

Minutes of the October 5, 2020 Meeting of the ASUCLA Communications Board

Board members present: Parinaz Abiri, Helen Alonzo, Jesse Coronado, Andrea Gambino, Steve Greim, Ramneek Kaur, Sylvia Robledo, Nathan Smith, Doria Deen

Board members late: Tim Groeling

Board members absent: Felicia Graham, Judy Hernandez, Shantall Medina

Guests present: Tehilah Zamanzadeh (Ha'Am EIC), Jeremy Wildman (Student Media Business Manager), Kiara Rivera (Bruin Life EIC), Melissa Morris (Daily Bruin EIC), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor), Alana Francis-Crow (FEM EIC)

Agenda

- I. Call to order (Smith)**
Smith called the meeting to order at 5:36 p.m.
- II. Approval of the agenda (Smith)**
Deen requested to amend the agenda to include action item XV. UCLA Radio's Budget. Gambino moved to approve the amended agenda. Coronado seconded the motion. The motion passed by consent.
- III. Approval of the June 1, 2020 minutes (Smith)**
Coronado moved to approve the minutes. Greim seconded the motion. The motion passed by consent.
- IV. Approval of the September 29, 2020 minutes (Smith)**
Coronado moved to approve the minutes. Gambino seconded the motion. The motion passed by consent.
- V. Executive Committee Report (Smith)**
Smith said the committee met on August 13 and approved the 2020-21 budget, discussed the office water damage update, and the rental credit revenue share with ASUCLA Services and Enterprises (S&E). Per the meeting, the plan was to split the rental credit 50/50 in perpetuity, and to get it in writing.
- VI. Operations Committee Report (Gambino)**
Gambino said the committee met on September 30. They had a great turnout and initial meeting. The purpose of the meeting was to reappoint the professional members. She said

they were in the process of scheduling the meetings for the remainder of the quarter. She said she received 100% participation on the Doodle feedback, and it appeared that the third Thursday of each month would work. Gambino said overall, there was great energy and everyone seemed excited. She also said she felt good about the editor in chiefs' visions.

VII. Finance Committee Report (Deen)

Deen said the committee had not met, but would meet once the September financial statements were published.

VIII. Media Director's Report (Deen)

Deen reported on the following:

Summer 2020 Updates

- Space negotiations – Roy Champawat asked if there could be a temporary agreement in order to give time to both parties to come up with a long-term solution. Deen asked Champawat if S&E's board could vote to extend the 50/50 split until an agreement has been reached. Deen will follow up with Champawat for a response.
- Office flood recovery – Deen said that PureWater's insurance company denied our claim, but she was able to file a claim with UCLA, and they would go determine if there is a case for them to pursue PureWater's insurance company.
- Work from home – Deen said most staff were working remotely. For those who need access to the office, there were protocols in place to grant them access.
- Return to work plans – Deen said that the university asked folks to remain working remotely until March 2021.

Student Media recruitment and training

Deen said they had begun to work on recruitment and training for new interns.

July and August 2019 financial statements

Deen discussed the cash, revenue, expenses, net revenue, and the summary of the Daily Bruin, Web, and Outdoor sales.

Analytics

Deen shared the analytics for users and page views from 2019-20 and compared them to 2018-19.

IX. Public Comment (Smith)

Groeling said that UCLA would be offering summer courses to high school students. He said it may be worthwhile for us to find out what was involved in that process and be in position to move rapidly when the time comes. He suggested we talk to the editors to see if they want to potentially offer a summer journalism camp.

New Business/Discussion Items

X. July Financial Statements (Deen)

Deen presented the year-end results from the 2019-20 financial statements. She said the total income for the year was \$1,400,583 and budgeted income was \$1,527,067 leaving us <\$126,484> (<8%>) under budget. Daily Bruin and Outdoor were both down due to COVID-related campus closures for spring and summer quarters. However, Web was up \$73,921 (76%) to budget. Bruin Life also had a large negative variance to budget because they postponed the book distribution to next fiscal year (2020-21). Total expense was \$1,341,986 and budgeted expense was \$1,452,140 leaving us \$110,154 (8%) better than budget. Net revenue was \$58,597 and budgeted net income was \$74,927 leaving us <\$16,330> under budget (<22%>). July cash reserves stood at \$543,000 which was \$253,000 over policy.

XI. August Financial Statements (Deen)

Deen said that total income was \$38,477 and budgeted income was \$35,384 leaving us \$3,093 (9%) better than budget. Daily Bruin was under budget because the freshman orientation magazine was moved to September, but Web Media was up \$6,786 (170%) to budget. Total expense was \$65,820 and budgeted expense was \$78,532 leaving us \$12,712 (16%) better than budget. This was also timing. The printing of the freshman orientation magazine was performed in September but was budgeted in August. Cash reserves stood at \$710,000 leaving us \$478,612 above policy.

New Business/Action Items

XII. Confirm professional members (Gambino)

- A. Helen Alonzo, candidate
- B. Jesse Coronado, candidate
- C. Shantall Medina, candidate
- D. Sylvia Robledo, candidate

Gambino said that each candidate was confirmed by the Operations Committee and she recommended to the board their approval. Gambino moved to appoint all candidates for a one-year term to the 2020-21 Communications Board. Greim seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XIII. Daily Bruin Editor in Chief, UCLA Radio General Manager, Newsmagazine Editor in Chiefs, Bruin Life Editor in Chief Confirmations (Deen)

Deen said that each editor completed summer training and recommended that all editors be confirmed.

Coronado moved to confirm each editor and general manger. Greim seconded the motion. The motion passed by a vote of 9-0 with no abstentions.

XIV. FEM budget reallocation (Deen)

Deen said she met with the FEM EIC, Alana Francis-Crow, and Francis-Crow asked to reallocate the FEM budget for the current year. Francis-Crow said that FEM did not plan to spend \$3,000 on print, and asked for the budget to be repurposed to pay staff stipends. The new allocation for the \$5,000 would be \$599.80 for event funds, \$78 for website, and \$4,322.20 for staff stipends. Coronado moved to reallocated FEM's budget. Alonzo seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XV. UCLA Radio's Budget

Deen said she did not budget \$5,000 (from PLEDGE Fees) when writing the budget for UCLA Radio because of everything being remote this year, but the general manager asked to add paid positions for the station managers. Deen recommended an approval of \$5,000 for the general manager to spend on payroll. Gambino moved to approve \$5,000 for UCLA Radio payroll. Groeling seconded the motion. The motion passed by a hand vote of 9-0 with no abstentions.

XVI. Adjourn (Smith)

Coronado moved to adjourn the meeting at 6:34 p.m. Gambino seconded the motion. The motion passed by consent.