

Minutes of the February 1, 2016 Meeting of the UCLA Communications Board

Board Members present: Justin Kumar, Elaheh Alizadehbirjandi, Josh Levine, Ashly Mohankumar, Cody Trojan, Malavika Raju, Keren Mahgerefteh, Jesse Coronado, Steve Greim, Arvli Ward

Board Members arriving late: Addrita Das, Henry “C.J.” Jackson, Alene Tchekmedyian

Board Members leaving early: Cody Trojan, Addrita Das

Board members absent: Andre Jones, Terrelle Jerricks

Guests present: Jeremy Wildman (Student Media Advertising Manager), Zachary Seidl (UCLA Radio General Manager)

Call to Order (Kumar)

Kumar called the meeting to order at 5:34 p.m.

Approval of the agenda (Kumar)

Kumar asked to make an amendment to the agenda between items X and XI in order to include a discussion of the assumptions for the budget.

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

Approval of January minutes (Kumar)

This item was tabled until the March meeting.

Opening Statements (Kumar)

Finance Committee Report (Trojan)

Trojan said the Finance Committee met on () and discussed the December financial statements. He said that the committee also discussed the larger financial outlook for the Communications Board. Trojan said that overall revenue was about \$62,000 ahead of budget. Trojan said the committee also heard Ward explain why he had allowed more spending on Daily Bruin staff wages. The committee also discussed advertising sales projections for the coming year.

Operations Committee Report (Das)

Das said the committee did not have a quorum. Das said that because important issues that affect student media are discussed at these meetings, members of the board who attended discussed ways to incentivize more editors to attend: Trojan added that if editors want to make requests about the budget, this meeting should be mandatory for them. Ward suggested extending personal invitations, rather than inviting people to the meeting electronically, adding that fee campaign planning is something in which all student media should be involved.

Executive Committee Report (Kumar)

Kumar said that the committee has not yet formally met, although he sent out a Doodle poll to and emailed members of the executive board. He said that the committee will be meeting once a month rather than meeting once in the spring, as it did last year. He stressed this is not just an evaluation committee, but also a forum for which members should be sharing ideas and recommendations.

Kumar added that he met with the ASUCLA Finance Committee and discussed the KPMG audit of student media, which reported no problems. Kumar added that the Executive Committee will be holding a meeting during February to go over transitions and determine if there are any new policies that need to be adopted.

Media Director's report (Ward)

Ward said that the relaunch of bruinwalk.com will happen on Wednesday (February 3). He added that this is the first update since 2010. Daily Bruin staff led the project to redesign the site. Ward said the team, working with no budget, was very successful. The site will also be more mobile friendly where most of the audience is moving.

Student Media Advertising Manager Jeremy Wildman added that the site is in a better position to generate revenue.

Ward said that the status of the space rental for a veteran and transfer center was still uncertain. Ward explained that the Daily Bruin advertising and yearbook space of about 1,750 square feet would be rented to the university to generate about \$96,000 in revenue to the Communications Board, as well as reduce our current space charges by as much as \$25,000. The positive net effect would be more than \$120,000.

Ward reported that he attended the ASUCLA BOD Finance Committee meeting to request an extension of the A&SS payment deferment. Ward said there was a recommendation by the ASUCLA Finance Director of ASUCLA to defer payments through the quarter for \$250,000 but a counter proposal was made to extend the deferment through the end of the month for \$200,000 contingent on presenting fee campaign planning at the next ASUCLA BOD Finance Committee.

New Business

Appointment of Alene Tchekmedyan to Finance Committee (Kumar)

Trojan moved to appoint Tchekmedyan to the Finance Committee. Mahgerfteh seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

Amendment to the Agenda: Discussion of the 2016-17 Budget Assumptions (Ward)

Ward said that he wanted the board to reconsider the income projection for print advertising in 2016-17. Instead of a decline of 15%, Ward said the board should adopt the assumption of a 20% decline.

Student Fee Campaign Discussion (Ward)

Ward said that he believed that campaigns for student fees had to be re-envisioned. He said that the formal campaign period is just two weeks, making it almost impossible to communicate a complicated value proposition. Ward proposed to start mobilizing well before the formal campaign period in three phases. The first phase would be a surveying and push poll phase to learn from and inform audiences of influencers, groups, students and internal staff, after which the data would be used to create the campaign content, including messaging. The second phase would be to use the petition structure to engage and hopefully convert voters. The final phase would be the campaign, which includes seeking group endorsements, person-to-person campaigning on campus, and paid media campaigns. Ward said the campaign should be transparent and answer every last question about the financing of our organization.

Communications Board Management Transition (Kumar)

Mahgerfteh moved to enter executive session at 7:46 p.m. Raju seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

Jackson moved to exit executive session at 8:16 p.m. Levine seconded the motion. The motion passed by unanimous consent.

Adjourn (Kumar)

Mohankumar moved to adjourn the meeting at 8:17 p.m. Jackson seconded the motion. The motion passed by unanimous consent.