

Minutes of the February 2, 2015 Meeting of the UCLA Communications Board

Board members present: Hossain Albgal, Jesse Coronado, Addrita Das, Steve Greim, Justin Kumar, Josh Levine, Keren Mahgerefteh, Jener Sakiri, George White, Arvli Ward

Board members late: Elaheh Alizadehbirjandi

Board members absent: Mohammad Ahmad, Andre Jones, Cuauhtémoc Ortega

Guest present: Lauren Uba (UCLARadio General Manager)

I. Call to order (Albgal)

Albgal called the meeting to order at 5:44 p.m.

II. Approval of the agenda (Albgal)

Albgal asked for a motion to add two agenda discussion items: (1) Funding discussion, and (2) LCD class action payment. Coronado moved to approve the amended agenda. White seconded the motion. The motion passed by unanimous consent.

III. Approval of January minutes (Albgal)

Levine moved to approve the January minutes. White seconded the motion. The motion passed by unanimous consent.

IV. Executive Committee report (Albgal)

There was no report. Albgal said he wanted to have their first meeting soon to identify the media director evaluation goals.

V. Operations Committee report (Kumar)

Kumar said the Operations Committee met on January 20 and discussed financial issues, including stipends for newsmagazines editors. Kumar reported that he told the editors that stipends would not be possible but said that the Communications Board could fund t-shirts and equipment purchases.

Kumar reported that Lauren Uba from UCLARadio said the station carpet needed to be replaced. The Committee also discussed a summer workshop in grant writing and fundraising. The Committee discussed soliciting alumni donors. Ward said if editors needed small amounts of money, they should contact the department. Ward said that the media should focus on grant writing and fundraising and that fundraising should be coordinated. Ward said that having each newsmagazine do its own fundraising might lead to uneven efforts.

Greim asked if the carpet was covered as part of the maintenance and utilities charges. Ward said yes. Ward said he had discussed the carpet with Roy Champawat

who said the maintenance crew would try to clean it first and then consider replacing it if necessary.

VI. Finance Committee report (Sakiri)

Sakiri said the December financial statements were recently published, but the committee had not met to discuss them. Sakiri said he would report a few numbers. He said revenue was \$3,000 better than budget, and expense was \$15,000 over budget. Actual loss was \$31,000 opposed to a budgeted loss of \$19,000. Kiosk and yearbook advertising was also down. Editorial wages were over budget because the budget included one pay period in December when there were in fact two pay periods. Ward discussed year-to-date and reported that wages were under budget by \$6,000 but printing was over budget. Ward said there was more printing in December due to the change in the calendar. Ward said year-to-date expenses were about \$20,000 under budget. Ward said it would be tough to cut expenses directly to match the fall in advertising. Greim asked for an explanation about printing expenses. While they were planned to go down, they appeared to be going up Greim said. Ward said he budgeted less printing because usually printing corresponds to ad sales but that he had made some decisions to allow more printing. Greim said that he was concerned that overspending on printing would create a significant variance by the end of the year.

Ward said cash stood at \$307,000.

VII. Media Director's Report (Ward)

Winter Intern Recruiting

Ward said UCLA Radio had 152 applicants for 28 spots, and the Daily Bruin had 119 applicants. He said that was a rare quarter for another medium to have more applicants than the Daily Bruin.

Daily Bruin Spark Campaign

The Daily Bruin wanted to use the university crowd funding platform, Spark, to raise \$10,000 for new equipment. Ward said that meetings between Daily Bruin staff and Spark staff and Student Affairs development officers were underway.

UCLA Radio Presentation

Lauren Uba, UCLA Radio general manager, made a presentation to inform the board about UCLA Radio. She presented UCLA Radio's website and social media platforms. She also discussed how station staff was able to raise over \$6,000 using Spark and how those funds were used to up-grade equipment in the station. Uba talked about the need for new carpet in the studio, sound proofing and improving the quality of the station's signal.

Discussion Items

VIII. December 2014 Communications Board Financial Statements (Ward)

A summary of the statements was discussed during the Finance Committee report.

IX. External Funding Ideas (Albgal)

Albgal stated that he wanted to establish a subcommittee that would do research on the subject of a new student fee. He said the committee's responsibility would be to provide information that would help the board might use in its discussion about the feasibility of a fee. Albgal asked for three student volunteers. Das and Uba volunteered. Sakiri suggested that we reach out to Jones because he had experience with student government.

X. LCD Class Action Settlement Check (Albgal)

White moved to enter executive session at 7:28 p.m. Kumar seconded the motion. The motion passed by unanimous consent.

White moved to exit executive session at 7:52 a.m. Mahgerefteh seconded the motion. The motion passed by unanimous consent.

New Business/Action Items

XI. Adjourn (Albgal)

Kumar moved to adjourn the meeting at 7:52 p.m. Maheregteh seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen