

Minutes of the October 3, 2016 Meeting of the UCLA Communications Board

Board members present: Sam Blake, Cody Trojan, Tim Groeling, Doria Deen, Malavika Raju, Jesse Coronado, Mrinaalika Sivakumar, Rolondo Talbott, Eliza Blackorby, Alene Tchekmedyian, Henry "CJ" Jackson, Terelle Jerricks

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

Board members leaving early: Cody Trojan

Board members absent: Steve Greim

Guests present: Jose Hernandez (Yearbook Program Manager), Vivian Giang (FEM staff member), Cindy Tran (Pac Ties editor-in-chief), Scott Gee (UCLARadio General Manager)

Agenda

- I. Call to order (Raju)**
 - a. Raju called the meeting to order at 5:36 p.m.
- II. Introductions (Raju)**
 - a. Raju asked the board to introduce themselves to the guests, so that the leaders of the student organizations knew the board as a whole and individually.
- III. Approval of the agenda (Raju)**
 - a. Coronado moved to approve the amended agenda. Trojan seconded the motion. The motion passed by unanimous consent.
- IV. Approval of the September minutes (Raju)**
 - a. Alizadehbirjandi motioned to approve the September minutes. Jackson seconded the motion. The motion passed by unanimous consent.
- V. Executive Committee report (Raju)**
 - a. Raju said the Committee had a conference call meeting on September 30 to discuss the Class Action Lawsuit, but has not yet spoken about other responsibilities of the Committee.
- VI. Operations Committee report (Blake)**
 - a. Blake said the committee met on September 30, and had a good turnout of the news magazine editor-in-chiefs and managers, with all but two showing up. At the meeting,

the committee unanimously approved the confirmation of the professional members of the board. At the meeting, Blake said the board members and the managers discussed the goals of each manager for their publications in the coming year. He added the board members of the committee met after to discuss what kind of data (i.e. readership, frequency of publication, etc.) they wanted to collect from each manager throughout the year in order to optimize communication and encourage a collaborative atmosphere. Blake added he and the committee had discussed offering training and development for the managers of the news magazines and radio for professional development. Jerricks suggested inviting the publisher of a magazine based in Long Beach to one of the upcoming Board meetings to host a workshop and to discuss training. Talbott also offered a newsroom tour to the editors/general manager. Gee said he would be interested in further training for UCLARadio.

VII. Finance Committee report

- a. The Finance Committee had not met yet. During the first meeting they plan to appoint a chair. Deen said she would email the finance committee once the August financial statements were published. Raju encouraged other members of the board and guests to attend the Finance Committee meetings throughout the year.

VIII. Media Director's report (Deen)

- a. Deen discussed the numbers as recruiting for the Daily Bruin, the news magazines and the radio had just finished. She said the number of applications for the Daily Bruin were up by 40% since last year with 158 more applicants than Fall 2015. She said Bruin Life was up 50%, FEM had remained steady, La Gente was up 50% and Radio was up 37%. In total, there are 176 more applicants this fall, which was a 26% increase overall.
- b. Deen added that Bruin Life published a 30+ page magazine (with a 2-page spread on Student Media) that was mailed to all incoming freshmen, possibly contributing to the increase in applications.
- c. She then discussed the rentals and the lease agreement signed between ASUCLA and the Veteran's/Transfer Center effective September 15. She said Student Media should see savings earlier than budgeted (previously believed to happen in October), although construction to build a wall to separate the spaces has not yet begun in the Student Media office. The construction was anticipated to last until December.

IX. Public Comment (Raju)

- a. Raju said she would like to dedicate a period of time during each meeting to allow guests to speak to the Board.
- b. Gee spoke about the money raised by UCLARadio last year, and that the Radio was now running at full capacity.

New Business/Action Items

X. Confirmation of Communications Board editor in chief/general manager appointments (Deen)

- a. Groeling moved to confirm the professional members Jesse Coronado, Terelle Jerricks, Henry “CJ” Jackson, Alene Tchekmedyan for the 2016-17 board. Blake seconded the motion. The motion passed by unanimous consent.
- b. During the 2015-2016 academic year, the Daily Bruin and newsmagazine editor-in-chiefs and general manager of radio had been appointed, but not yet confirmed. Deen asked if the newsmagazine editor-in-chiefs confirmations be tabled until the November meeting after they attended the media law briefing.
- c. Gee discussed changes made to UCLARadio this year, including amendments to the applications and standardizing a business plan for Radio.
- d. Trojan moved to confirm the appointments of Tanner Walters (Daily Bruin editor-in-chief) and Scott Gee (UCLARadio General Manager). Jackson seconded the motion. The motion passed by unanimous consent.

XI. Request increase in office upgrades and decrease in workstations spending (Deen)

- a. Deen discussed a plan approved in the budget package last year, which allotted \$20,000 to be spent on workstations (computers, monitors) and \$3,000 on office upgrades. She said Student Media does not need that much money to spend on computers, but does require more money for office furniture. She asked to leave \$5,000 in the budget for workstations and move the rest into office upgrades, creating a budget of \$18,000 for office upgrades.
- b. Coronado moved to approve the adjustment in budget. Sivakumar seconded the motion. The motion passed by unanimous consent.

XII. LCD Class Action Lawsuit

- a. Jackson moved to enter executive session at 6:11 p.m. Groeling seconded the motion. The

motion passed by unanimous consent.

- b. Alizadehbirjandi moved to exit executive session at 7:01 p.m. Jackson seconded the motion. The motion passed by unanimous consent
- c. Jackson moved to return the LCD Class Action funds received from FRS. Coronado seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

XIII. Adjourn

- a. Jackson motioned to adjourn. Sivakumar seconded the motion. The motion passed by unanimous consent at 7:02 p.m.