

## **Minutes of the February 4, 2019 Meeting of the ASUCLA Communications Board**

**Board members present:** Jessica Behmanesh, Brandon Broukhim, Tim Groeling, Judy Hernandez, Joelle Li, Mona Mosavi, Sylvia Robledo, Doria Deen

**Board members late:** Addison Dickens, Jesse Coronado, Steve Greim,

**Board members absent:** Parinaz Abiri, Bek Aliev, Nilofar Doorandish, Henry Jackson, Alene Tchekmedyan

**Guests:** Rebecca Vorick (FEM Editor in Chief), Jacob Preal (Daily Bruin EIC), Mahala Herron-Rutland (Nommo Editor in Chief candidate)

### **Agenda**

- I. Call to order (Mosavi)**  
Mosavi called the meeting to order at 5:37 p.m.
- II. Approval of the agenda (Mosavi)**  
Broukhim requested to add a discussion agenda to discuss Bruinwalk after item VIII. December Financial Statements. Broukhim moved to approve the amended agenda. Groeling seconded the motion. The motion passed by consent.
- III. Approval of January 14, 2019 minutes (Mosavi)**  
Broukhim moved to approve the January 2019 minutes. Behmanesh seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Mosavi)**  
Mosavi said there was a joint Executive Committee meeting with the Finance Committee on Thursday, January 31. She said they discussed the Basic Agreement between ASULCA Communications Board and ASUCLA Board of Control. Behmanesh also reported that she, along with Deen, attended the ASUCLA Entities meeting on Friday, Feb. 1. She said each entity gave an update of what's happening within their divisions, and an issue arose regarding potentially renting space outside of the 2<sup>nd</sup> floor Kerckhoff patio.
- V. Operations Committee report (Broukhim)**  
Broukhim said the committee met on Monday, January 28 and discussed some constitution changes that would be discussed in more detail during agenda item XI.
- VI. Finance Committee report (Aliev)**

Deen said the committee met on Thursday, January 31, 2019. They discussed the December financials, January sales forecast, and third-party pass through audit costs.

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

Deen reported on the following:

### *Upcoming Events/Projects*

Nommo 50<sup>th</sup> Anniversary – Will finalize date at beginning of April.

Daily Bruin Centennial Issue – Will publish in May.

Other Centennial Projects – Bruin Life and Daily Bruin commemorative books.

Newsmagazine Milestones – FEM, OutWrite, and Al-Talib are turning 45, 40, and 30 respectively. Will get with new EIC's to plan celebrations.

Contracts with employees/interns – Working on contract and license for use of creative work and release forms for photo shoots

Training Resource Site – Tech is working on site and may be launched next year.

New Apply Site – Tech is working on this and it should go live spring quarter to test for fall quarter.

Newsmagazine Alumni Dinner – Planning to merge alumni dinner with annual newsmagazine banquet next year.

Training – Planning to meet with the media advisor to implement proposed changes.

### *December Financial Statements*

Deen discussed the cash, revenue, expenses, net revenue, and the highlighted Daily Bruin, Web Media, and Outdoor sales.

### *January Forecast*

Deen said the January forecast would be over budget in Daily Bruin print and Online, but down in Outdoor. Estimated sales for Daily Bruin were up 47%, Web up 2%, and Outdoor down 16%.

## **New Business/Discussion Items**

### **VIII. December Financial Statements (Deen)**

Deen said that total income was \$98,550 and budgeted income was \$87,796 leaving us \$10,754 (12%) over budget. The key driver was PLEDGE Fees, which were up \$9,000 due to larger per student fee costs than budgeted. Although overall sales were up to budget, Daily Bruin was down 9% to last year, but Web Media and Outdoor were up 31% and 18% respectively. Total expense was \$97,692 and budgeted expense was \$96,342 leaving us \$1,350 (1%) over budget. Year-to-date expense was \$514,173 and budgeted expense was \$530,736 leaving us \$16,203 (3%) better than budget. Net revenue was

\$858, and budgeted net revenue was <\$8,546> which was \$9,404 (110%) better than budget. Year-to-date net revenue was \$95,826 and budgeted net revenue was <\$785> which was \$96,611 (123%) better than budget. Cash reserves stood at \$501,000 which exceeded our cash per policy (\$212,000) by \$289,000.

**IX. Bruinwalk Discussion (Broukhim)**

Broukhim asked Preal for an update on Bruinwalk. Preal said they had just recently hired a new online director because the previous director resigned. He said he would be ready to make a presentation during the March meeting.

**New Business/Action Items**

**X. Constitution changes (Broukhim)**

Broukhim said there were three proposed changes. One change was adding Section D to Article II: Purpose: to expand the purpose of the Communications Board to ensure freedom of communication, accountability, and transparency, including of public debate when possible. The second change was to the last sentence in the Preamble to say the following (addition is underlined), “The Communications Board recognizes the vital importance of freedom of communication under the First Amendment, in addition to accountability and transparency in democratic governance, and will uphold and protect these values.” Broukhim said those two changes did not pass at the Operations Committee meeting. The third change was to Article VII, Section B (addition is underlined), “Amendments, By-Laws and revisions must be proposed in writing or digitally to each member of the Board before any meeting held at least one week before the meeting at which the amendments are voted on.” Coronado moved to amend Article VII, Section B with the new language. Mosavi seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

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

**A. Mahala Herron-Rutland, candidate**

Coronado moved to enter executive session at 6:15 p.m. Dickens seconded the motion. The motion passed by consent.

Greim moved to exit executive session at 7:13 p.m. Robledo seconded the motion. The motion passed by consent.

Broukhim moved to appoint Mahala Herron-Rutland as the 2018-19 Nommo Editor in Chief. Greim seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

**XII. Executive Session (Deen)**

**XIII. Adjourn (Mosavi)**

Groeling moved to adjourn the meeting at 8:18 p.m. Behmanesh seconded the motion. The motion passed by consent.