

Minutes of the October 5, 2015 Meeting of the UCLA Communications Board

Board members present: Elaheh Alizadehbirjandi, Jesse Coronado, Addrita Das, Henry "C.J." Jackson, Andre Jones, Justin Kumar, Josh Levine, Ashley Mohankumar, Malavika Raju, Alene Tchekmedyian, Cody Trojan, Arvli Ward

Board members absent: Steve Greim, Keren Mahgerefteh

Board members leaving early: Elaheh Alizadehbirjandi, Andre Jones

Guest present: Jose Hernandez (BruinLife Manager), Samuel Hoff (Daily Bruin Editor in chief), Zachary Seidl (UCLARadio General Manager)

I. Call to order (Kumar)

Kumar called the meeting to order at 5:45 p.m.

II. Approval of the agenda (Kumar)

Coronado moved to approve the agenda. Das seconded the motion. The motion passed by unanimous consent.

III. Approval of September minutes (Kumar)

Das moved to approve the minutes. Jones seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee report (Kumar)

There was no report.

V. Operations Committee report (Das)

Das said the committee met on October 1 and approved the nomination of two Communications Board appointees for vacant professional seats. The committee proposed to increase the number of voting members on the Operations Committee to include all of the newsmagazine editors and will be advancing the motion to the board for consideration. Das said they choose Mia Brumfield, Nommo editor in chief, as the newsmagazine voting member for now.

VI. Finance Committee report

There was no report.

VII. Media Director's Report (Ward)

- a. July 2015/August 2015 Communications Board Financial Statements

July financial statements

Ward briefly discussed year-end numbers for FY2013-14 for the benefit of the new members attending their first meeting. Ward said budgeted revenue for the

fiscal year 2014-15 was \$1,376,824, but the actual revenue was \$1,361,628. While the shortfall was only \$15,000 short of budget, revenue fell about \$100,000 from 2013-14. Revenue for 2013-14 was \$1,461,735.

Overall July revenue, which was the last period of the FY2014-15, was \$70,343, which was \$16,000 better than budget revenue of \$54,000. Year-to-date budgeted Daily Bruin expense was \$878,000 against actual expenses of \$921,000. Expense was over budget by about \$45,000. Despite Daily Bruin expense being \$45,000 over budget, year to date total expense was \$35,000 under budget. Ward said Daily Bruin printing was \$37,000 over budget. Ward said when he budgeted for printing, he believed that the decline in advertising would produce less pages, but that was not the case since editorial demands meant the paper would rarely go less than 12 pages.

Ward also discussed BruinLife results from FY2014-15. He said total revenue was about \$122,000, despite grossing \$25 per book in the arrangement with the yearbook printer Friesens, against budgeted income of \$134,000. Ward said Jose Hernandez had doubled photo sales income every year since the BruinLife photo studio began. Contribution doubled from the prior year. Ward said that many schools had lost their yearbooks due to a lack of sales and revenue, but that in contrast Bruin Life had become a financial contributor.

Ward said that net revenue for Student Media in FY2014-15 was loss of \$55,000, which was about \$20,000 better than the budgeted loss of \$75,000. Ward said that the department had performed well last year. Successes included DB EIC Andrew Erickson's leadership of the Daily Bruin to another Pacemaker nomination, a ground-breaking yearbook contract with Friesens that made a positive financial impact and surpassing the net revenue goal in the budget Trojan asked about the cash reserves. Ward said at the end of July cash reserves stood at \$247,000, but \$142,000 of it was restricted.

August financial statements

Ward said budgeted revenue was \$48,000 but actual revenue was \$42,000, for a negative variance of \$6,000. Budgeted net revenue was a loss of \$41,000 but the actual loss \$56,000. Last year's net revenue for August was a negative \$42,000, so this year's results were about \$15,00 behind last year's.

New Business

- VIII. Professional Member Appointments (Das)
- a. Henry "C.J." Jackson
 - b. Alene Tchekmedyan

Coronado moved to appoint Henry “C.J.” Jackson and Alene Tchekmedyan as professional members to the UCLA Communications Board. Levine seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

IX. Operations Committee membership change (Das)

Das said the current voting members of the Operations Committee were the four student and one non-student Communications Board members, plus the Daily Bruin editor, BruinLife editor, the UCLARadio general manager, and one newsmagazine representative.

Das said that the Operations Committee will be proposing a change to the Constitution that will give all seven newsmagazine editors votes on the Operations Committee. Das said a concern in the past with giving all seven newsmagazine votes was that the potential for the committee to be dominated by a newsmagazine agenda. Coronado said the Communications Board would still act as a check and balance because anything approved by the committee would still have to be approved by the full board. Das said there were five editors who attended the operations committee meeting, along with Sam (DB EIC) and Zach (Radio GM), who all indicated support for the change. Ward said this would create a participant majority on the Operations Committee put considerable power back in the hands of the student participants. Ward said that this would be voted on at a later meeting because a proposed change to the Constitution required written notice at least one week prior to the board meeting, and it required a two thirds majority vote.

X. Confirmation of Communications Board editor in chief appointments (Ward)

Ward asked if the board could vote to confirm the Daily Bruin editor in chief and the UCLARadio general manager. He said the newsmagazine editors had not yet attended the media law briefing, and they would need to be tested on it before they were confirmed. He asked to table the newsmagazine editor confirmations until a later meeting.

Jones moved to confirm Zachary Seidl as the 2015-16 UCLARadio General Manager. Jackson seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Das moved to confirm Samuel Hoff as the 2015-16 Daily Bruin Editor in Chief. Tchekmedyan seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Discussion Items

XI. Communications Board strategy discussion (Kumar)

Coronado moved to enter executive session at 6:54 p.m. Jackson seconded the motion. The motion passed by unanimous consent.

Jackson moved to exit executive session at 8:07 p.m. Trojan seconded the motion. The motion passed by unanimous consent.

XII. Adjourn (Kumar)

Trojan moved to adjourn the meeting at 8:08 p.m. Raju seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen