

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

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

Members arriving late: Madelyn Chen

Board members leaving early: Rolondo Talbott

Board members absent:, Alene Tchekmedyian

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), Vivian Giang (Copy Editor, Pacific Ties Newsmagazine), Kenzie Possee (Daily Bruin Photo Editor), Jeremy Widman (Student Media Advertising Manager)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 5:36 p.m.

II. Approval of the agenda (Raju)

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

III. Approval of the February 2017 minutes (Raju)

- a. Groeling moved to approve the November minutes. Blake seconded the motion. The motion passed by unanimous consent, with one abstention as Jackson was not present at the February meeting.

IV. Executive Committee report (Raju)

- a. Raju said the Executive Committee met to discuss the personnel matter that will be discussed in executive session.

V. Operations Committee report (Blake)

- a. Blake said the Committee first discussed opportunities for cross-collaboration across the publications, as UCLA Radio is opening its intern training program to anyone in student media. He added that the Daily Bruin and UCLA Radio are offering platforms to advertise.
- b. Blake said the Committee also discussed a hack that hit one of the servers, affecting a few of the newsmagazines. A cause for the hack for one of the publications was linked to a weak password, but the Board discussed ways to increase security for the publications, including

making sure each newsmagazine updates its passwords and themes.

- c. Blake added that the Committee discussed the issue of Wi-Fi. In response, Deen said the source of the Wi-Fi issues has been identified, which can be fixed for a cost of roughly \$10,000, or the Board can continue to wait to hear back from ASUCLA. The Board discussed exhausting all the resources before committing to the \$10,000 fee.
- d. The Board then discussed leaks that had affected the offices of a few newsmagazines during the periods of rain, and decided it would be beneficial to have someone come to inspect the leaks.
- e. The Board also addressed the kiosks around campus, and the possibility of improving their appearance and offering more opportunities to promote the student media publications.
- f. The final point of discussion was the NBC tour, which was postponed again. Blake and Talbott decided it would be best to choose a date 6-8 weeks in advance for the tour.

VI. Finance Committee report (Sivakumar)

- a. Sivakumar said the Committee discussed the budget, which she added is doing well as Student Media is ahead of budget.
- b. She added that the Committee went over the draft budget assumptions and the finances associated with the media director position.

VII. Media Director's report (Deen)

- a. Deen said the studio is now open, but students tend to wait closer to spring to take advantage of it. She added that construction in the office is almost done, and that the painting should be done before the end of Winter Quarter.
- b. Deen then discussed the financials. She said that overall, Student Media is doing well, but in December, had a loss of \$3,400.
- c. Deen also added that kiosks are not doing currently, but the sales from the year prior had been abnormally high.
- d. Deen also said that the Board is \$52,000 ahead of budget, which is 7.8% ahead of what was budgeted last year. The Board is also still waiting on the money from last year's pledge fee, which has not yet been recorded.
- e. Deen said that the top categories for income include the Daily Bruin, Bruin Life, Web and Outdoor. Additionally, Student Media has overspent \$2,000 this year, primarily due to the professional services that were used this year.
- f. Deen said these numbers will be used to develop the budget for the next academic year. She added that the Student Media publications will be selecting their new editor-in-chiefs and

general manager positions in the coming months.

- g. The Board also discussed a meeting that was held by the four ASUCLA entities, that was held in order to rebrand ASUCLA. The Board discussed its relationship with the other entities, and its goal to continue to keep promoting student media as it is and its impact on the UCLA community.

Public Comment

- h. The Board opened up an opportunity for discussion by the attendees at the meeting. Varma of Fem said that distribution is going well, and Gee of UCLA Radio said that there will be a pledge drive in spring quarter to fund yearly activities and programs. Gee also updated the board on improvements to the UCLA Radio webpage and its intern program.

New Business/Action Items

VIII. 2017-18 Budget Assumptions (Deen)

- a. Deen discussed the components used to develop budget assumptions, including those that are within the control of the Board, and those out of control. The components that remain out of the Board's control include inflation, undergraduate student enrollment, the pledge fee, professional employee benefits, workers comp, and contributions to the university retirement plan. The components within the control of the Board included merit increases for professional employees, capital expenditures, the Friesens yearbook revenue share, and the falling demand for print sales.
- b. Blackorby moved to approve the budget assumptions, with the potential for adjustments after the hiring of the media director position. Groeling seconded the motion. The motion passed by

New Business/ Discussion Items

IX. Personnel Matter (Raju)

- a. Coronado moved to enter executive session at 7:10 p.m. Jackson seconded the motion. The motion passed by unanimous consent.
- b. Trojan moved to exit executive session at 7:28 p.m. Jackson seconded the motion. The motion passed by unanimous consent.

X. Adjourn (Raju)

- a. Coronado moved to adjourn at 7:28 p.m. Jackson seconded the motion. The motion passed by unanimous consent.