

Minutes of the December 6, 2021 Meeting of the ASUCLA Communications Board

Board members present: Jessica Behmanesh, Andrea Gambino, Steve Greim, Tim Groeling, Alexandre (Alex) Holt, Ye Jin (Jeanie) Kwon, Sylvia Robledo, Navdha Sharma, Samira Singleton, Ida Tongkumvong, Doria Deen

Board members late: Jesse Coronado, Shantall Medina

Board members absent: Judy Hernandez

Guests present: Genesis Qu (Daily Bruin Editor in Chief), Jose Hernandez (Student Media Operations Manager), Leonardo (Leo) Aguas (BruinLife Editor in Chief), Jeremy Wildman (Student Media Business Manager), Abigail Goldman (Student Media Advisor)

Agenda

I. Call to order (Gambino)

Gambino called the meeting to order at 5:34 p.m.

I. Approval of the agenda (Gambino)

Groeling moved to approve the agenda. Greim seconded the motion. The motion passed by consent.

II. Approval of October 29, 2021 ad hoc meeting minutes (Gambino)

Singleton moved to approve the minutes. Tongkumvong seconded the motion. The motion passed by consent.

III. Approval of November 1, 2021 minutes (Gambino)

Greim moved to approve the minutes. Holt seconded the motion. The motion passed by consent.

IV. Executive Committee Report (Gambino)

Gambino said the committee had not met.

V. Operations Committee Report (Singleton)

Singleton said the committee met on Monday, November 29. The editors in attendance gave updates and Deen reported on the newsmagazine posts per week. She said during BruinLife's report, Aguas stated that he felt the Communications Board's decision not to cut ties with ASUCLA Campus Photo Studio was more from the board viewing the decision as a business decision rather than an editorial decision. Aguas asked for Board member's input but Singleton said that since most of the discussion at the board table was

during executive session, she was limited with her responses. She said during Daily Bruin's report, Qu said that the rivalry issue and the Native American Heritage issues went well, but the next couple of weeks would slow down because of winter closures. Qu said that Prime magazine launched as well. During Pacific Tie's report, Venkatesh said their weekly series were going well. Some were a little behind schedule, but they were publishing five to six times weekly online. During Ha'Am's report, Goldberg said they were a bit slow with putting out content because most of the writers were freshman, so they had to complete training, and they were still getting acclimated to the deadlines. He said they have been able to begin publishing, and they would try to double the content by next quarter.

VI. Finance Committee Report (Coronado)

Deen said the committee had not met because the October financial statements had not been published. She said that Services and Enterprises were in the process of migrating over to NetSuite (a new GL system), and there were some delays with closing their October books, which delayed Comm Board's books, because there are pages needed from Services and Enterprises financial statement packet to finalize our books. Deen said she would report preliminary numbers during agenda item X.

VII. Media Director's Report (Deen)

Deen reported on the following:

Newsmagazine Posts per Week

Deen shared newsmagazine posts for weeks 6-10. All newsmagazines had published, but some were under the one article per week average due to them being short staffed.

Printing

Deen said that she just learned that our printing prices had increased by ten percent due to a paper shortage. This was the worse shortage in thirty years. She said that they planned to increase printing to three days per week during winter quarter, but they (Deen, Wildman, and Qu) would revisit to see if we could possibly reduce circulation to keep the prices close to budget.

VIII. Public Comment (Gambino)

Qu said that the Daily Bruin was planning to start winter recruitment on Friday, December 10. He said they didn't need a lot of staff, but they were planning to use social media, flyering, Discourse, and Group Me to do most of their recruiting. Qu also said there may be a grievance coming to the Comm Board from the USAC president. He said she was not satisfied with the feature written about her in Prime. She came to the office with some other USAC members to complain about the article because some information

from her public Twitter page was referenced in it. Also, she said she thought that parts of the interview were casual, so she didn't know that they were on the record, and the information was published. Qu said he said no to changing the article, but one of his managing editors conceded to de-escalate the situation. Qu said in retrospect, he made a mistake in allowing the article to be altered, and it also went against policy to change articles after being published, so they restored the article but left out the portion that reference her marijuana use. They informed the USAC president about their decision to restore the article, and she was not happy about that decision. Before the meeting ended with the president, other USAC members, and Daily Bruin upper management, the president asked when Prime would be on stands. The staff told her of the launch date. Qu said the next day when they went to grab Prime magazines from the stands, they were all gone.

New Business/Discussion Items

IX. October Preliminary Financial Statements (Deen)

Deen said that total income was \$148,951 and budgeted income was \$183,314 leaving us <\$34,363> (<19%>) under budget. Daily Bruin and Web Media were down 2% and 5% to budget respectively, but Outdoor was up 43%. The largest drive of the budget shortfall was timing for the BruinLife yearbook. It was budgeted to print in October but it will print in January. Preliminary Controllable Expense was \$90,297 and budgeted expense was \$142,044 leaving us \$51,747 (36%) better than budget. Part of the savings was also due to timing as the yearbook printing expense was not recorded since the yearbook hadn't printed. Cash reserves stood at \$777,000 leaving us \$511,000 above policy.

For November, Deen forecasted that Daily Bruin would be down 8% and both Web and Outdoor would be up to budget 59% and 89% to budget respectively.

Groeling asked what caused the delay in finishing the yearbook. Deen said it was partly due to image corrections for CPS senior portraits, and partly due to short staffing. Since the book was scheduled for a fall delivery, most of the work needed to be done over the summer, and BruinLife was short-staffed over the summer.

New Business/Action Items

X. Committee Assignments (Gambino)

a. Ida Tongkumvong

Tongkumvong said she wanted to serve on the Operations Committee.

Singleton moved to accept the committee assignment. Greim seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XI. UCLA Radio Interim General Manager Appointment (Deen)

a. Axel Tirado, Candidate

Deen informed the board that the current general manager, Temo Sandoval, would resign effective the end of fall quarter. She had spoken the Assistant General Manager, Axel Tirado, who said he would like to serve as Interim General Manager until a replacement could apply to be the General Manager.

Coronado moved to appoint Axel Tirado as the Interim General Manager of UCLA Radio. Groeling seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XII. Executive Session (Deen)

Holt moved to enter executive session at 6:19 p.m. Singleton seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Greim moved to exit executive session at 7:34 p.m. Coronado seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

XIII. Adjourn (Gambino)

Groeling moved to adjourn the meeting at 7:34 p.m. Coronado seconded the motion. The motion passed by consent.