

Minutes of the April 9, 2013 Meeting of the UCLA Communications Board

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

Board members late: Lauren Ball

Board members absent: George White, Elizabeth Choo

Guests: Jose Hernandez (Bruin Life Editor in chief), Amy Emmert (Student Media Editorial Adviser), Andrew Bain (Daily Bruin Editor in chief candidate), Jillian Beck (Daily Bruin Editor in chief candidate), Loïc Hostetter (Daily Bruin Editor in chief candidate)

I. Call to order (Peña)

Peña called the meeting to order at 5:42 p.m.

II. Approval of the agenda (Peña)

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

III. Approval of March minutes (Peña)

Approval of the March minutes was deferred to the May meeting.

IV. Executive Committee Report (Peña)

Peña said there was no report since there was no meeting of the Executive Committee. He said the committee would meet in April. Peña announced that Elizabeth Choo was recently appointed as a new undergraduate board member to the Communications Board.

V. Operations Committee Report (Frehn)

Frehn said the Operations Committee planned to meet in April. Peña asked Calderon to report on the entities meeting that she and Ward attended on Friday, April 5. Calderon said she felt the meeting was productive. She said the GSA internal vice president seemed receptive to Ward's comments about how divisions of ASUCLA should work together for mutual benefit. The internal vice president invited Communications Board members to attend a GSA forum meeting. Calderon said the internal vice president also asked how they could begin advertising in the Daily Bruin.

VI. Finance Committee Report (Agar)

Agar said the Finance Committee was scheduled to meet in April to review budget drafts.

VII. Media Director's Report (Ward)

Advertising Production

Ward reported that the Advertising Production Manger's (Elizabeth Layug) last day in the office was Friday, April 5. Ward said that this was an important first step in reshaping the cost structure of the department. He said a decision was made to not outsource the advertising production because it was discovered that the job could be done more economically in-house. He said lower ad volume in the summer could have posed problems in terms of outsourcing, since a failure to meet a minimum ad production volume could have triggered higher costs per ad produced. He said the Jeremy Wildman, the Advertising Manager, seemed to be managing the transition to supervising production staff successfully.

February Financial Statements

Ward said the February financial statements were published while he was on vacation so he had not had a chance to go over them with the Finance Committee. He gave a brief summary of the numbers.

Actual revenue was \$138,000 while budgeted revenue was just over \$150,000 for a negative variance of about \$14,000. Insert income, classifieds, color income, and PLEDGE fee income were better than plan. Print display advertising was lower than plan about \$15,000.

Actual expense was about \$161,000 while budget expense was \$167,000 for a small savings of about \$6,000. There was a savings of \$8,500 in printing, \$1,500 in travel, and depreciation expense was below budget. Wages were over budget because of higher headcount in mobile staff.

Actual net revenue was a loss of about \$22,000 while we were budgeted to lose \$15,000 for a negative variance of \$7,500. Last year's February net loss was about \$19,000. Year-to-date net revenue was a loss of \$115,000 but budgeted year-to-date net revenue was almost \$40,000 for a negative variance of about \$155,000. Last year's February year-to-date net loss was \$15,000.

Cash reserves stood at \$68,000. We were in deficit to policy by \$305,000. Cash as of meeting was \$74,000.

March Projections

March revenue was estimated to be just over \$100,000 but budgeted revenue was \$119,000.

Rubin asked if Ward had considered printing fewer copies of the Daily Bruin. Ward said it was something that should always be under active consideration but that we had to balance it against advertiser expectations.

Agar asked for an update on the Kuapay marketing project. Ward said that revenues would probably be about \$5,000 to \$6,000, but recent changes to the Kuapay mobile app made it no longer marketable under the original plan. Ward said he was not sure the relationship should continue.

Discussion Items

VIII. Financial Recovery Plan (Ward)

Levine moved to enter executive session at 6:01 p.m. Calderon seconded the motion. The motion passed by unanimous consent.

New Business/Action Items

IX. Daily Bruin Editor in Chief Selection (Ward)

- a. Andrew Bain
- b. Jillian Beck
- c. Loïc Hostetter

Levine moved to exit executive session at 9:17 p.m. Rubin seconded the motion. The motion passed by unanimous consent.

Jillian Beck was appointed as the 2013-14 Daily Bruin Editor in Chief by a hand vote of 10-0 with no abstentions.

New Business/Action Items

X. Adjourn (Peña)

Frehn moved to adjourn the meeting. Ball seconded the motion. The motion passed by unanimous consent. The meeting adjourned at 9:25 p.m.

Submitted by Doria Deen