

Minutes of the March 7, 2016 Meeting of the UCLA Communications Board

Board Members present: Justin Kumar, Cody Trojan, Josh Levine, Jesse Coronado, Arvli Ward, Terrelle Jerricks, Ashly Mohankumar, Keren Mahgerefteh, Addrita Das, Andre Jones, Alene Tchekmedyian, Henry "C.J." Jackson, Steve Greim

Board Members arriving late: Elaheh Alizadehbirjandi

Board members absent: Malavika Raju

Guests present: Jeremy Wildman (Student Media Advertising Manager), Tyler Wennstrom (UCLA Radio Assistant General Manager), Sam Hoff (Daily Bruin Editor-in-chief), Doria Deen (Student Media Office Manager), Vivian Giang (Fem Editor-in-chief), Jose Hernandez (Yearbook Program Manager), Maria Perez (La Gente Editor-in-chief), Mia Brumfield (Nommo Editor-in-chief), Karin Chan (Pacific Ties Editor-in-chief)

I. Call to Order (Kumar)

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

II. Approval of the Agenda (Kumar)

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

III. Approval of the February Minutes (Kumar)

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

IV. Chairman's Report (Kumar)

Kumar discussed how the Fee Referendum was approved by USAC for inclusion on the May student election ballot. Kumar said that it was passed after criticism that it was named for the Daily Bruin and Bruinwalk and did not include the news magazines or radio station. Kumar said that board must show the other media that they are being represented in this referendum.

V. Finance Committee Report (Trojan)

Trojan said that the Committee met on January 26 and discussed the January financial statements. Net revenue was a negative <\$27,000>, about \$9,000 short of budget.

Trojan said that the kiosks advertising was bringing in less revenue due to the loss of a large client.

Year-to-date net revenue was about \$45,000 ahead of budget. Net revenue was a loss of \$60,000 rather than a projected loss of \$105,000.

Trojan said the committee would discuss the assumptions for next year's budget.

Trojan said that committee had adjusted the predicted decline in print advertising revenue from 15% to 20% for next year's budget.

VI. Operations Committee Report (Das)

Das said that the Committee planned to meet again in the coming weeks as issues involving the fee became clearer. .

VII. Executive Committee Report (Kumar)

Kumar said the committee met before the USAC meeting to discuss the fee planning and strategy. He added that they also discussed how to address the student media publications in a more inclusive manner, so that every publication felt they had a voice.

Kumar added that much of the discussion at the meeting was about strategy before going into USAC meeting to address some of the more difficult questions: why is the fee being proposed now when student media showed that it could be profitable for the next five years and could this fee sustain all of student media?

He said that the biggest issue was inclusiveness of newsmagazines, which had been addressed by changing the language to put money from the fee towards all of student media news publications.

Kumar and Trojan gave commendations to Ward for his service to student media, thanking him for all that he has done during his time as director.

VIII. Media Director's Report (Ward)

Ward said that he had been at work on transition issues and on creating a proposal for fundraising. He said he was working with Daily Bruin editor-in-chief Sam Hoff on fee campaign planning.

New Business

Student Fee Campaign Discussion (Kumar)

Kumar discussed the fee campaign. He clarified that the Daily Bruin would not get the money from the fee directly, but rather the Communications Board would receive the money and disburse it amongst student media. Fee language that would reflect that was awaiting approval from the UC Office of the President. If it did not get approved, student media would have two days to collect 3,000 signatures to qualify by petition.

Proposal for News Magazine Funding (Kumar)

Kumar said that it was important to consider that this \$250 should be seen as a source for discretionary spending by the editor-in-chiefs of each of the student media organizations. Going forward, Kumar said that the Communications Board would do its best to support the news magazines by providing pizza for meals, allowing magazines to order t-shirts, etc. Budgets could be seen as fluid - important to consider that month-to-month, differences in ad revenue and revenue from other sources and that's something to think about - not be a stipend, but more of a discretionary spending.

Greim moved that \$250 be given to the news magazines and radio station for discretionary expenses. Kumar seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

Budget Assumptions (Ward)

Ward walked the board through the budget assumptions.

He said that the board should assume a 3.5% merit increase was planned for professional employees, per campus personnel policy. Ward said that the employees had taken on extra opportunities and were budgeted for promotions as well.

Ward said that there were no specific capital expenses currently assumed since sufficient capital did not exist to make significant purchases. Ward said the board should consider capital items in the context of fundraising or the fee rather than as part of the annual budget.

Ward said that the board should assume that the rental agreement will not happen since we had no written indication.

Ward said the board should assume that repairing financial fundamentals should be a first priority if the Communications Board should receive fee support. If \$240,000 was raised, 20% of the board's annual expenses should be reserved in addition to another \$175,000 or so as working capital. The board could also assume it would address its outstanding loan to ASUCLA as an early priority.

Ward said that the board should assume that the net effect on media other than the Daily Bruin or Bruinwalk.com be about \$40,000 should a fee be secured, which meant that each medium might get about \$5,000. The details could be worked out later if fee support happened.

Ward said the board should assume that professional staff levels decrease from four to three staff to achieve Student Media office wage/benefit expenses of about \$270,000.

Ward said that the decline in print advertising revenue would be 20% next year based on historical trends.

Trojan moved to adopt the assumptions. Levine seconded the motion. The motion passed by unanimous consent.

Student Media Presentations and Feedback (Kumar)

Trojan made a motion to enter executive session at 7:28 p.m. Jackson seconded the motion. The motion passed by unanimous consent.

Jackson made a motion to exit executive session at 9:22 p.m. Mohankumar seconded the motion. The motion passed by unanimous consent.

Adjourn (Kumar)

Mohankumar moved to adjourn the meeting at 9:22 p.m. Das seconded the motion. The motion passed by unanimous consent.