

Minutes of the January 11, 2016 Meeting of the UCLA Communications Board

Board members present: Elaheh Alizadehbirjandi, Jesse Coronado, Addrita Das, Steve Greim, Terrelle Jerricks, Justin Kumar, Josh Levine, Keren Mahgerefteh, Ashley Mohankumar, Malavika Raju, Alene Tchekmedyian, Cody Trojan, Arvli Ward

Board members arriving late: Andre Jones

Board members leaving early: Terrelle Jerricks

Board members absent: Henry "C.J." Jackson

Guest present: Samuel Hoff (Daily Bruin Editor in chief), Zachary Seidl (UCLA Radio General Manager), Jeremy Wildman (Student Media Advertising Manager)

I. Call to order (Kumar)

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

II. Approval of the agenda (Kumar)

Trojan said that the Finance Committee would not have a report since the committee did not meet in December. Trojan moved to approve the amended agenda. Mahgerefteh seconded the motion. The motion passed by unanimous consent.

III. Approval of December minutes (Kumar)

Trojan moved to approve the December minutes. Raju seconded the motion. The motion passed by unanimous consent.

IV. Chairman's welcome (Kumar)

Kumar thanked board members for their work and said that board members should be prepared for more work over the coming quarters that would establish the future of Student Media.

V. Executive Committee report (Kumar)

Kumar said the committee met on January 8 and discussed four memos that Ward had drafted. The memos addressed a vision of Student Media's future, the idea of student fees, fundraising, and the staffing transition.

VI. Operations Committee report (Das)

Das said the committee did not meet in December.

VII. Finance Committee report (Trojan)

This item was tabled.

VIII. Media Director's Report (Ward)

Ward said he would devote his time to the management transition discussion (item X).

New Business

IX. Student fee proposal (Mohankumar)

Mohankumar said that she had been able to discuss the fee with Ward during the winter break. She said working with Ward and other members gave her insight into process. She said she heard concerns from students about raising fees. She said some of the questions that needed to be answered included how much of a fee would we request and would it be long term or temporary. Mohankumar said she felt it was possible to win the fee, but it would take a task force and input from everyone. She said they wanted to convey that the fee would not only benefit student media, but all UCLA students. Coronado asked if the plan was to do a signature campaign to qualify for the ballot or to go through student government. Ward said it would said the petition campaign would be an opportunity to interact with voters. Mahgerefteh asked if there were any other revenue-raising options on the table because she was opposed to taxing students. Jerricks said the only other option would be fundraising, but we were not in the place to begin, and fundraising was a lengthy process. He said he agreed with Ward's approach for campaigning. He said we should include in the language how the Daily Bruin covered many issues that students would not know about if they did not report on them. Raju asked if the fee would target both undergrad and grad. She said if the fee would be voted on among grad students, that would lower the asking amount and could help the fee pass. Ward said that would be something they might test in an early polling phase. Das said at the last Operations Committee meeting the editors were still deciding their position on the fee. Coronado made the motion that the Communications Board should pursue a fee in the spring 2016 campus elections. Jones seconded the motion. The motion passed by a hand vote of 9-1 with 2 abstentions.

X. Communications Board management transition (Kumar)

Trojan moved to enter executive session at 6:43 p.m. Coronado seconded the motion. The motion passed by unanimous consent

Corondo moved to exit executive session at 7:49 p.m. Levine seconded the motion. The motion passed by unanimous consent.

XI. Adjourn (Kumar)

Trojan moved to adjourn the meeting at 7:50 p.m. Mohankumar seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen