

Minutes of the April 10, 2017 Meeting of the UCLA Communications Board

Board members present: Tim Groeling, Mrinaalika Sivakumar, Eliza Blackorby, Rolondo Talbott, Malavika Raju, Doria Deen, Abdolreza (Reza) Javadi, Steve Greim, Jesse Coronado, Elaheh Alizadehbirjandi, Madelyn Chen

Members arriving late: Henry "CJ" Jackson, Alene Tchekmedyian, Cody Trojan

Board members leaving early:

Board members absent:, Sam Blake, Terelle Jerricks

Guests present: Tanner Walters (Daily Bruin Editor in Chief), Scott Gee (UCLA Radio General Manager), Tulika Varma (Editor-in-Chief of Fem Newsmagazine), Jose Hernandez (Yearbook Program Manager), Cindy Tran (Pacific Ties Editor-in-Chief), Kenzie Possee (Daily Bruin Editor-in-Chief Applicant), Jeremy Widman (Student Media Advertising Manager), Roberto Luna (Daily Bruin Editor-in-Chief Applicant), Jocelyn Martinez (La Gente Editor-in-Chief)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 6:06 p.m.

II. Approval of the agenda (Raju)

- a. Alizadehbirjandi motioned to amend the agenda, by switching the positions of Item X and Item IX. Sivakumar seconded the motion. The motion passed by unanimous consent.
- b. Blackorby motioned to amend the agenda, by deleting Item XI, which would have discussed the personnel matter. Chen seconded the motion. The motion passed by unanimous consent.
- c. Groeling moved to approve the amended agenda. Chen seconded the motion. The motion passed by unanimous consent.

III. Approval of the March 2017 minutes (Raju)

- a. Javadi moved to approve the March minutes. Blackorby seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee report (Raju)

- a. Because Item XI had been deleted from the agenda, Raju discussed the personnel matter during her report. She discussed the board's active search to find a full-time media director. She added that she plans to begin the process of interviewing candidates within the coming weeks.

V. Operations Committee report (Blackorby)

- a. Blackorby said the Committee has not yet met, but will be asking the editors what they hope to

get out of the rest of the year, at the next meeting.

VI. Finance Committee report (Sivakumar)

- a. Sivakumar said the Committee met April 7 to discuss the audited 2015-2016 financial statements.
- b. She added the Committee approved the 2017-18 budget.

VII. Media Director's report (Deen)

- a. Deen said that KPMG, the firm that audited Student Media, prepared a report that stated that everything was in order with the proper accounting principles; however, the firm noted that Student Media is not in good financial stability, and commented on the sustainability. Deen noted that this information was written before the pledge fee had been recorded.
- b. Deen then gave an update on the Wi-Fi issues, saying that ASUCLA may be able to fix the problem if they completely handle the network, rather than Student Media having its own Internet network. She added she is still waiting to hear back on ASUCLA's decision, whether they would be willing to take on Student Media's Wi-Fi network.
- c. Deen then discussed the February financial statements: Student Media had a net profit, but was down from the projected budget. She added that Outdoor and Bruin Life have seen some decline, and Bruin Life is getting its studio opened later this year, but Hernandez plans to open a second studio to cover some of these losses. Deen added that Student Media has spent slightly more than budgeted.
- d. She said the March forecast projects to be up about \$8,400 from the monthly budget.

VIII. Public Comment (Raju)

- a. Wildman discussed the kiosks, and said he is in communication with a client who may be able to improve the aesthetics of the kiosks
- b. Varma discussed Fem newsmagazine's plans for the month. She added the newsmagazines is having good retention, and will have a print issue around Week 8. She also said she is going to start work on a YouTube page with short videos, aiming to get out at least three videos by the end of the quarter. Varma also said she has spoken with Abbe Goldman about potentially hiring a feminist trainer to host the trainings for Fem.
- c. Gee discussed Radio's pledge drive, which aims to raise at least \$10,000 for yearly funds. He added the Radio will be covering external events, like Coastalong, and that new interns are coming in next week.
- d. Walters said the new Daily Bruin newsletter now has advertisements, and is building its subscriber base with a goal of 10,000 subscribers. He also updated the board about the Daily

Bruin's support fund as it has been reaching out to alumni this academic year. He said they have raised \$6,500 so far.

New Business/ Discussion Items

IX. Approval of the 2017-18 Communications Board Budget and Five-Year Forecast (Sivakumar)

- a. Deen first discussed last year's budget, and said that Student Media is showing a profit better than what had been budgeted, by around \$300,000 by the end of the year (June).
- b. Based on the information from this year and from last year's budget, Deen said the Finance Committee projected declines in Daily Bruin Revenue and outdoor, but an increase with the student fees, and an increase in Bruin Life.
- c. Deen then discussed the expenses, and said that Daily Bruin has increased its expenses, and so has Bruin Life, and printing because more newsmagazines are printing, and postage and travel are also up. She also added that benefits are up as a result of wage increases, and because Student Media will be hiring a higher paid employee.
- d. This summer, Deen said Student Media plans to update the newsmagazine offices, as well as a potential expense for Wi-Fi and upgrades to computers and cameras.
- e. For the five-year forecast, Deen said the Committee projected a decline for Daily Bruin by about 15%, an increase with the support of the pledge fee by 2%, and Bruin Life increasing by 3%, and Web decreasing by only about 1%.
- f. Deen added that although there are projected deficits over the next five years, cash should remain okay for Student Media.
- g. Coronado moved to approve the 2017-18 Communications Board Budget and 5-Year Plan. Tchekmedyian seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

X. Daily Bruin Editor in Chief Selection (Deen)

- a. Alizadehbirjandi moved to enter exec session at 7:22p.m. Tchekmedyian seconded the motion. The motion passed by unanimous consent.
 - i. Roberto Luna, candidate
 - ii. Mackenzie Possee, candidate
- b. Alizadehbirjandi moved to exit executive session at 9:00 p.m. Tchekmedyian seconded the motion. The motion passed by unanimous consent.
- c. Coronado moved to appoint Mackenzie Possee as the 2017-18 Daily Bruin Editor in Chief. Tchekmedyian seconded the motion. The motion passed by a hand vote of 13-0 with no

abstentions.

XI. Adjourn (Raju)

- a. Jackson moved to adjourn at 9:01 p.m. Tchekmedyian seconded the motion. The motion passed by unanimous consent.