

Minutes of the February 6, 2017 Meeting of the UCLA Communications Board

Board members present: Malavika Raju, Doria Deen, Tim Groeling, Cody Trojan, Mrinaalika Sivakumar, Terelle Jerricks, Abdolreza (Reza) Javadi, Eliza Blackorby, Rolondo Talbott, Sam Blake, Steve Greim, Elaheh Alizadehbirjandi, Jesse Coronado

Members arriving late:

Board members leaving early: Cody Trojan, Mrinaalika Sivakumar, Rolondo Talbott

Board members absent: Henry "CJ" Jackson, Madelyn Chen, Alene Tchekmedyan

Guests present: Tanner Walters (Daily Bruin Editor in Chief), Scott Gee (UCLA Radio General Manager), Ashar Naghi (Editor-in-Chief of Ha'Am), Tulika Varma (Editor-in-Chief of Fem Newsmagazine), Jose Hernandez (Yearbook Program Manager), Cindy Tran (Pacific Ties Editor-in-Chief), Jocelyn Martinez (La Gente Editor-in-Chief)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 5:41 p.m.

II. Approval of the agenda (Raju)

- a. Blake moved to approve the amended agenda. Trojan seconded the motion. The motion passed by unanimous consent.

III. Approval of the January 2017 minutes (Raju)

- a. Groeling moved to approve the November minutes. Alizadehbirjandi seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee report (Raju)

- a. Raju said she did not have much yet to report, besides the approval of the fiat lux. She said the logistics of the fiat lux would be discussed later in the meeting.

V. Operations Committee report (Blake)

- a. Blake said the Operations Committee met a week prior to this meeting, and had seven representatives from the various publications in attendance. He added that the representatives seemed to be doing well overall, as they were going through recruitment, updating their websites and planning print editions of the newsmagazines.
- b. He added, however, that there had been a few issues with weekend trainings this quarter: the representatives from the newsmagazines said that there was an issue with scheduling for one of the trainings, in which students showed up for training, but there was no one there to teach them. Deen responded by saying there had been an oversight and people from one of the

newsmagazines had been double booked, which she said should not happen in the future. The Board then discussed ways to make sure that students remain accountable for the trainings.

- c. Blake added that a few representatives asked for a better system to keep track of donations, so that they can more easily respond to them as they come in. Deen said that the Student Media email automatically gets emails each time a donation is made, so she could forward these emails along to editors as they come in.
- d. Blake's last point was about the visits to companies, as he is working with Talbott to get managers to NBC. He added that once this process begins, the Board could look into getting students to other companies as well.
- e. The Board then discussed the construction in the Daily Bruin newsroom, as the ceiling and lighting had now been fixed. Now, the Daily Bruin is only waiting on painting and some rewiring to get more power outlets. Greim also added that he has contacted UCLA IT for strengthening the Wi-Fi in the newsroom, but had not received a definitive response on this and would keep emailing until a response was received.

VI. Finance Committee report (Sivakumar)

- a. Sivakumar said the Committee did not yet have a report, as the December financials would be posted later this week. January was scheduled to close the week of Feb. 6th as well.
- b. She added that the Committee planned to meet before the next Communications Board meeting to discuss these reports.

VII. Media Director's report (Deen)

- a. Deen said she did not have much to report, but said she did receive confirmation that the LCD check had arrived. She added that student media did recruiting again this quarter, and the majority of the newsmagazines received a relatively flat number of applications compared to years past, but UCLA Radio had a huge spike in applications.
- b. She added that training for the new interns had finished this past week, and the media law training had just been completed last week.

VIII. Public Comment (Raju)

- a. Varma of Fem Magazine said she had an issue with attendance for this quarter's trainings, and requested a stricter attendance policy. She added that her interns at the A&E and Opinion trainings did not have good experiences, and felt alienated throughout the day by the instructors' comments and a lack of relevant material to the Fem interns. In response, the Board discussed potential additional trainings for the individual newsmagazines, or developing workshop style trainings. Groeling suggested that instead of doing paper evaluations, the

students should be asked to fill out online reviews to get a better understanding of potential issues. Trojan also suggested having separate trainers come in from publications more similar to the individual newsmagazines.

- b. In response, Walters of the Daily Bruin said the editors should have a better dialogue with Abbe Goldman to determine which trainers are effective and which are not.
- c. Deen told the student media representatives at the meeting to make their issues known right away to either Abbe or herself.
- d. Walters then gave an update on the Daily Bruin, adding that the newspaper had started a daily newsletter. Walters said he is speaking with Jeremy about monetizing the newsletter with advertisements.
- e. Walters also discussed an issue he had with a few members of the ASUCLA Board of Directors making comments about the Daily Bruin online. In response, Raju said she had come across a claim from these members saying that profits from the Ackerman store go directly to Student Media, which is untrue.
- f. She added that she would like as many of the Communications Board members to attend an Entities Committee next Friday, February 17 set up by the Services and Enterprises branch of ASUCLA, which will be discussing the role of a new committee set up by the S&E branch.
- g. Before ending the Public Comment, Gee of UCLA Radio said his interns are working on developing an alumni day to allow for possible training or fundraising for current members.
- h. Varma also requested more space for Fem Magazine, which the Board said it will look into, but may be difficult given the financial constraints.

New Business/Action Items

IX. Fundraising and Sponsorships (Raju)

- a. Raju said the logistics required for the fiat lux are constructing a syllabus and getting guest speakers. She added the fiat lux requires a minimum number of students, so asked the student magazine representatives to publicize the course.
- b. Groeling added that he and Abbe would do their best to keep the fiat lux running for the remainder of the centennial to increase funding. Groeling added he has been in contact with the Daily Bruin alumni outreach coordinator to assist in reaching out to alumni.
- c. Deen said she would also be speaking with Arvli Ward about alumni outreach ideas.

X. Personnel Matter (Raju)

- a. Greim moved to enter executive session at 6:38 pm. Groeling seconded the motion. The motion passed by unanimous consent.

- b. Greim moved to exit executive session at 8:21 pm. Alizadehbirjandi seconded the motion. The motion passed by unanimous consent.

XI. Adjourn (Raju)

- a. Jerricks moved to adjourn at 8:28 p.m. Blackorby seconded the motion. The motion passed by unanimous consent.