

Minutes of the May 9, 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, Henry “C.J.” Jackson, Alene Tchekmedyian, Terrelle Jerricks, Doria Deen

Board Members arriving late: Addrita Das

Board Members leaving early: Ashly Mohankumar

Board members absent: Andre Jones

Guests present: Jeremy Wildman (Student Media Advertising Manager), Zachary Seidl (UCLA Radio General Manager), Sam Hoff (Daily Bruin Editor-in-Chief), Jose Hernandez (Yearbook Program Manager), Vivian Giang (Fem Newsmagazine Editor), Roy Champawat (Student Union Director), Tanner Walters (Daily Bruin Editor-in-Chief for 2016-2017), Shayna Maci-Warner (Managing Editor at OutWrite Newsmagazine), Tulika Misra-Varma (Managing Editor at Fem Newsmagazine), Asher Naghi (Ha’Am editor-in-chief candidate), Scott Gee (UCLARadio General Manager candidate)

Agenda:

I. Call to Order (Kumar)

- a. Kumar called the meeting to order at 5:40 p.m.

II. Approval of the Agenda (Kumar)

- a. Raju moved to approve the agenda. Jerricks seconded the motion. The motion passed by unanimous consent.

III. Approval of the April Minutes (Kumar)

- a. Coronado moved to approve the April 4 meeting minutes. Mohankumar seconded the motion. The motion passed by unanimous consent.
- b. Mahgerefteh moved to approve the April 11 meeting minutes. Raju seconded the motion. The motion passed by unanimous consent.

IV. Opening Statements (Kumar)

- a. Kumar congratulated the board members and guests for the referendum passing. He then reminded the board that although this was a blessing for student media, the board must remain accountable and transparent, not falling prey to complacency or forgetting the issues that student media had faced in the past.

- b. From there, Kumar discussed the plans for the meeting, including hearing from and interviewing the individuals who would be running student media during the 2016-2017 year.
- c. Before moving to the next item, Coronado also thanked Hoff and the rest of student media for their efforts in lobbying for the fee referendum.

V. Executive Committee report (Kumar)

- a. Kumar said the Committee met on Wednesday, May 4 to discuss the fee campaign (prior to the referendum passing). He also said the committee discussed the interim director position that Deen had assumed. He said that the transition between directors has been smooth.
- b. He then brought up the rental agreement, which had not yet been signed. Kumar added that the Committee also discussed items for its June meeting.
- c. He said that since Ward had retired, and the current staff had been recently evaluated, Human Resources would not require the Committee to evaluate the media director at this time, but this role of the Committee will continue in the future.

VI. Operations Committee Report (Das)

- a. Das had not yet arrived at the meeting, so Mohankumar passed along the information from the Committee. She said that the Operations Committee met on Monday, April 25 to go over strategies for the elections week and to strategize marketing and flyering for student media.
- b. Mohankumar said she did not know what Das had planned for the June meeting, but that the information should be forthcoming.
- c. Greim raised a question about whether all the student media magazines were aware of the \$250 that had been allocated to each magazine, and the board decided that the magazines should be made aware of this allocation if they were not already.

VII. Finance Committee Report (Trojan)

- a. Trojan said that the committee met on May 5 and discussed a plan for the best and worst case scenarios for the fee referendum. He said the budget would be further discussed during item XIII. He added that although student media lost money last month, it was still ahead of budget.
- b. Hernandez said he was working with Bruin Life to set up a new studio in the coming months.
- c. Wildman also discussed revenue, and how March was often a difficult month for outdoor

revenue due to spring break and finals.

VIII. Media Director's Report (Deen)

- a. Deen first mentioned an issue raised at a previous meeting: in the past few months, the magazine websites had been facing issues, but Deen confirmed that all of the sites were up and running.
- b. She also discussed summer training, and how an outline was being formulated as she spoke with applicants to compile a list of topics to cover during training.
- c. Deen added that the IT department had been re-staffed, and that The Daily Bruin website should ideally be on 'the cloud' by the end of the quarter. This would help to clean out the server room, she added.
- d. She also mentioned a fundraising website for student media, which had not yet been launched in case of conflicts with the fee referendum, but said the website should be launched by Fall 2016.
- e. She added that internal fundraisers were the best option for student media, and that each magazine can host its own fundraiser. Seidl mentioned UCLARadio's SPARK fundraiser and its early success.

New Business/Action Items

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

Coronado moved to exit executive session at 7:43 p.m. Trojan seconded the motion. The motion passed by unanimous consent.

IX. Outwrite editor in chief interview (Deen)

- a. Shayna Maci-Warner, candidate
- b. Levine moved to appoint Shayna Maci-Warner as the 2016-17 OutWrite Editor in Chief. Coronado seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

X. FEM editor in chief interview (Deen)

- a. Vivian Giang, candidate
- b. Hanna Shipp, candidate

- c. Tulika Varma, candidate
- d. Coronado moved to appoint Tulika Varma as the 2016-17 FEM Editor in Chief. Raju seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

XI. Ha'Am editor in chief interview (Deen)

- a. Asher Naghi, candidate
- b. Coronado moved to appoint Asher Naghi as the 2016-17 Ha'Am Editor in Chief. Jackson seconded. The motion passed by a hand vote of 12-0 with no abstentions

XII. UCLARadio general manager interview (Deen)

- a. Scott Gee, candidate
- b. Trojan moved to appoint Scott Gee as the 2016-17 UCLARadio General Manager. Tchekmedyan seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

XIII. 2016-17 Communications Board and Five-Year Forecast (Deen)

- a. Deen said the current budget showed a 16% decline in Daily Bruin revenue, but the board wanted it to reflect a 20% decline. The board also asked Deen to recheck UCLARadio's budget to make sure the \$5,000 allocation from PLEDGE 2 was budgeted correctly.
- b. Trojan moved to approve the 2016-17 Budget and Five-Year Forecast with changes. Mahgerefteh seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

XIV. Adjourn (Kumar)

- a. Trojan moved to adjourn the meeting at 8:29 p.m. Levine seconded the motion. The motion passed by unanimous consent.