

Minutes of the May 1, 2017 Meeting of the UCLA Communications Board

Board members present: Tim Groeling, Eliza Blackorby, Rolondo Talbott, Malavika Raju, Doria Deen, Abdolreza (Reza) Javadi, Steve Greim, Jesse Coronado, Sam Blake, Cody Trojan

Members arriving late: Mrinaalika Sivakumar, Elaheh Alizadehbirjandi

Board members leaving early: Abdolreza (Reza) Javadi

Board members absent: Madelyn Chen, Terelle Jerricks Henry "CJ" Jackson, Alene Tchekmedyian,

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), Mia Brumfeld (Fem Newsmagazine Editor-in-Chief and applicant), Madeleine Gavin (UCLARadio candidate), Neelem Sheikh (Al-Talib candidate), Andrew Hall (OutWrite candidate), Anastacia Kellogg (OutWrite candidate)

Agenda

I. Call to order (Raju)

- a. Raju called the meeting to order at 6:03 p.m.

II. Approval of the agenda (Raju)

- a. The agenda was amended to have the budget approval before the EIC interviews, and to move the OutWrite interviews before Al-Talib interviews.
- b. Trojan motioned to amend the agenda. Groeling seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.
- c. Blackorby motioned to approve the amended agenda. Coronado seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

III. Approval of the April 2017 minutes (Raju)

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

IV. Executive Committee report (Raju)

- a. Raju said the Executive Committee has been making progress on the media-director hiring process, and has narrowed the search down to about 8-10 candidates, who will be screened by Human Resources, and then interviewed in the coming weeks. She added that she hopes to have made a final decision by June.
- b. Raju also said that Sam Blake has stepped down as vice-chair, so Blake spoke to the Board and said that he had submitted his letter of resignation.

V. Operations Committee report (Blackorby)

- a. Blackorby said that the Operations Committee meeting with the newsmagazines went well for that month, and that many of the newsmagazines had been working on their print issues. She added that many of the editors still complained about Wi-Fi as an issue in their offices.
- b. Blackorby also mentioned the NBC tour, and said that she would be coordinating with Talbott to make sure that the tour happened by the end of the year.
- c. Blackorby ended her report by discussing how to improve the role of the Operations Committee so that it can develop a stronger system of communication between the board members and the student media leaders.
 - i. She added that she wants to implement changes for the Operations Committee so that it can provide access to resources and stronger support in an ongoing manner, whether that involved financial explanations, marketing ideas, or a project for the newsmagazines to work on throughout the year. She added that she still wanted to develop a best practices guide, not just for the journalists, but also for the members of the Operations Committee.
 - ii. Gee added that although he did not have any specific suggestions at the time of the meeting, he would be speaking with each of the newsmagazines to get feedback and report back to the Board with how the relationship between the magazines and the Board could be improved.
- d. Blake added that he believes the Operations Committee would also benefit from assistance from full-time staff in order to make sure that initiatives are completed.
- e. Raju suggested having an online polling system to get feedback from each of the newsmagazines, and to determine how to best adapt the role of the Operations Committee in order to best assist each newsmagazine.

VI. Finance Committee report (Sivakumar)

- a. Sivakumar said the Finance Committee met to discuss the 2017-2018 Budget, which now included the pledge fee money and the potential deal with Friesens.
- b. She added that the Committee discussed the five-year forecast, and said the Board will be paying back its deferments from ASUCLA.

VII. Media Director's report (Deen)

- a. Deen started her report an overview of the newsmagazine recruitment, and said that UCLA Radio and a few newsmagazines had recruited Spring quarter, so a small training was held for these staff members. She added that UCLA Radio has begun its pledge drive, and is doing well.
- b. Deen also updated the Board on the Wi-Fi issue, and said that the director of IT for ASUCLA

has not yet agreed to take over the server room, and will get back to her on that issue.

- c. Deen also said that Wildman has been continuing to look into preserving the kiosks, and is waiting on estimated quotes to come back before any changes are made.
- d. Deen added that ASUCLA had its finance committee meeting this month, but did not yet approve the Board's budget, but plans to do so at their next meeting.
- e. Deen also mentioned that she has plans to begin the process of finding members for next years' Board.

VIII. Public Comment (Raju)

- a. Gee of UCLA Radio said the pledge drive is underway for the next month, and is hoping to raise at least \$10,000 but believes Radio can reach up to \$20,000. He also requested help in outreach from the Board.
- b. Tran of Pacific Ties said the newsmagazine is planning its theme for its publication this Spring, and also requested help in finding a media advisor for the newsmagazine. Raju and Deen said that although the Board may be unable to find a paid advisor for each of the newsmagazines, they would look into reaching out to professors in the Asian Studies department, or to alumni.
- c. Varma of Fem magazine also discussed reaching out to alumni for this process of developing connections, or finding an advisor.
- d. Walters updated the Board on the Daily Bruin, and said that Possee is now in the process of hiring top editors. He added that he hopes the Board will include the newsmagazines in the conversation of who is hired for the new media director. In response, Raju said that as they are narrowing down the list of candidates, she can reach out to the editors of the newsmagazine to get input or feedback.

IX. Election of Vice Chair

- a. Trojan moved to nominate Blackorby as Vice-Chair. Groeling seconded the motion. The motion passed by unanimous consent.

New Business/ Discussion Items

X. Approval of changes to the 2017-18 Communications Board Budget and Five-Year Forecast (Deen)

- a. Deen discussed the changes that have been made to the Board's Budget, as Student Media has received the funding from the winter pledge. She added that the cost of plant and utilities was decreased after receiving an estimate from ASUCLA. She also pushed the money from the pledge fee until the next year in order to be conservative in case Student Media does not

receive the full pledge fee by the end of the fiscal year. Deen also mentioned that the photo wages for Bruin Life have dropped. Lastly, Deen mentioned that Student Media has an increase in projected cash flow.

- b. Blackorby motioned to approve the amended Communications Board Budget. Alizadehbirjandi seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

Blackorby motioned to enter executive session at 7:10 pm. Alizadehbirjandi seconded the motion. The motion passed by unanimous consent.

XI. **OutWrite Editor in Chief Selection (Deen)**

- c. Andrew Hall, candidate
- d. Skylar Kang, candidate
- e. Anastacia Kellogg, candidate
- i. Coronado moved to appoint Andrew Hall as OutWrite Editor-in-Chief. Blackorby seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XII. **Al-Talib Editor in Chief Selection (Deen)**

- f. Neelem Sheikh, candidate
- i. Blackorby moved to appoint Neelem Sheikh as Al-Talib Editor in Chief. Sivakumar seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XIII. **FEM Editor in Chief Selection (Deen)**

- g. Tulika Varma, candidate
- i. Blackorby moved to appoint Tulika Varma as Fem Editor in Chief. Groeling seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XIV. **UCLA Radio General Manager Selection (Deen)**

- h. Madeleine Gavin, candidate
- i. Coronado moved to appoint Madeleine Gavin as UCLA Radio General Manager. Groeling seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XV. **Adjourn (Raju)**

- a. Trojan motioned to exit executive session at 9:42 pm. Groeling seconded the motion. The motion passed by unanimous consent.
- b. Alizadehbirjandi motioned to adjourn at 9:43 pm. Groeling seconded the motion. The motion passed by unanimous consent.