

## **Minutes of the December 2, 2013 Meeting of the UCLA Communications Board**

Board members present: Mohammad Ahmad, Lauren Ball, Steve Greim, Sofia Haq, Kimberly Horn, Josh Levine, Erik Peña, Arvli Ward

Board members absent: Hossain Albgal, Cuauhtémoc Ortega, George White

I. Call to order (Peña)

Peña called the meeting to order at 6:00 p.m.

II. Approval of the agenda (Peña)

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

III. Approval of November minutes (Peña)

Haq moved to approve the minutes with the correction of adding 10/11/13 as the date of the last Finance Committee meeting. Horn seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña said he would discuss the Communications Board-ASUCLA summit follow-up during agenda item VIII.

V. Operations Committee Report (Ball)

Ball said the Operations Committee did not meet.

VI. Finance Committee Report (Haq)

Haq said the Finance Committee met on November 26 and December 2. Haq said she would discuss details during item IX on the agenda.

VII. Media Director's Report (Ward)

*Daily Bruin*

Ward said the Daily Bruin would be publishing its last issue of the fall quarter on Tuesday, December 9. He said the USC game issue had better sales than last year.

The Daily Bruin's native mobile app will be submitted for release soon. Staff were in the last stages of connecting the app's content management with Camayak, the system the Daily Bruin uses for editing content.

*Mobile*

Ward said that Bruin Mobile sales staff had begun to sell contracts to advertisers. In the past the Daily Bruin sales reps sold mobile along with other products, but this year a separate sales team had been developed in order to address clients who had dropped out of the print market. Otherwise, mobile sales were not a priority for print sales staff. Ward also said there were about ten mobile apps currently moving toward release. Ward also

reported significant demand from student groups for apps.

#### *Newsmagazines*

Ha'Am went to print on December 3. Ward said each newsmagazine was publishing via the web.

Ward said that an agreement with Variety editors was reached in which Variety would guarantee internships to Daily Bruin staff, and later perhaps internships for La Gente staff members for bilingual reporting.

### **Discussion Items**

#### VIII. Communications Board – ASUCLA Summit follow-up (Peña)

Peña thanked board members who attended the summit meeting and he stated that he felt the summit went very well, and the turnout showed that the board was strong and united. He said he felt the information delivery could have been improved, and in the future he'd hoped everyone could prepare several weeks in advance instead of days. He also said every board member should also make sure they understand the budget. Peña said the board would be getting three new members, so he wanted to host a second orientation to get the new members caught up to the current status of the board. He thought it would be good for the current board to have a refresher as well. He thought the second week in January would be the time to have the meetingn.

#### IX. ASUCLA Financial Support Proposal (Haq)

Slides were presented that illustrated the board's current financial position and to discuss both short and long-term options and plans. Haq said the board owed ASUCLA Services and Enterprises (S&E) two A&SS payments (career overhead, accounting charges, and space charges), but they were looking to extend payment terms to allow the Communications Board to float three payments. Ward said the ASUCLA CFO was uncomfortable extending credit for three payments until an agreement was reached at the board level. Greim said the arrangements for granting the extensions were informal, but they wanted to formalize an agreement with ASUCLA under which they could extend to three payments due. Levine asked by what date could we catch up on these payments. Ward said he could not yet pin-point such a date since there were several variables to be discussed and decided.

Ward said Student Media had always depended upon ASUCLA's support in order to survive. Ward summarized some examples during his tenure. He said between 1990 and 1994 ASUCLA gave Student Media direct subsidies of \$304,000 for various needs, including support of the radio station and editorial training. Ward said that in 1989 when the Communications Board's cash went to \$83,000, ASUCLA allowed the Communication Board to "slow pay" A&SS payments. By 1995 when Ward became the director, the Communications Board owed ASUCLA \$469,000 before getting as high as \$586,000. Other forms of support included advertising, which in the late 90s was about \$190,000 annually. Also, terms for space were more beneficial to the Communications Board before

1997 when it paid for the roughly 8,000 square feet it directly used. Subsequently, the terms were changed to charge the Communications Board for common areas which increased space charges by about 50%. Whereas the board once paid about \$60,000 annually for space, it currently pays about \$125,000.

Ball moved to have the finance committee draft a letter to David Zeke requesting a 3-month deferment of A&SS charges. Ahmad seconded the motion. The motion passed by a hand vote of 7-0 with no abstentions.

X. Adjourn (Peña)

Levine moved to adjourn the meeting. Ahmad seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 7:45 p.m.

Submitted by Doria Deen