

Minutes of the April 4, 2016 Meeting of the UCLA Communications Board

Board Members present: Justin Kumar, Cody Trojan, Josh Levine, Jesse Coronado, Arvli Ward, Terrelle Jerricks, Henry “C.J.” Jackson, Ashly Mohankumar, Addrita Das, Malavika Raju, Elaheh Alizadehbirjandi, Steve Greim

Board members arriving late: Alene Tchekmedyian

Board members absent: Keren Mahgerefteh, Andre Jones

Board members leaving early: Ashly Mohankumar

Guest members present: Jeremy Wildman (Student Media Advertising Manager), Sam Hoff (Daily Bruin Editor-in-Chief), Doria Deen (Student Media Office Manager), Jose Hernandez (Yearbook Program Manager), Vivian Giang (Fem Newsmagazine Editor), Dana Yu (Fem Newsmagazine Copy Chief), Tyler Wennstrom (UCLA Radio Assistant General Manager), Maria Perez (Editor-in-Chief of La Gente Newsmagazine), Annie Rimmon (Member of the UCLA Radio Board of Directors), Terry Hu (Member of the UCLA Radio Board of Directors), Asmita Paranjape (Member of the UCLA Radio Board of Directors), Roy Champawat (Student Union Director), Tanner Walters (Daily Bruin Assistant Sports Editor, 2016-17 Editor-in-Chief applicant), Matteo Vesprini-Heidrich (UCLA Radio Web Manager), Zach Seidl (UCLA Radio General Manager), Abigail Goldman (Editorial Advisor for UCLA Student Media)

Agenda:

I. Call to Order (Kumar)

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

II. Approval of the Agenda (Kumar)

Raju moved to approve the agenda. Jackson seconded the motion. The motion passed by unanimous consent.

III. Approval of the January Minutes (Kumar)

Trojan moved to table item until next meeting. Coronado seconded the motion. The motion passed by unanimous consent.

IV. Approval of the February Minutes (Kumar)

Trojan moved to table item until next meeting. Levine seconded the motion. The motion passed by unanimous consent.

V. Approval of the March Minutes

Trojan moved to table item until next meeting. Levine seconded the motion. The motion passed by unanimous consent.

VI. Opening Statements (Kumar)

Kumar discussed Student Media's current staff transition and some of the issues that have arisen with the transition. He said that the board must show the other media and student groups that it is willing to be transparent during this transitional period.

VII. Finance Committee Report (Trojan)

Trojan said the Committee met March 31 to discuss the February financial statements. He said that February was similar to January, leaving the board ahead of budget by \$6,700. Although still in a deficit overall, Trojan said that the deficit is less than had been budgeted for. Trojan said that the kiosks are continuing to bring in less revenue, which was down by about \$5,700. He also said the Committee was beginning the process of developing a draft for next year's budget. Ward and Kumar also discussed how to improve transparency among the Communications Board through its website, primarily by updating information on the website.

VIII. Operations Committee Report (Das)

Das said the Committee met March 30 to discuss both the budget and the fee. She said the Committee discussed how it would move forward if the fee did or did not pass. She said the Committee also talked about a lack of training among student media editors with regards to how student media is run (knowledge of ASUCLA, reimbursements, how the Communications Board is run, etc.) Kumar also brought up recent issues with student magazines' websites being hacked. Das added that there were many technological issues that student media had come across, including poor WIFI, which had not yet been addressed. Kumar said that it was important for the Board to be more responsive to such issues. Das also said that the Committee felt that training about how a budget was structured, written, and understood was necessary for student media editors. Ward addressed current issues with student staff who had been hired to help with technological issues. He said that Jose Hernandez would begin working to support more training for working with websites like WordPress.

Das said that because there were issues with contacting IT or student staff, the Board should set up a clear process if student media should face any technological issues. She said that training in all of these areas would probably be the most beneficial to students, and Kumar suggested setting up such trainings for this summer.

IX. Executive Committee Report (Kumar)

Kumar said that the Committee had not yet met, but planned to do so during the latter half of April. He said that before this time, he had asked the media director to send him the meeting minutes, reviews to be sent to Human Resources, information regarding whether there is transitional work in place, and for the media director's evaluation form.

X. Media Director's Report (Ward)

Ward said that this meeting was intended to be his last, despite previously saying that the March meeting would be his last. He said that members of the staff had asked him to attend in order to better help prepare the staff for the transition. He then discussed the transition and the issues that had arisen with these changes. He said that the board should appoint an interim director between the April and May meetings. He then addressed the budget, saying that the board should develop two separate budgets: the first one should be presented to the campus to show student media's need and another should be presented at the committee level to show how student media would spend the money if the fee were to pass. He then said that the board should focus its attention on winning the fee and to focus on convincing the campus that student media is worthy of the campus' support.

Ward said this week was his final week as director, and will be working to help the staff develop a budget. He also brought up the position of an interim director to help the staff with the transition. Trojan then brought up whether or not the position would be a promotion or whether it should involve a pay increase. Kumar added that if an interim director is not appointed, then Roy Champawat could assume the role as a resource to the staff. Seidl then said that he and all of student media wanted to note their appreciation for Ward's dedication to the publications.

Discussion Items

XI. Student Media Transition Plan (Kumar)

Kumar moved to couple item XI with item XV and to continue the meeting with item XII.

New Business

XII. Amendments to Constitution and Procedures (Trojan)

Trojan discussed the policies and procedures for perhaps moving up the appointment of the board chair to the end of spring rather than how it has previously been done in the fall. He added that the reason for this would be to task the chair with working with the new members and recruiting staff, faculty and administration. Trojan then discussed the possibility of professionalizing the chair responsibilities with an increased stipend.

He then brought up questions of also electing the vice chair in the spring, and a potential increase in the stipend of the vice chair. He then brought up the duties previously held by the director that may now be transferred to other members of the staff and board. This included Ward's work to recruit and work with members of the board during his time as director. The board determined that it was not ready to vote on these actions at the April meeting. Trojan brought up the idea of creating a Google Doc to discuss these items, so that the board members can think about them and respond to them through this medium until April 11 at 5 p.m., when the Google Doc will be closed for commenting.

XIII. Motion for Student Fee Finances Allocation (Kumar)

Kumar brought up the discussion of allocating \$5,000 to each of the student media publications, and wanted to make a formal motion to reaffirm the commitment.

Coronado moved to include in the 2016-17 budget \$5,000, should the new student fee pass, for all seven newsmagazines and UCLARadio. Trojan seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Kumar said that the motion served as a public commitment for which the board can be held accountable.

XIV. Radio GM Report (Kumar)

Zach Seidl, the UCLA Radio General Manager gave a presentation to discuss the radio station. He discussed student involvement in radio, the numbers of departments, shows and students who work for UCLA Radio. He then addressed how UCLA Radio can be involved in winning the fee, potentially with blog article posts, merchandise marketing, and by working with the other student media publications to show students the importance of the fee.

XV. Bruin Editor-in-chief appointment (Kumar)

A. Tanner Walters, Daily Bruin Assistant Sports Editor, candidate

Raju moved to enter executive session. Coronado seconded the motion. The motion passed by unanimous consent.

Raju moved to exit executive session at 10:41 pm; Levine seconded the motion. The motion passed by unanimous consent.

Coronado moved to appoint Tanner Walters as the 2016-17 UCLA Daily Bruin Editor in Chief. Das seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XVI. Adjourn (Kumar)

Raju moved to adjourn the meeting at 10:42 p.m. Levine seconded the motion. The motion passed by unanimous consent.