

Minutes of the April 7, 2015 Meeting of the UCLA Communications Board

Board members present: Hossain Albgal, Elaheh Alizadehbirjandi, Addrita Das, Steve Greim, Jener Sakiri, George White, Arvli Ward

Board members arriving late: Andre Jones, Jesse Coronado, Keren Mahgerefteh

Board members leaving early: Andre Jones

Board members absent: Mohammad Ahmad, Justin Kumar, Josh Levine, Cuauhtémoc Ortega

Guest present: Abigail Goldman (Student Media Editorial Adviser), Jeremy Wildman (Student Media Advertising Manager), Samuel Hoff (Daily Bruin EIC candidate), Brendan Hornbostel (Daily Bruin EIC candidate), Kevin Truong (Daily Bruin EIC candidate), Jose Hernandez (BruinLife Marketing Manager), Andrew Erickson (Daily Bruin Editor in chief)

I. Call to order (Albgal)

Albgal called the meeting to order at 5:53 p.m.

II. Approval of the agenda (Albgal)

White moved to approve the agenda. Sakiri seconded the motion. The motion passed by unanimous consent.

III. Approval of February minutes (Albgal)

Sakiri moved to approve the February minutes. White seconded the motion. The motion passed by unanimous consent.

IV. Approval of the March minutes (Albgal)

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

V. Executive Committee report (Albgal)

Albgal said the Executive Committee met on April 2 and they laid out the strategy by which they wanted to perform the media director evaluation. He said board members should expect the review form around mid May, and they would have two weeks to complete it.

VI. Operations Committee report (Kumar)

There was no report.

VII. Finance Committee report (Sakiri)

Sakiri said the Comm Board Finance Committee met with the BOD Finance Committee on March 6. He reported that the BOD Finance Committee recommended a deferment of up to \$150,000 for AS&S charges. Sakiri said the Finance Committee would meet on Friday, April 10 to discuss the 2015-16 budget. Ward asked Sakiri for the BOD Finance Committee's response to the data they presented concerning the Daily Bruin printing. Sakiri said they appreciated the data and seemed to agree that it was not feasible to cut printing frequency at this time.

VIII. Media Director's Report (Ward)

Ward presented his report through the strategic framework for recovery. He said there were four areas in which the board and organizations has been working; right-sizing the organization, sharing the mission, building new relevance, and empowering students. Ward said last year the organization made two important moves towards sharing the mission. One was the deal between Friesens and BruinLife that is funding the operational and marketing costs for the yearbook, and the other was the partnership with Communications Studies is funding a part-time media adviser for Student Media. Ward said he was currently working on what he called the "history project" and the "diversity project" which seek to find support for some of the value Student Media provides to the campus. Ward said that new relevance will include being capable mobile publishers and for the past year, the organization has been working to bring mobile development capabilities to students to augment the marketing capabilities the department had been building. The student mobile development staff was building a new platform that used web languages and an established development framework, which would increase the ease of development and lower costs. Ward said that student-led fundraising is an important area for student empowerment and that the Daily Bruin was starting a fundraising campaign using the university's crowd funding platform, SPARK. There were also plans for a newsmagazine SPARK campaign.

Student Media employees

Ward introduced Abigail Goldman and Jeremy Wildman to the board.

Discussion Items

IX. February 2015 Financial Statements (Ward)

Ward said the Finance Committee had not reviewed the financial statements because they were published over spring break, but he wanted to report the top line numbers to the board. Ward said total revenue was \$119,844 against budgeted revenue of \$120,475 for a negative variance of just \$631.

Actual expense was \$129,380 against budgeted expense of \$135,059 for a positive variance of \$5,679. The most significant single-line negative variance was printing. Year-to-date expense was \$833,645 while budgeted expense was \$827,576 for \$6,069 shortfall to budget. Last year-to-date expense was \$888,252. February YTD revenue was at \$746,244, which is \$102,555 down from last year.

February net revenue was a negative \$9,536. Budgeted net revenue was a loss of \$14,584 for a positive variance of \$5,048.

YTD net revenue was a loss of \$87,401. Budgeted net revenue was a loss of \$37,828, so there is a negative variance of \$49,573.

Cash reserves stood at \$185,000 (including cash from the class action settlement). Cash balance as of the meeting (excluding the \$142,000) was \$44,000. Greim said at the last Finance Committee meeting the BOD finance committee said our receivables were higher than in prior periods.

March Estimates

Estimated revenue was \$109,000, just under the budget at \$110,000.

New Business/Action Items

- X. Daily Bruin Editor-in-chief appointment (Ward)
- a. Samuel Hoff, Daily Bruin Assistant News editor, candidate
 - b. Brendan Hornbostel, Daily Bruin Arts & Entertainment editor, candidate
 - c. Kevin Truong, Daily Bruin Radio director, candidate

Coronado moved to enter executive session at 6:27 p.m. White seconded the motion. The motion passed by unanimous consent.

Jones moved to exit executive session at 9:19 p.m. Coronado seconded the motion. The motion passed by unanimous consent.

Coronado moved to appoint Samuel Hoff as the 2015-16 Daily Bruin editor in chief. Mahgerefteh seconded the motion. The motion passed by a hand vote of 7-1 with no abstentions.

- XI. Student Media strategic planning (Kumar)
- Kumar said ASUCLA's BOD asked the Finance Committee to present sustainable operational models for the future. Sakiri said the Finance Committee was developing various models.

XII. Adjourn (Albgal)

White moved to adjourn the meeting at 9:21 p.m. Jones seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen