

## **Minutes of the October 4, 2021 Meeting of the ASUCLA Communications Board**

**Board members present:** Jessica Behmanesh, Jesse Coronado, Andrea Gambino, Steve Greim, Tim Groeling, Judy Hernandez, Alexandre (Alex) Holt, Ye Jin (Jeanie) Kwon, Sylvia Robledo, Samira Singleton, Doria Deen

**Board members absent:** Shantall Medina

**Guests present:** Abita Venkatesh (Pacific Ties EIC), Jose Hernandez (Student Media Operations Manager), Leonardo Aguas (BruinLife EIC), Jeremy Wildman (Student Media Business Manager), Genesis Qu (Daily Bruin EIC), Abigail Goldman (Student Media Advisor), Emily Debminski (Daily Bruin Prime Art Editor), Justin Huwe (Daily Bruin Prime Director), Abi Siatkowski (Daily Bruin Prime Content Editor), Shirley Yao (Daily Bruin Digital Managing Editor), Cecile Wu (Daily Bruin Managing Editor)

### **Agenda**

- I. Call to order (Gambino)**  
Gambino called the meeting to order at 5:43 p.m.
  
- I. Approval of the agenda (Gambino)**  
Deen wanted to add an action item for committee assignments.  
Coronado moved to approve the amended agenda. Groeling seconded the motion. The motion passed by consent.
  
- II. Approval of June 7, 2021 minutes (Gambino)**  
Groeling moved to approve the minutes. Coronado seconded the motion. The motion passed by consent.
  
- III. Approval of September 27, 2021 minutes (Gambino)**  
Greim moved to approve the minutes. Singleton 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 Friday, October 1 and the meeting went well. The editors gave updates and they also voted on professional members to be added to the board. She said she would discuss further during action item XI.

**VI. Finance Committee Report (Deen)**

Deen said the finance committee hadn't been assembled, but that she would discuss the year end and August financial statements during action items IX and X.

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

Deen reported on the following:

*Summer 2021 Updates*

Deen said she was able to attend and present at the USAC Orientation. Also, newsmagazine training was completed, and the UCLA Radio General Manger attended also. She said the year of the staff working from home was successful and there were no issues reported with work flow. She said all of the staff planned to return to work.

Deen said she was in the process of scheduling another meeting with the UCLA Writing Center to follow up on the class for Student Media students to get academic credit.

*Student Media recruitment and training*

Deen said Student Media intern training would begin next week because recruitment ended this week.

*July and August 2021 financial statements*

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

*Analytics*

Deen shared the analytics for users and page views from 2020-21 compared to 2019-20 and 2018-19. Overall, most publications saw an increase in both users and page views from 21 to 20, and while there were some reductions from 19 to 21, most of the publications saw growth.

**VIII. Public Comment (Gambino)**

Qu said that the Daily Bruin Hispanic Heritage month issue was being assembled, and that they published the summer orientation magazine that was mailed home to freshman and transfer students. He also said the registration issued has been printed.

**New Business/Discussion Items**

**IX. July Financial Statements (Deen)**

Deen said that total income for the year was \$1,320,220 and budgeted income was \$1,120,958 leaving us \$199,262 (18%) better than budget. BruinLife and Web were up

57% and 86 percent to budget respectively, while both Daily Bruin and Outdoor were down to budget 37% and 51% respectively. Total expense was \$1,191,982 and budgeted expense was \$1,160,388 leaving us <\$31,594> (<3%>) over budget. Net revenue was \$128,239 and budgeted net revenue was a loss of <\$39,430> leaving us \$167,669 (425%) better than budget. Cash reserves stood at \$910,000 leaving us \$678,000 above policy.

**X. August Financial Statements (Deen)**

Deen said that total income was \$90,734 and budgeted income was \$57,082 leaving us \$33,652 (59%) better than budget. All major revenue categories (Daily Bruin, BruinLife, Web Media, and Outdoor). Total expense was \$91,413 and budgeted expense was \$83,631 leaving us <\$7,782> (<9%>) over budget. Net revenue was a loss of <\$679> and budgeted net revenue was a loss of <\$26,549> leaving us \$25,870 (97%) better than budget. Cash reserves stood at \$912,000 leaving us \$686,000 above policy.

**New Business/Action Items**

**XI. Confirm Professional Members (Singleton)**

- A. Jessica Behmanesh, candidate
- B. Jesse Coronado, candidate
- C. Shantall Medina, candidate
- D. Sylvia Robledo, candidate

Singleton moved to appoint Jessica Behmanesh, Jesse Coronado, Shantall Medina, and Sylvia Robledo as professional members to the 2021-2022 Communications Board. Greim seconded the motion. The motion passed by a hand vote of 6-0 with no abstentions.

**XII. Daily Bruin Editor in Chief, UCLA Radio General Manager, and Newsmagazine Editor in Chief confirmations (Deen)**

Deen said that all of the editors and the UCLA Radio general manager completed summer training. She recommended that all be confirmed.

Robledo moved to confirm each editor and the general manager who were appointed during spring 2021. Coronado seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

**XIII. Committee Assignments (Gambino)**

- A. Executive
  - 1. (1 undergrad) Alexandre Holt
- B. Finance
  - 1. (1 non-student) Jesse Coronado
- C. Operations

1. (1 non-student) Jessica Behmanesh

Groeling moved to accept the committee assignments. Holt seconded the motion. The motion passed by a vote of 10-0 with no abstentions.

**XIV. Executive Session (Deen)**

Coronado moved to enter executive session at 6:14 p.m. Robledo seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

Greim moved to exit executive session at 7:04 p.m. Robledo seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

**XV. Adjourn (Gambino)**

Robledo moved to adjourn the meeting at 7:09 p.m. Groeling seconded the motion. The motion passed by consent.