

Minutes of the January 6, 2014 Meeting of the UCLA Communications Board

Board members present: Hossain Albgal, Lauren Ball, Jessie Coronado, Steve Greim, Sofia Haq, Kimberly Horn, Josh Levine, Mojde Mirarefin, Erik Peña, Asha Sheila, George White, Arvli Ward

Board members absent: Mohammad Ahmad, Nancy Calderon, Cuauhtémoc Ortega

Guests: Jillian Beck (Daily Bruin EIC), Neil Bedi (Daily Bruin Photo Editor), Loic Hostetter (Daily Bruin Managing Editor), Sedina Alicic (Daily Bruin Assistant Copy Chief), Eileen Tran (Daily Bruin Copy Chief), Katie Shepherd (Assistant Opinion Editor)

I. Call to order (Peña)

Peña called the meeting to order at 5:48 p.m.

II. Approval of the agenda (Peña)

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

III. Approval of January minutes (Peña)

Greim pointed out a word omission grammatical error in the January minutes in section eight. Ball moved to approve the minutes with the necessary corrections. White seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña said he had comments about the finance committee meeting that he would make during Agenda Item VI.

V. Operations Committee Report (Ball)

Ball said the Operations Committee met on Wednesday, January 29. She said among the reports was Jillian Beck's report that the Daily Bruin hosted a community town hall meeting, which was successful. Ball reported that the Daily Bruin was also working on an alumni mentorship program in which alumni would be matched with current staff members. The Daily Bruin native mobile app launched on January 29. Ball said that Ha'Am reported that they were working on a print issue and was regularly updating their website and that they were using Camayak, the editing system. Ball said Ward encouraged all the newsmagazines to use Camayak since it would greatly aid work flow organization. Platz reported that OutWrite published a fall issue. Ball said that Cameron Rowland from UCLA Radio had hired a new intern manager and recruited new interns, and that the station was preparing for their Spring Pledge Drive. Ball said that UCLA Radio had applied for outside funding to replace old computers, and they were still having problems with their website. Jessica Rayside from Nommo was seeking outside funding to support events that they wanted to host. Colleen Casabal from Al-Talib will be launching an Android app by the end of the quarter. Allison Bader from BruinLife was meeting production goals. Fem did not attend the meeting nor submitted an update.

Ball said that the editors reported that the carpet installation was a bit of an annoyance but tolerable.

She said the committee nominated Jesse Coronado for board approval as a professional representative and that it would be discussed during agenda item VIII.

Peña asked Beck what were some of the suggestions received from students during the town hall meeting. Beck said some students suggested covering more student groups.

VI. Finance Committee Report (Haq)

Haq said the Finance Committee met on January 15 to discuss deferred A&SS payments. She said she was not able to attend the ASUCLA's Finance Committee meeting but Albgal, Greim, and Ward attended. She said both she and Albgal met with some of the student members of ASUCLA's Finance Committee and it went well and they were planning to meet with them on a regular basis. Peña asked if there were any proposed terms. Greim said they had a discussion and they were supposed to meet again with the committee. Albgal said they'd suggested offering their resources to our board for support.

VII. Media Director's Report (Ward)

BOD Finance Committee Meeting

Ward said there was a January 31 deadline on the A&SS payments which was not understood at the previous meeting, at which the board learned that there was a cap of \$180,000. Ward informed the new members of the current status of the A&SS payments, extensions, etc.

Carpet Replacement

Ward said the carpets in the office were in the process of being replaced. Ward said it was being funded by ASUCLA and said that ASUCLA Union Director Roy Champawat should be acknowledged for making it possible. He said the initial plan was to have concrete floors but the UCLA facilities crew doing the work said the floors had too many cracks so they recommended re-carpeting. This extended the job since more carpet had to be ordered.

Newsmagazine room

Ward said the newsmagazine editors were beginning to develop the new space by creating a series of events. They had recently had a student-led app making workshop among other events.

Winter internship

Ward said there were 259 applicants for the winter intern class.

Daily Bruin Native App

The Daily Bruin native app was launched. He said it was basic but said it would be improved quickly as new iOS 7 capabilities became available.

Mobile

Ward said the Bruin Guide series of mobile applications were gaining momentum and advertiser response. There were now 92,000 installs of Student Media mobile apps.

American Journalism Review Story

Ward said there was a story in the American Journalism Review on our mobile strategy.

Knight Foundation Funding

Ward said he had identified some Knight Foundation funding for which the department might apply.

December Financial Statements

Ward said he emailed the December financial statements to board members but the Finance Committee had not yet reviewed them. Ward included the full statements in the agenda package in order to show the new members how to read our financial statements. He gave a detailed explanation of the how to read the most important numbers.

Ward said that revenue was over budget by \$6,418. December expense was over budget by \$15,004 mostly due to severance for the sales entry manager. Net revenue was a loss of \$27,082. Cash reserves as of December were \$70,000, which was in deficit to policy by \$164,364 (policy was \$234,364). Cash as of meeting date cash was about \$115,000.

January estimates

January estimated revenue was \$116,000 against budgeted revenue of \$113,000.

Discussion Items

VIII. Nomination of professional member: Jesse Coronado (Ward)

Ward introduced Coronado and gave a history of his association with UCLA, the Communications Board and Student Media. Ball moved to approve Jesse Coronado as a professional member on the 2013-14 UCLA Communications Board. White seconded the motion. The motion passed by a hand vote of 8-0 with no abstentions.

IX. 2014-15 Communications Board budget preparations (Ward)

Ward gave a summary of the upcoming steps of the budget preparation process:

- February: Finance committee will meet to develop the budget assumptions.
- March: The Communications Board discusses, amends and approves the budget assumptions.
- April: The board discusses the first budget draft.
- May: The board considers budget for approval and forwards approved budget to ASUCLA's Board of Directors.
- May: ASUCLA's Board of Directors Finance Committee considers the budget.
- June: ASUCLA Board of Directors votes on the budget.

X. Fundraising (White)

White discussed the idea of creating a UCLA student chapter under the Association of Fundraising Professionals to support the department's fundraising efforts. He said non-profit media was growing, so there may be a lot of interest in fundraising. Involved students would learn valuable skills in grant writing which would benefit Student Media. He said 10 members were needed to start a chapter plus a faculty member or adviser. The membership fee was \$35. Ball asked if the chapter would exclusively work on grants for Student Media. White said no, they could work on any grant project. Coronado said although the chapter could branch out to other work, it would be most useful to start the chapter with Student Media students. White said he would coordinate getting the group together. Beck said felt there might be students interested in participating in a chapter.

XI. Media Advising (Peña)

Peña invited the Daily Bruin staff to discuss the impact of not having a media adviser in the office. Beck, along with Bedi, Hostetter, Alicic, and Shepherd all talked about the value of having a media adviser and expressed their concern for future staff members should the position not be filled. Ward said that the board had to carefully consider how advising could be funded during the upcoming budget cycle.

XII. Adjourn (Peña)

Ball moved to adjourn the meeting at 8:00 p.m. White seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen