

Minutes of the February 4, 2013 Meeting of the UCLA Communications Board

Board members present: Eric Agar, Lauren Ball, Nancy Calderon, Jennifer Frehn, Steve Greim, Sofia Haq, Josh Levine, Erik Peña, Tammy Rubin, Michael Sondheimer, Arvli Ward

Board members absent: George White

Guests: Jose Hernandez (BruinLife editor in chief)

I. Call to order (Peña)

Peña called the meeting to order at 5:39 p.m.

II. Approval of the agenda (Peña)

Sondheimer moved to approve the agenda. Calderon seconded the motion. The motion passed by unanimous consent.

III. Approval of January minutes (Peña)

Approval of January minutes was deferred to the March meeting in order to give members more time to review them. Agar moved to approve the December minutes (was deferred from the January meeting). Ball seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee Report (Peña)

Peña said the committee did not meet, but hopefully planned to meet in February.

V. Operations Committee Report (Frehn)

Frehn said the Operation Committee met on Thursday, January 30th. She said they heard reports from all of the student media. UCLARadio reported that they had social event with USC's student radio station and they were preparing for their spring pledge drive. Radio reported that they received 70 applicants for their internship and accepted 42 interns. Al-Talib said their website was doing well and they were updating it with articles. Ha'Am said they had great content this quarter. BruinLife is very focused on marketing after completing the first phase of production and were training new interns for the upcoming year. OutWrite said they were holding a writing contest on their Facebook page. The Daily Bruin was in the process of launching their new Word Press website which would allow more customization. Bruin staff were doing interviews via Google Hangouts with good success. Frehn said the Daily Bruin editors were planning an event for March 1 at which local college newspaper staffs could learn more about how the web site was developed. Barragan continued to report some printing issues. Frehn said Ward also introduced the Kuapay fundraiser during the meeting.

VI. Finance Committee Report (Agar)

Agar said the Finance Committee met on January 17 to discuss the financial forecast and the plan to address it, which Ward would further discuss in agenda item IX.

VII. Media Director's Report (Ward)

Ward said he would discuss the December financial statements and the forecast.

Discussion Items

VIII. December 2012 Communications Board Preliminary Financial Statements (Ward)

Ward said revenue for December was \$75,028 while budgeted revenue was \$85,521 for a negative variance of \$10,493. Kiosk and Classified sales were right on plan while Insert income exceeded budget. Both Color and Local Display income were down. Actual expense was \$138,892 while budgeted expense was \$130,545 for a negative variance of <\$8,347>. Wages and Allocated Expense were right on plan. Postage was under budget because of timing; some of the marketing campaigns had been moved. Travel was under budget. Printing and Professional Services were over budget. Actual net loss was \$63,864 while the budgeted net income was \$45,024 for a negative variance of <\$18,840>. Last December Net Revenue was <\$53,033>. Year-to-date net loss was <\$76,086> while budget net income was \$45,853 for a negative variance of <\$121,939>. FY2011-12, December year-to-date Net Revenue was \$2,673. As of the December, cash reserves stood at \$58,000 whereas the reserve requirement was \$373,000. Cash balance as of the meeting date was about \$139,000.

Ward said the two categories of advertising that were leading the sales losses were Local Display, which was down about 15 percent, and National Display advertising, which was down about 65 percent. Ward said that the drop off in National revenue was not expected. Ward said that in 2000, revenue from national advertising agencies was about a half million dollars. Today only one agency remained in this space and it appeared that agency was collapsing, Ward said. Ward said typically in January the Daily Bruin received from \$12,000 to \$13,000 in national advertising orders while this January saw only \$2,000.

Ward said that a preliminary forecast of January revenue put total revenue at about \$130,000 while budgeted revenue was \$171,000. Daily Bruin print would probably be down about \$20,000 to plan for the month of January, Ward said.

IX. Communications Board financial forecast and planning (Ward)

Ward said he had discussed the steps that the Communications Board was undertaking to address the financial situation with ASUCLA's external auditors, PriceWaterhouse, Ward said that the auditors had endorsed the plan during their presentation at the ASUCLA Finance Committee meeting on January 18.

Sondheimer made a motion to enter executive session at 5:59 p.m. Levine seconded the motion. The motion passed by unanimous consent.

Sondheimer moved to exit executive session at 6:51 p.m. Rubin seconded the motion. The motion passed by unanimous consent.

New Business/Action Items

X. Adjourn (Peña)

Ball moved to adjourn the meeting. Rubin seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 6:51 p.m.

Submitted by Doria Deen