

Minutes of the November 5, 2012 Meeting of the UCLA Communications Board

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

Board members arriving late: Steve Greim, Jennifer Frehn

Board members absent: George White

Board members leaving early: Michael Sondheimer

Guests: Jose Hernandez, BruinLife Editor in Chief

I. Call to order (Peña)

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

II. Approval of the agenda (Peña)

Ward requested to add an executive session item after item VII. Media Director's Report to discuss the Student Media financial situation, which could involve discussion about personnel and contracts. Rubin requested to add a discussion item after the committee reports. Sondheimer moved to approve the amended agenda. Calderon seconded the motion. The motion passed by unanimous consent.

III. Approval of October minutes (Peña)

Levine moved to approve the minutes. Calderon 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. Discussion item: Daily Bruin controversy (Rubin)

Rubin said that the Daily Bruin recently printed stories and an op eds about the work of Richard Sander, a UCLA law professor, about the university's admission policies that offended students. As a result there was a demonstration and some students had requested space to respond in the Daily Bruin but were rejected. Rubin said. Ball asked what a board member's role was in such cases. Rubin asked whether board members should be proactive and reach out to campus organizations. Rubin also asked what members should do if they were approached with complaints. Ward said that it was important for board members to support the Daily Bruin's editorial independence. Ward said there was a grievance process that began with the Daily

Bruin editor in chief and came to the board if it could not be resolved at that level. Ward said that board members should direct anyone with specific complaints to contact the Daily Bruin editor in chief.

VIII. Media Director's Report (Ward)

Local Research update

Ward said that 75 mobile applications had been released and they had generated about 22,000 downloads. About 1,000 new users per week were downloading Local Research apps. Users were generating about 11,000 sessions. Ward said that monthly revenue from advertising was about \$1,400 per month, mostly due to Daily Bruin Football.

Ward reported that he and Local Research staff were creating a network of mobile applications for the Pac 12 basketball season. Campus media organizations at the University of Arizona, Arizona State, University of Washington, Washington State, University of Colorado, and University of Utah have agreed to participate. The network is building apps for the teams that won't be covered by their campus newspaper. Ward said that they also had some advertiser interest.

Kupay partnership

Ward said that he was negotiating the partnership agreement with Kuapay.

Print advertising sales

Ward said that Daily Bruin sales was experimenting with a new strategy that upsold frequent advertisers to a daily schedule. Ward said that the new printing rates allowed us to give advertisers more inches as a way to give their campaigns more value.

Discussion Items

IX. September 2012 Communications Board Preliminary Financial Statements (Ward)

Ward said September revenue was about \$212,000 while budgeted revenue was about \$291,000 for a negative variance of about \$79,000. Print display advertising was down about \$47,000 and classified advertising was down about \$7,400. September expense was better than budget by about \$16,650, with savings to wages (\$13,000), Printing (\$4,000) and Supplies (\$2,900). Professional services were about \$6,500 over budget. Allocated expenses were down slightly. September net revenue was about \$71,000 while budgeted net revenue was \$133,000 for a negative variance of about \$62,000. Ward said last September's net revenue was \$123,000. Year-to-date net revenue was about \$13,000 while budgeted YTD net revenue was about \$80,000 for a negative variance of about \$67,000. Last year's YTD net revenue was \$64,000.

Cash reserves as of the end of October stood at \$127,500, which was in deficit to policy by about \$245,000, Ward said.

New Business/Action Items

X. Executive Session (Ward)

Sondheimer moved to enter executive session at 6:05 p.m. Levine seconded the motion. The motion passed by unanimous consent.

Levine moved to exit executive session at 7:21 p.m. Calderon seconded the motion. The motion passed by unanimous consent.

XI. Adjourn (Peña)

Calderon moved to adjourn the meeting. Ball seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 7:21 p.m.

Submitted by Doria Deen