

Minutes of the March 4, 2014 Meeting of the UCLA Communications Board

Board members present: Hossain Albgal, Asha Choudhury, Steve Greim, Sofia Haq, Kimberly Horn, Josh Levine, Cuauhtemoc Ortega, Eric Peña, George White, Arvli Ward

Board members absent: Nancy Calderon, Mohammad Ahmad

Board members arriving late: Jesse Coronado

Board members leaving early: Hossain Albgal

Guests: John Cavender (Daily Bruin reporter), Cameron Rowland (UCLARadio general manager), Angela Hill (UCLARadio staff), Chelsea Saurer (UCLARadio staff), Allison Bader (BruinLife editor in chief), Danielle Vargas (Daily Bruin Mobile sales), Melissa Merrill (Daily Bruin Mobile designer), Chloe Griffith (Daily Bruin Mobile producer), Chinmayee Mayya (Daily Bruin Mobile producer), Albert Deng (Daily Bruin Mobile tech director), Rose Liu (MIS tech), Sedina Alicic (Daily Bruin asst. copy chief), Jillian Beck (Daily Bruin editor in chief), Karleen Giannitrapani (ASUCLA BOD member)

I. Call to order (Peña)

Peña called the meeting to order at 5:43 p.m.

II. Approval of the agenda (Peña)

Peña requested to move the Bruin Mobile presentation (currently item X) to item VIII. White moved to approve the amended agenda. Levine seconded the motion. The motion passed by unanimous consent.

III. Approval of February minutes (Peña)

Haq moved to approve the minutes. Horn seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee report (Peña)

Peña said he would discuss the ASUCLA-Communications Board Advance Agreement during agenda item IX.

V. Operations Committee report (Ball)

Ball said the Operations Committee met on Wednesday, February 25 to discuss the Advance Agreement. She said the editors in attendance were opposed to the agreement as originally drafted but were more favorable to the latest terms. Ball said she encouraged them to attend the BOD meeting on Friday, February 27.

Ball reported updates provided by the editors. She said La Gente staff was hosting an alternative journalism workshop and their winter issue would be printed during ninth or tenth week. She said that La Gente staff were visited recently by the first editor in chief of the magazine. BruinLife and UCLARadio reported issues with their websites. Ball said BruinLife was reporting a very successful year. Al-Talib staff

was focusing on producing a large magazine for the end of the year, hopefully in the 30-plus page range. OutWrite staff is working on a print issue to be released early spring quarter. Nommo staff is working on fundraising and is posting online regularly.

Ball said she also discussed the upcoming editor in chief application period.

VI. Finance Committee report (Haq)

Haq said the Finance Committee met on Feb. 26 to discuss the Advance Agreement, and were planning to meet again to discuss any changes. She said she would provide more detail during agenda item IX. She said the committee also discussed the 2014-15 budget assumptions and the January financial statements, which would be discussed later in the meeting.

VII. Media Director's report (Ward)

January Financial Statements

Ward said actual revenue was about \$116,000 against planned revenue of about \$115,000 for a positive variance of about \$1,000. Ward said year-to-date revenues were also ahead of plan. Actual expense was \$108,000, which was about \$35,000 better than budgeted expense of \$143,000. Actual net revenue was about \$7,300 compared to a budgeted loss of \$28,000. Year-to-date net revenue was a loss of about \$27,000, which was better than budgeted year-to-date net revenue of a negative \$68,000. Year-to-date net revenue as of January the previous year was a loss of \$93,000. Cash reserves stood at about \$100,000, which was still in deficit to policy and did not take into account money owed to ASUCLA for deferred space, accounting and salary expenses. Peña asked for information about February projections and current cash on hand. Ward said he believed that February's budget would be met and that of the meeting date, the board had \$94,000 in the bank.

Action/Discussion Items

VIII. Bruin Mobile presentation (Peña)

The Bruin Mobile graduate assistant manager and Bruin Mobile staff members gave a presentation on Bruin Mobile. Greitzer summarized the department's structure and personnel. Greitzer said that Bruin Mobile had released about 120 apps over the last two years, and another 60 were currently in production. Greitzer said that the apps together had achieved more than 100,000 downloads and that Bruin Football, which had more than 11,000 installs, was among the 20 percent of all mobile applications that ever reach the 10,000 downloads mark.

IX. ASUCLA-Communications Bard Advance Agreement (Peña)

White moved to enter executive session at 7:00 p.m. Ball seconded the motion. The motion passed by unanimous consent.

White made a motion to exit executive session at 9:01 p.m. Ortega seconded the motion. The motion passed by unanimous consent.

The board could not reach a decision regarding the advance agreement and planned a March ad hoc meeting.

X. 2014-15 CB Budget Assumptions

Ward discussed the budget assumptions. He said that the most important issue was predicting the trend for print advertising. Ward said that the committee had settled on an overall Daily Bruin decrease in revenue of 17.5 percent.

Ball moved to accept the 2014-15 Communications Board budget assumptions. Ortega seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

XI. Adjourn (Peña)

Ball moved to adjourn the meeting. Horn seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 9:03 p.m.

Submitted by Doria Deen