

## **Minutes of the March 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, Tim Groeling, Jesse Coronado, Jesse Avellaneda, Reza Javadi

**Board members arriving late:** Parinaz Abiri

**Board members absent:** Terelle Jerricks, Henry Jackson, Rolondo Talbott,

**Guests present:** Maddie Gavin (UCLA Radio General Manager), Mackenzie Possee (Daily Bruin Editor in Chief), Jacob Preal (Daily Bruin Assistant News Editor), Abhishek Shetty (Daily Bruin Assistant Opinion Editor), Tulika Varma (FEM Editor in Chief), Jeremy Wildman (Business Manager), Jose Hernandez (Operations Manager), Pouria Abbassi (ASUCLA Executive Director)

### **Agenda**

**I. Call to order (Blackorby)**

Blackorby called the meeting to order at 6:08 p.m.

**II. Approval of the agenda (Blackorby)**

Tchekmedyian moved to approve the agenda. Alizadehbirjandi seconded the motion. The motion passed by unanimous consent.

**III. Approval of February minutes (Blackorby)**

Avellaneda moved to approve the minutes. Tchekmedyian seconded the motion. The motion passed by unanimous consent.

**IV. Executive Committee report (Blackorby)**

Blackorby stated that USAC appointed a new undergrad member to the Communications Board. She also spoke about the upcoming centennial for Student Media and mentioned that she and Deen discussed fundraising events to raise money, increase involvement from alumni and community members, and provide a physical gathering of past and present members involved with Student Media.

Groeling recapped the Bruinwalk ad-hoc committee meeting. He said he was concerned about the Chrome extension function diminishing ad revenue. He also mentioned the problems with recruiting and retaining trainers within Bruinwalk. They also looked into if other UCs had the equivalent of Bruinwalk, which they did. He said the next step was trying to figure out what features people would like to see and how to tackle the capacity problems.

She introduced Pouria Abbassi to the board and gave him space to speak to the board. He expressed his excitement in joining ASUCLA and shared his professional background with the board.

**V. Operations Committee report (Alizadehbirjandi)**

Alizadehbirjandi reported that they were unable to meet, but would meet before the next meeting.

**VI. Finance Committee report (Sivakumar)**

Sivakumar shared the results of the annual external financial audit by KPMG. She stated that we received the first of three installments of the summer PLEDGE back pay (\$76,000). The fall PLEDGE fee shortage and the UCLA Fund donations have not come in yet, but that money should be coming in soon. She also mentioned that there was an additional \$3,200 coming from the Bridget O'Brien Scholarship Foundation, and the money would be used for a travel grant for the Daily Bruin.

Deen added that although we had a net profit last year, the auditors thought it was necessary to keep the "going concern" note in the report about as an emphasis of matter.

**VII. Media Director's report (Deen)**

*Newsmagazines Published*

Deen reported that Prime, FEM, and OutWrite published.

*New Wi-Fi*

Deen said that the new Wi-Fi had been installed and was running smoothly. Now anyone connected to Student Media Wi-Fi would be able to print and access the shared "Penn Station" drive.

*January Financial Statements*

Deen said total income for the month was \$118,959, \$7,000 behind budget. Web Media was down 12% from last year. Net Revenue (YTD) was \$151,000, which was good.

*Analytics and Analyses*

Deen said Users were up in Bruin Life, OutWrite, Al-Talib, and UCLA Radio. Bruinwalk, Bruin Life, and UCLA Radio, and OutWrite all increased page views from last year. DB pickup rate analysis was shared, showing that 16% of papers from M-Th were left over this year, vs. 25% last year. For Friday's, the left over rate is up to 16% from last year's 12%. Cutting circulation even more will be discussed but was likely not going to happen. The days that are unprofitable are more sporadic this year than last year.

**VIII. Public Comment (Blackorby)**

Varma (FEM EIC) said that FEM printed, but mentioned issues with print quality, such as stretched photos and altered colors. She said FEM had been tabling on campus and selling merchandise, so interest was high. Gavin (UCLA Radio GM) spoke about the success of the zine release, and they also hit 10,000 likes on Facebook and 3,000 followers on Instagram. They were also scheduled to meet with the fire marshal next week to sort out safety issues. Possee (DB EIC) shared that Prime published today and that things were going well. There was also three interested in the EIC position.

## **New Business/Discussion Items**

### **IX. Budget Assumptions (Deen)**

Deen discussed the budget assumptions, which is split into external factors that would affect the budget and internal factors within the Communications Board. Undergraduate enrollment is expected to increase by 750 students next year, which is positive because money from the PLEDGE fee will increase. PLEDGE fee has a built in CPI increase of 2% for this coming year. Also, the retirement fee that current staff members pay into could increase by 5%. The minimum wage is also going to increase to \$15.25 by 2021, which would affect hourly employees. She also mentioned that she would like to buy a new Mac mini for each newsmagazine office, and purchase more computers for the Daily Bruin (they've already gotten four). For the kiosks, Deen recommends that they get painted. In terms of the Centennial, she expected to spend money to make money, and hoped to find donors to help the financial burden. Finally, she recommended sticking to the 20% decline in Daily Bruin print advertising sales. Coronado moved to approve the 2018-19 Budget Assumptions. Groeling seconded the motion. The motion passed a hand vote of 12-0 with no abstentions.

### **X. Executive Session (Blackorby)**

Coronado moved to enter executive session at 7:23 p.m. Mosave seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

Tchekmedyan moved to exit executive session at 7:23 p.m. Coronado seconded the motion. The motion passed by a hand vote of 12-0 with no abstentions.

### **XI. Adjourn (Blackorby)**

Groeling moved to adjourn at 7:23 p.m. Javadi seconded the motion. The motion passed by unanimous consent.