

Minutes of the January 17, 2017 Meeting of the UCLA Communications Board

Board members present: Malavika Raju, Doria Deen, Tim Groeling, Madelyn Chen, Eliza Blackorby, Mrinaalika Sivakumar, Steve Greim, Alene Tchekmedyian

Members arriving late: Cody Trojan, Elaheh Alizadehbirjandi, Abdolreza (Reza) Javadi, Jesse Coronado

Board members leaving early:

Board members absent: Terelle Jerricks, Rolondo Talbott, Sam Blake, Henry "CJ" Jackson

Guests present: Tanner Walters (Daily Bruin Editor in Chief), Jeremy Wildman (Student Media Advertising Manager), Scott Gee (UCLA Radio General Manager), Ashar Naghi (Editor-in-Chief of Ha'Am), Tulika Varma (Editor-in-Chief of Fem Newsmagazine), Mia Brumfield (NOMO Editor-in-Chief), Jose Hernandez (Yearbook Program Manager), Vivian Giang (Copy Editor, Pacific Ties Newsmagazine), Cindy Tran (Pacific Ties Editor-in-Chief)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 5:37 p.m.

II. Approval of the agenda (Raju)

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

III. Approval of December 2016 minutes (Raju)

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

IV. Executive Committee report (Raju)

- a. Raju said the Executive Committee had not met yet, but planned to do so in the coming week to discuss fundraising efforts.

V. Operations Committee report (Blackorby)

- a. Blackorby said the Operations Committee had not yet met, but did have a tentative date (Thursday, February 16) for the NBC Universal tour to run by Talbott.

VI. Finance Committee report (Sivakumar)

- a. Sivakumar said the Finance Committee met during week one to discuss how to properly allocate funds to the newsmagazines, and how to help the newsmagazines manage the money.
- b. Sivakumar said that Student Media had a good month financially, and that Friesens had renewed their contract.

- c. The Board then discussed the money from the LCD Class Action Lawsuit, and has moved forward on finding a charity to send the money to.
- d. Groeling suggested keeping ASUCLA involved in the process of donating the money from the lawsuit.

VII. Media Director's report (Deen)

- a. Deen said that she did not have much to report, because Student Media had done well the past month: total revenue was \$127,000, and budgeted revenue was \$128,000.
- b. Student Media was budgeted to spend \$110,000, but spent \$120,000. Net revenue was \$16,000, while budgeted revenue was \$8,000 leaving Student Media ahead of budget.
- c. Deen said one of the reasons for the greater savings was because there was budgeted spending on newsmagazines that did not materialize. She added that cash had increased overall for the month.
- d. Deen then said that Student Media had received money from the fall pledge fee, but only \$126,000 of the anticipated \$150,000 due to an error in accounting. She said the money would be reallocated. She added that Student Media is still waiting on the money from the summer pledge fee, which is estimated to be about \$40,000.
- e. Deen said there is a meeting scheduled for February to determine when Student Media will be receiving the money. She added that the Finance Committee was thinking of paying off the high-interest debt owed by Student Media should the money come through.

VIII. Public Comment (Raju)

- a. Scott Gee said the UCLA Radio website has been updated, and that a new editor in chief has been hired for blogging. He added that Radio is redoing its intern program, now offering classes and teaching interns hard skills in a class on Tuesdays at 8 pm.
- b. Tulika Varma said Fem is aiming to print a newsmagazine around Week Seven, but is currently focusing on restructuring its staff through recruitment and interviews. She added that Fem has been organized into smaller departments and sections. She also said that she is now sending newly hired staff to training with the Daily Bruin.
- c. Ashar Naghi said Ha'Am is aiming to print a magazine around Eight Week, and is beginning the process of theme planning. He added that the magazine has been posting almost daily and that web traffic was looking good.
- d. Mia Brumfield said NOMO is planning to print a large edition of its magazine in spring quarter, and already has themes and drafts of articles. She added that the newsmagazine is still recruiting.

- e. Tanner Walters said the Daily Bruin is doing well, and published about 70 articles over winter break, garnering about 2.2 million page views. He added that the staff is doing a better job of making deadlines, and that the website is undergoing a few updates. He also brought up a travel grant offered to newspaper writers. He also brought up the continued issues with construction, and issues with spotty Wi-Fi in the news conference room, so Deen said she would reach out again to UCLA to get a better time frame of when the construction would be completed.

Discussion Items

IX. Fundraising and Sponsorships (Raju)

- a. Raju discussed three potential avenues for fundraising: the first would be a fiat lux in spring quarter. The Board agreed this would be a good engagement opportunity if it's continually built up over time, but the logistics and details of the course still need to be figured out before the deadline in February.
- b. The next idea was a potential student grad fee, but the Board said that strategy and campaigning for such a fee would be more difficult this year.
- c. The last idea was a potential for a banquet or alumni fundraising event. The Board decided it is probably too late to host a banquet during the 2016-2017 academic school year, but planned to continue with reaching out to alumni in the efforts of fundraising.

X. LCD Class Action Lawsuit Update (Deen)

- a. The Board discussed what should be done with the money after Deen received confirmation from Rust Consulting that the firm could take the money.
- b. The Board decided to go ahead with formalizing a letter to send to the firm along with the check to Rust Consulting.

XI. Adjourn (Raju)

- a. Trojan moved to adjourn at 6:43 p.m. Sivakumar seconded the motion. The motion passed by unanimous consent.