

Minutes of the November 2 2020 Meeting of the ASUCLA Communications Board

Board members present: Parinaz Abiri, Helen Alonzo, Jesse Coronado, Andrea Gambino, Steve Greim, Judy Hernandez, Ramneek Kaur, Shantall Medina, Sylvia Robledo, Joshua Roizman, Megana Sekar, Nathan Smith, Doria Deen

Board members late: Tim Groeling

Board members leaving early: Parinaz Abiri

Board members absent: Felicia Graham

Guests present: 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), Ashley Pham (SOLE Advisor), Sharon Yuen (UCLA Alumna), Angela Vargas (La Gente EIC), Melissa Veluz-Abraham (SOLE Advisor), Leonardo Aguas (BruinLife Managing Editor)

Agenda

- I. Call to order (Smith)**
Smith called the meeting to order at 5:35 p.m.
- II. Approval of the agenda (Smith)**
Deen requested to amend the agenda to include action item X. Committee Assignments. Coronado moved to approve the amended agenda. Gambino seconded the motion. The motion passed by consent.
- III. Approval of the October 5, 2020 minutes (Smith)**
Greim moved to approve the minutes. Gambino seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Smith)**
Smith said the committee met on October 8 and discussed a BruinLife Senior of the Year (SOTY) grievance by Sharon Yuen. Sharon's award was revoked because she could not honor the terms of the application which included having a photo taken on campus by a BruinLife staff photographer. The committee felt that the BruinLife editorial decision was fair and decided to stand by it.
- V. Operations Committee Report (Gambino)**
Gambino said the committee met on October 26. She said the meeting was great, and the leaders were doing incredible work. There were reports from La Gente, Daily Bruin,

Pacific Ties, BruinLife, and Nommo. Gambino facilitated a community chat where editors shared some things that worked well for them. The committee discussed their attempts to get accreditation for Student Media students, and proposed constitutional amendments. Deen, Melissa Morris (DB EIC), and Abigail Goldman (Student Media Advisor) were all in contact with various departments in efforts for Student Media accreditation. Deen shared newsmagazine weekly posts updates. Lastly, the committee discussed summer programming for high school students. Groeling said UCLA summer school would be online this summer, so it would probably be beneficial to wait until next year to pursue this.

VI. Finance Committee Report (Kaur)

Kaur said the committee met on October 29 and discussed the September financial statements. She said we took a hit in print revenue but there was growth in web media. The committee also discussed whether or not to print after Thanksgiving, and the committee supported printing.

VII. Media Director's Report (Deen)

Deen reported on the following:

2019-20 Daily Bruin Awards

Deen shared results of the Pacemaker and CMA Awards.

FEM Spark Campaign

Deen informed the board that FEM had a Spark campaign running until December 5.

Academic Credit for Student Media students

Deen said she met with Reed Wilson from the UCLA Writing Program, and there seemed to be promise in Student Media students getting academic credit for working in Student Media departments. Per Reed, it was too late for the current year, but he would consult with the program director to see if we could get it started for the following year. Both Morris and Goldman were also reaching out to other departments.

Veteran/Transfer Center Rental Credit Revenue Share

Deen said she was informed by the Student Union Director (Roy Champawat) that a 50/50 split was authorized by Services & Enterprises Board of Directors through 2024.

Training

Deen said that training was currently taking place and would continue through November.

Recruitment

Deen shared the recruitment numbers and compared them to last year. There were some publications that experienced growth in recruitment, but overall, applicants were down 24% to last year, which was expected (because of COVID closures).

Newsmagazine Posts per Week

Deen shared the newsmagazine posts for weeks 1-4.

September Financial Statements

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

October Forecast

Deen said the October forecast would be over budget in Daily Bruin print and Online, but under budget for Outdoor. Estimated sales for Daily Bruin were up 26%, Web up 96%, and Outdoor down 83%.

VIII. Public Comment (Smith)

Morris reminded everyone that elections were on the following day.

New Business/Discussion Items

IX. September Financial Statements (Deen)

Deen said total income was \$47,613 and budgeted income was \$39,498 leaving us \$8,115 (21%) better than budget. Both Daily Bruin and Outdoor were down \$4,300 (27%) and \$2,000 (100%) respectively to budget, but Web was up \$12,781 (232%) to budget. Total expense was \$78,284 and budgeted expense was \$85,732 leaving us \$7,448 (9%) better than budget. Net revenue was a loss of <\$30,672> and budgeted net revenue was a loss of <\$46,234> leaving us \$15,562 (67%) better than budget. Cash reserves stood at 617,000 which exceeded our cash per policy (\$232,000) by \$385,000.

New Business/Action Items

X. Committee Assignments (Deen)

Both Roizman and Sekar requested to be on the Operations Committee. Coronado moved to assign Joshua Roizman and Megana Sekar to the Operations Committee. Alonzo seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XI. BruinLife Senior of the Year (SOTY) Grievance (Smith)

Smith said the executive met and was informed about all of the events leading up to the grievance. He opened the floor for Sharon Yuen to speak. Yuen wanted to know what information was given to the executive committee, and Deen presented the information. There was discussion between various board members, BruinLife student editors, Sharon, and SOLE Advisors. After the discussion Smith asked Yuen what she hoped to accomplish regarding the grievance. She said she wanted greater clarity around safety procedures for in-person photography assignments. Smith said he thought that was a great idea, and tasked the Media Director to present guidelines at the next meeting.

XII. Adjourn (Smith)

Coronado moved to adjourn the meeting at 7:12 p.m. Gambino seconded the motion. The motion passed by consent.