

Minutes of the November 7, 2016 Meeting of the UCLA Communications Board

Board members present: Tim Groeling, Doria Deen, Malavika Raju, Rolondo Talbott, Sam Blake, Henry “CJ” Jackson, Terelle Jerricks, Madelyn Chen, Steve Greim, Eliza Blackorby, Mrinaalika Sivakumar

Members arriving late: Elaheh Alizadehbirjandi, Abdolreza (Reza) Javadi

Board members leaving early: Sam Blake

Board members absent: Cody Trojan, Jesse Coronado, Alene Tchekmedyan

Guests present: Jose Hernandez (Yearbook Program Manager), Scott Gee (UCLARadio General Manager, 2016-17), Eva Maria Pino (Assistant General Manager at UCLA Radio), Jillian Frankel (Daily Bruin writer), Shayna Maci-Warner (Managing Editor at OutWrite Newsmagazine), Ishita Gambhir (Director of Alumni Relations), Mia Brumfield (NOMO Editor-in-Chief), Cindy Tran (Pacific Ties Editor-in-Chief), Tanner Walters (Daily Bruin Editor-in-Chief)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 5:38 p.m.

II. Approval of the agenda (Raju)

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

III. Approval of June 2016 minutes (Raju)

- a. Only four members present at the November meeting were members of the 2015-2016 Communications Board, while the remaining five members present were new members who were to abstain from voting.
- b. Jackson moved to table the approval of the June 2016 minutes until the next meeting. Talbott seconded the motion. The motion passed by unanimous consent.

IV. Approval of October 2016 minutes (Raju)

- a. Blackorby moved to approve the October 2016 minutes. Blake seconded the motion. The motion passed by unanimous consent.

V. Executive Committee report (Raju)

- a. Raju said that she, Groeling, Talbott and Deen held a phone conference to discuss the class-action lawsuit.
- b. Raju added the Committee discussed the specifics of the wording of the letter sent about the decision to return the money, and then later discussed ideas for fundraising for Student Media.
- c. Groeling added that he and Deen met to discuss the branding of the student groups as a part of ASUCLA, and determined that Student Media should remain branded as a separate entity from ASUCLA.

VI. Operations Committee report (Blake)

- a. Blake said the Operations Committee met on October 27. Two committee members and six managers from student media groups were in attendance. At the meeting, Blake said the committee discussed the challenges that managers were facing, as well as what was going well.
- b. Blake discussed some of the challenges the managers had brought up, some being more immediate issues, while others were more long-term issues. Some of the immediate issues discussed included poor Wi-Fi connections and a lack of enough workspace. Some of longer-term issues included issues of recruitment, how to properly train staff members, how to attain more funding, and how to develop a mission statement.
- c. Blake added that many of the managers of student magazines had trouble recruiting, so the Committee discussed possible solutions. The first solution Blake discussed was offering training to the managers about how to train staff, how to develop a mission statement and how to run recruitment processes. He also brought up the idea of developing a “best-practices” manual for the readership of all the managers of the student magazines that would offer tips about these common issues.
- d. Blake also introduced the idea of student media-wide initiatives that would help make students

aware of all the publications within Student Media. Blake said the managers had mixed reactions to this idea, but were enthusiastic about hosting an open house at the beginning of each term for all of the publications, so that interested students could come to see all of the publications represented. He said that Blackorby would head up this initiative if enough managers were interested.

- e. Hernandez also brought up the idea of having a pool of photographers that could be used by all of the publications, as many of the managers had felt they did not have enough members or resources in areas like photography or design. This would give under-resourced magazines easier access to these auxiliary services.
- f. The final point of discussion was the potential tour of NBC hosted by Talbott. The managers unanimously decided this would be a great opportunity for students. Talbott discussed the logistics of the tours, and said the initial tour could be limited to the editors-in-chief of the publications, and then later be opened up to the board or other students. He added that if the first group were under 20 people, those present could see a live broadcast in the morning. He also said that all-day tours could be arranged, but that would depend on the availability of the students, and the funding available for lunch and transport. A VIP back-lot tour could also be arranged for about \$5,500.
- g. The Board then discussed the idea of pooling resources among the student magazines in greater detail. Hernandez suggested offering a position to 8-9 students interested in being general photographers or designers for all of the student magazines. Deen also discussed the possibility of purchasing equipment for the student magazines to use collectively as an extra resource, so that magazines can cover every event they want to cover without worrying about a lack of photographers, resources, etc. Blake said he would speak with the managers at the next meeting to gauge interest about this idea.

VII. Finance Committee report (Sivakumar)

- a. Sivakumar said the Committee met on October 24th to discuss money that Student Media should

have received in 2009, but had not yet received. Last year, Sam Hoff (2015-2016 Daily Bruin Editor-in-Chief) found out that Student Media was supposed to receive money from the pledge fee every quarter, including summer since 2009, but had never received the summer funding.

- b. This money is scheduled to be transferred into the Student Media account at the beginning of next year.
- c. Sivakumar also said the Committee discussed the class-action lawsuit.

VIII. Media Director's report (Deen)

- a. Deen began her report discussing the 2015-2016 yearbooks. She said it would be submitted for awards this year.
- b. She then discussed the August financials. For the month of August, the net loss was less than the budgeted amount. In comparison with August 2015, she added, the net loss in August 2016 is much less. She also said that sales were higher than anticipated for August, primarily because of the BruinLife Guide that was printed over the summer, for which \$12,000 in advertising was sold.
- c. She added that expenses were greater than budgeted, because professional services were needed when servers crashed over the summer. Since there were no students to help with the issues, services were needed to help. Deen also said during this time, the outside services migrated the internal websites in the servers to the cloud, so that outside services will no longer be required in the future. These services also fixed some security issues and issues of malware during August and September.
- d. Deen said that since September's financial statements were only just published, the Finance Committee has not yet had the chance to look them over. She added, though, that the net revenue is greater than had been budgeted, so these first two months have been a strong start for the school year.
- e. Deen then discussed how the Daily Bruin won two Pacemaker Awards for the 2015-2016 newspaper, and was inducted into the ACP Hall of Fame. She also said that *Prime* was a finalist for a pacemaker, and that the Daily Bruin won six first place awards from the College Media

Advisors.

- f. Deen then discussed the construction happening in the Daily Bruin office. Construction started two weeks ago, and the wall blocking off the office from the rental space should be completed by end of day, November 9. She added that the rental credit, which was initially budgeted to be seen in October, would also include half of the month of September. However, the credit will not be seen in Student Media's financials until November due to accounting issues with ASUCLA. She said the November financials should include the full rental credit for November, October, and half of September.

IX. Public Comment (Raju)

- a. Raju allotted time for guests to speak. Scott Gee discussed updates with UCLARadio. He said UCLARadio attended a conference last weekend, has developed a new app for the iPhone, and is launching a new website. He added that there have been trainings for DJs, and the Radio will be hosting an interview workshop to train members. He also discussed the pledge drive goal for UCLARadio, which is \$20,000 this year.

New Business/Action Items

X. Confirmation of Communications Board newsmagazine editor in chiefs (Deen)

- a. Before confirming the editor-in-chiefs, the two present managers spoke. Tran of Pacific Ties discussed plans for the 40th anniversary of the magazine, and said she is working with the Asian American Studies Center as a means of reaching out to alumni. She added she is planning to create an advisory board.
- b. Brumfield spoke of challenges she faced during recruiting for NOMO, adding that the magazine currently has only five members (all writers).
- c. Jackson motioned to approve all newsmagazine editors for the 2016-2017 year. Chen seconded the motion. The motion passed by unanimous consent.

XI. Fundraising and Sponsorships (Raju)

- a. Raju brought up ideas about fundraising and scholarships previously discussed by the Executive

Committee. Groeling suggested the idea of a fiat lux for the UCLA Centennial: specifically, about UCLA Student Media and its history. He said this would be a way to share this history of Student Media and to bring in potential donors, and could be done as immediately as Winter Quarter 2017.

- b. The board also discussed how to best facilitate alumni donations, and how to build connections with alumni. Jackson said he would figure out the specifics of how to accept donations and transfers of money by alumni.
- c. Gambhir of the Daily Bruin also spoke of her efforts to foster mentor relationships with alumni of the Daily Bruin, by first creating a database of all the alumni.
- d. Other ideas to develop relationships included hosting a fundraising campaign, or a banquet for all the Student Media alumni in order to network. The banquet could be seen as a time for staff to meet professionals for internship or job opportunities in the media industry. Raju said this would be an ongoing discussion.
- e. Raju also brought up the idea of potentially having a graduate student fee on the GSA ballot, like that from the 2015-2016 school year for undergraduates.

XII. LCD Class Action Lawsuit Update (Deen)

- a. Raju said the Board decided to return the money and had reached out to officially state it was doing so. Deen said the process of returning the money has been difficult so far, as communication with lawyers has not been successful. Deen said she is waiting to hear back from a lawyer about the process and timing of how to return the money.

XIII. Adjourn (Raju)

- a. Groeling motioned to adjourn. Alizadehbirjandi seconded the motion. The motion passed by unanimous consent at 7:04 p.m.