

Minutes of the May 4, 2015 Meeting of the UCLA Communications Board

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

Board members arriving late: Andre Jones

Board members absent: Mohammad Ahmad, Cuauhtémoc Ortega, George White

Guest present: Andrew Erickson (Daily Bruin Editor in chief), Kei Haan (OutWrite EIC candidate), Alejandra Rodriquez (OutWrite EIC candidate), Max Nath (Ha'Am EIC candidate), Noah Wallace (Ha'Am EIC candidate)

I. Call to order (Albgal)

Albgal called the meeting to order at 5:42 p.m.

II. Approval of the agenda (Albgal)

Mahgerefteh moved to approve the agenda. Kumar seconded the motion. The motion passed by unanimous consent.

III. Approval of April minutes (Albgal)

This was tabled until the next meeting.

IV. Executive Committee report (Albgal)

Albgal said he would send out the media director review form mid-May, and it would be due June 1.

V. Operations Committee report (Kumar)

Kumar said the Operations Committee met on April 29 where they mostly discussed some issues with UCLARadio and a few from the Daily Bruin. He said his goal was to try to get higher attendance for the meetings and to discuss the organization's finances. Ward said he had discussed with Kumar how future transitions in Student Media staffing would require a stronger Operations Committee.

VI. Finance Committee report (Sakiri)

Sakiri said the Finance Committee had not met because the March financial statements were recently published but said he would share some March results. Sakiri said revenue was down almost \$9,000. Expenses were \$5,000 under budget. The net loss for the month was about \$4,000.

Sakiri reported that recent meetings with the BOD Finance Committee were productive.

VII. Media Director's Report (Ward)

March financial statements

Ward added to Sakiri's report. Year-to date revenue was \$850,000 against a budget of \$900,000. Last year YTD revenue was at \$946,000, so revenue has dropped about \$100,000 year over year. YTD expense was about \$944,000, about \$1,500 over budget. YTD expense is \$67,000 less than last year. Ward said the department was continuing to cut costs. April estimated revenue was \$152,000 against budgeted revenue of \$136,000.

Ward said a team from the Daily Bruin Marketing Internship created a new product—a graduate school publication—that raised \$12,000 in revenue. He said other teams from the unpaid internship teams had three other products in the works. Ward said that this is an important step in the maturation of a model that is valuable to the organization and to the students who get involved. He said the marketing interns were also the street teams that passed out fliers for clients, which has earned as much as \$15,000 in annual street marketing revenue.

New Business/Action Items

VIII. Ha'Am Editor-in-chief appointment (Ward)

- a. Max Nath, candidate
- b. Noah Wallace, candidate

Coronado moved to enter executive session at 5:56 p.m. Levine seconded the motion. The motion passed by unanimous consent.

Coronado moved to exit executive session at 7:56 p.m. Levine seconded the motion. The motion passed by unanimous consent.

Coronado moved to appoint Max Nath as the 2015-16 Ha'Am editor in chief. Sakiri seconded the motion. The motion passed by a hand vote of 7-2 with no abstentions.

IX. OutWrite Editor-in-chief appointment (Ward)

- a. Kei Haan, candidate
- b. Alejandra Rodriguez, candidate

Coronado moved to appoint Alejandra Rodriguez as the 2015-16 OutWrite editor in chief. Sakiri seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

X. 2015-16 Communications Board Budget and Five-Year Forecast (Ward)

Sakiri moved to approve the 2015-16 Communications Board Budget and Five-Year plans with the following changes to the Five Year Plan: Printing and Distribution should reflect a publishing schedule of at least 60 issues of the Daily Bruin and; Student Media Office should show budget adequate to maintain the current staffing

levels of a director, advertising manager and operations manager. Levine seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

XI. Adjourn (Albgal)

Alizadehbirjandi moved to adjourn the meeting at 9:35 p.m. Kumar seconded the motion. The motion passed by unanimous consent.

Submitted by Doria Deen