

Minutes of the February 5, 2018 Meeting of the UCLA Communications Board

Board members present: Doria Deen, Eliza Blackorby, Alene Tchekmedyian, Steven Greim, Mona Mosavi, Mrinaalika Sivakumar, Elaheh Alizadehbirjandi, Reza Javadi

Board members arriving late: Tim Groeling, Parinaz Abiri

Board members leaving early: Reza Javadi, Elaheh Alizadehbirjandi

Board members absent: Jesse Coronado, Terelle Jerricks, Henry Jackson, Rolondo Talbott, Jesse Avellaneda

Guests present: Jeremy Wildman (Business Manager), Jose Hernandez (Operations Manager), Tulika Varma (FEM EIC), Rebecca Vorick (FEM staff member), Mackenzie Possee (DB EIC), Maddie Gavin (UCLA Radio GM), Abigail Goldman (Media Advisor)

Agenda

- I. Call to order (Blackorby)**
Blackorby called the meeting to order at 6:00 p.m.
- II. Approval of the agenda (Blackorby)**
Deen added a discussion item (item IX – GSA Fee Discussion) and Blackorby added an executive session agenda item (item X – Executive Session). Tchekmedyian moved to approve the amended agenda. Greim seconded the motion. The motion passed by unanimous consent.
- III. Approval of January minutes (Blackorby)**
Tchekmedyian moved to approve the minutes. Javadi seconded the motion. The motion passed by unanimous consent.
- IV. Executive Committee report (Blackorby)**
Blackorby stated that the committee had not met in January, however she mentioned that the Bruin Walk ad-hoc committee had been meeting. Groeling spoke about why the ad-hoc committee was created, saying he saw potential for it to be more influential, successful and ultimately beneficial to Student Media. He planned to break up the ad-hoc committee into 3 groups—future opportunities, possible features, and obstacles.
- V. Operations Committee report (Alizadehbirjandi)**
Alizadehbirjandi reported that the committee met on February 2 and spoke about training and general updates on the news magazines, DB, and UCLA Radio. The main concern was that Arts and Entertainment trainings did not have a trainer, so they used a DB editor, which they hoped was just a one-time thing. The other main concern was that UCLA Radio station’s fire safety appears to not be up to code and was waiting for future meetings with the Fire Marshall to confirm. As for the handicap accessibility issue for

those in UCLA Radio, the temporary solution was to give the students keys to the Ackerman Grand Ballroom, but they are hoping for a better and more long-term solution.

VI. Finance Committee report (Sivakumar)

Sivakumar said the committee had not met because the December financial statements had not been published.

VII. Media Director's report (Deen)

Deen reported that Bruin Life Photo Studio was now officially open and shared preliminary numbers from the December preliminary financial statements. The net revenue for the month was \$-5635 and YTD, the net revenue was \$125K, which was still 100% over budget. Expenses were overstated for the month, but the bulk of the change was in payroll due to timing. Also ASUCLA's policy is that our cash should be 20% of our operational budget, so it should be at \$212,000 but its at \$181,000 meaning that we're \$31,000 in deficit to policy. She informed the board that this was ASUCLA Services and Enterprises policy, and if necessary, the board could adopt it's own.

Deen reported on some analytics for the month of January. For users, there was a large increase in UCLA Radio, Ha'Am, Al-Talib, and FEM. UCLA Radio had 9,000 page views last year, and this year they have 23,000, which can be attributed to how much people have been promoting their shows. Bruin Life had also increased, most likely because of a freshman email mailer. Bruinwalk had 200,000 more users this January than last year, which was a 32% increase.

Deen said she would be presenting a Daily Bruin pickup rate analysis at the next meeting, as it hasn't been determined if it's gone up or down since circulation numbers were cut by 2,000. Another main issue was finding a new printing business since our contract ended and it seems that Gardena Valley is going to be a good fit and cheaper on average. They cannot print magazines, however, so we are looking into options.

Deen also shared what to look forward to in the coming months, such as in March, the Finance Committee and the Comm Board budget will approve the budget assumptions. DB EIC, Yearbook EIC and UCLA General Manager endorsements are also coming up in April, May, and June.

VIII. Public Comment (Blackorby)

Varma from FEM spoke about being on track to print at week 8 and the fundraising issues they've faced. Possee from DB reported that everything was looking good. Gavin from UCLA Radio recruited about 40 new members and they planned to print a zine. She also reported that UCLA Radio had removed artists accused of sexual misconduct from their library. Also UCLA Radio is legally broadcasting now.

New Business/Discussion Items

IX. Discussion Item

Possee present the idea of requesting a GSA fee for Student Media. She said there were graduate students both apart of the Daily Bruin and UCLA Radio. The board said they did not think it was necessary to place a fee on the ballot for this year, but that they would keep this discussion in mind for future years.

X. Executive Session (Blackorby)

Tchekmedyian moved to enter executive session at 7:21 p.m. Mosavi seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

Greim moved to exit executive session at 7:42 p.m. Tchekmedyian seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

XI. Adjourn (Blackorby)

Tchekmedyian moved to adjourn at 7:42 p.m. Groeling seconded the motion. The motion passed by unanimous consent.