.

### *Staff*

Ward said the career staff was meeting every morning at 9:30 a.m. to set daily goals. As the staff contracts from seven to three, the morning meeting was an important method for coordinating efforts. The staff had also set up a website where all the organizations' resources and procedures are being recorded. The site would allow staff to understand all positions in the department.

### *Program Manager*

Ward said much of his time was focused on building the programs manager position and the programs to be managed by the position. Current work included a project to create a Daily Bruin internship at Variety Magazine.

The department is also working with the Career Center to create special support for Student Media that will help students find internships and jobs.

Ward said the department was also working to create the digital publishing infrastructure for our department and the campus. All publications were set up to publish online and mobile. Camayak, the provider of the Daily Bruin's editing system, was partnering in experiments to create networks that would help Student Media gather and distribute news and information from and to campus websites and mobile apps that were part of the infrastructure.

Peña asked how the Media Adviser's position transition from part to full time was going. Ward said the plan was to make the transition at the beginning of the school year but he made a promise to Amy Emmert to maintain her current schedule for the rest of the quarter and that he would like to complete the transition under these conditions.

### *Proposed Accounting Changes*

Ward said he had recently discussed a proposal with Rich Delia, ASUCLA's Finance Director, to make an accounting staff change that had the potential to save the Communications Board some expense. Levine asked if an option to outsource

accounting was on the table or did ASUCLA require an in-house accountant. Ward said they wanted an in-house accountant.

### **Discussion Items**

#### **VIII. July 2013 Communications Board Financial Statements (Ward)**

Ward said he wanted to go into more detail about the July financial statements since they were not discussed thoroughly at the orientation meeting. The July statements captured results for the last fiscal year, 2012-13.

For the month of July 2013, actual revenue was \$92,602 while budgeted revenue was \$77,276 for a positive variance of \$15,326. Student Fee Income was up \$15,048. Print Display was up \$10,578, Classified Advertising was up \$1,971, and Underwriting was up \$1,950. Kiosk, Digital Display, Digital Services, and SaaS Income were all short of plan.

Actual expense was \$117,252 while budgeted expense was \$114,184 for a negative variance of <\$3,068>. Printing was <\$39,528> over budget but this was due to timing. Yearbook printing was budgeted in June but was not recorded until July. Student Media Office was over budget because there was an adjustment to career benefits mandated by ASUCLA HR. All Bad Debt expense was brought back to revenue because the accounts receivable balance was so low at year-end.

Actual net revenue was a loss of <\$24,650> for the month of July. In the previous year, July net loss was <\$103,273> (just under \$70,000 was due to the write off the Knight Foundation Grant). The year-to-date net revenue was a loss of <\$169,198>. Cash was reduced by \$55,000 to finish at \$144,000 at year-end. The deficit to policy was about \$229,000.

#### ***August Financial Statements***

Ward said actual revenue was \$42,938 while budgeted revenue was \$48,727 for a negative variance of <\$5,789>, or about a 12 percent decline. Ward said Underwriting was up \$2,384, Print Display was down <\$3,033>, Insert Income was down <\$2,718>, and Digital Display was down <\$2,313>.

Actual expense was \$128,088 while budgeted revenue was \$98,383 for a negative variance of <\$29,705>. Student Media Office was over budget by \$22,237 due to the severance payment for the General Operations Manager layoff. Student wages were over budget by \$6,800 due to timing. The new payroll pay structure included three pay periods in August instead of two. Supplies were \$1,200 over budget, and Bad Debt was \$1,000 under budget due to a change in policy no longer requiring \$2,000 be set aside each month.

Actual net revenue was a loss of <\$85,150> while budgeted net loss was <\$49,656> for a variance of <\$35,494>. In August 2012 the net loss was <\$57,648>.

Cash reserves as of August stood at \$114,000. The deficit to policy is \$120,364 (policy is \$234,364 for FY2013-14). Cash as of the meeting date was \$104,613.

*September Forecast*

Estimated revenue is \$200,250 for September, while budgeted revenue is \$191,000.

**New Business/Action Items**

IX. Appointment of professional Communications Board members (Ward)  
Ball moved to appoint Cuauhtémoc Ortega and Mohammad Ahmad as professional members of the 2013-14 UCLA Communications Board. Hossain seconded. The motion passed by a hand vote of 8-0 with no abstentions.

X. Adjourn (Peña)  
Haq moved to adjourn the meeting. Ball seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 6:42 p.m.

Submitted by Doria Deen