

Minutes of the November 1, 2021 Meeting of the ASUCLA Communications Board

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

Board members late: Shantall Medina

Board members absent: Judy Hernandez

Guests present: Genesis Qu (Daily Bruin Editor in Chief), Jose Hernandez (Student Media Operations Manager), Jacob Goldberg (Ha'Am Editor in Chief), Shirley Yao (Daily Bruin Digital Managing Editor), Cecile Wu (Daily Bruin Managing Editor), Abigail Goldman (Student Media Advisor)

Agenda

I. Call to order (Gambino)

Gambino called the meeting to order at 5:35 p.m.

I. Approval of the agenda (Gambino)

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

II. Approval of October 4, 2021 minutes (Gambino)

Groeling moved to approve the minutes. Robledo seconded the motion. The motion passed by consent.

III. Executive Committee Report (Gambino)

Gambino said the committee had not met.

IV. Operations Committee Report (Singleton)

Singleton said the committee met on Monday, October 25 and the meeting went well. The editors in attendance gave updates and they also had a community chat where they discussed some things that were going well with community building and some strategies they used for staff retention and morale.

V. Finance Committee Report (Coronado)

Coronado said the finance committee met on Friday, October 29 and discussed the September financial statements. He said overall we were doing well so far.

VI. Media Director's Report (Deen)

Deen reported on the following:

Daily Bruin Awards (2020-2021)

Deen said The Daily Bruin won two national Pacemaker awards for both newspaper and website. They also won't nine Pinnacle awards and five honorable mentions from College Media Association.

DBAN Recap

Deen said that the Daily Bruin Alumni Network (DBAN) had their alumni event on Saturday, October 16, and it was a good turnout considering it was the first in-person event since 2019. She said so far, they had raised \$30,000 for scholarships awarded to Daily Bruin staff members, tens of thousands of dollars for equipment, travel, and newsroom upgrades, and they've developed supplemental training and critique slots for staff.

September 2021 financial statements

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

Daily Bruin Alumni Network Spark Campaign

Deen shared the link for DBAN's Spark campaign. They are trying to raise \$15,000 for next year's scholarships.

Recruitment

Deen shared the applicant's data from this year and compared it to this year. Overall applications were up by 5%.

Newsmagazine Posts per Week

Deen shared newsmagazine posts for weeks 1-5. There were three newsmagazines who had not published, but most were due to them being short staffed. They said they would be able to begin publishing after the recruitment was completed.

VII. Public Comment (Gambino)

Qu said they were integrating interns into the Daily Bruin and they were performing their own internal training. He said they were in the process of sending out new intern packets and they were working on their diversity report. He said they were surveying staff to see if they wanted to go from two to three days of print next quarter. Lastly he said they had some special packages coming up; UCLA/USC Rivalry Issue and Native American Heritage package.

Goldberg said Ha'Am was waiting on interns to complete training so they could put out content. They currently only had two writers. He said they were turning in articles within the week.

New Business/Discussion Items

VIII. September Financial Statements (Deen)

Deen said that total income was \$101,588 and budgeted income was \$89,692 leaving us \$11,896 (13%) better than budget. Daily Bruin was down 1% to budget, but Web Media and Outdoor were up 96% and 16% respectively. Total expense was \$114,078 and budgeted expense was \$94,319 leaving us <\$19,759> (<21%>) over budget. Net revenue was a loss of <\$12,490> and budgeted net revenue was a loss of <\$4,627> leaving us <\$7,863> (<170%>) under budget. Cash reserves stood at \$757,000 leaving us \$471,000 above policy.

Deen forecasted that both Daily Bruin and Web would be down 6% and 3% to budget respectively but Outdoor would be up 60% to budget.

New Business/Action Items

IX. Committee Assignments (Gambino)

a. Navdha Sharma

Sharma said she wanted to serve on the Operations Committee.

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

X. Executive Session (Deen)

Robledo moved to enter executive session at 6:18 p.m. Holt seconded the motion. The motion passed by a hand vote of 11-0 with no abstentions.

Greim moved to exit executive session at 6:56 p.m. Robledo seconded the motion. The motion passed by a hand vote of 10-0 with no abstentions.

XI. Adjourn (Gambino)

Robledo moved to adjourn the meeting at 6:57 p.m. Holt seconded the motion. The motion passed by consent.