

Minutes of the April 4, 2022 Meeting of the ASUCLA Communications Board

Board members present: Jessica Behmanesh, Jesse Coronado, Andrea Gambino, Steve Greim, Judy Hernandez, Alexandre (Alex) Holt, Sylvia Robledo, Navdha Sharma, Samira Singleton, Ida Tongkumvong, Doria Deen

Board members absent: Tim Groeling, Shantall Medina

Guests present: Pouria Abbassi (ASUCLA Services and Enterprises Executive Director), Genesis Qu (Daily Bruin Editor in Chief), Shirley Yao (Daily Bruin Digital Managing Editor), Cecile Wu (Daily Bruin Managing Editor), Victoria Li (Daily Bruin Editor in Chief candidate), Jose Hernandez (Student Media Operations Manager), Leonardo 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 5:41 p.m.

I. Approval of the agenda (Gambino)

Deen requested to amend the agenda to move item XI. ASUCLA Executive Director Report/Presentation to directly after the approval of the agenda because Abbassi needed to leave the meeting early.

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

II. ASUCLA Services & Enterprises Executive Director Report/Presentation (Pouria Abbassi)

Abbassi presented a slide show with information about ASUCLA S&E to the board.

III. Approval of March 7, 2022 minutes (Gambino)

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

IV. Approval of March 28, 2022 minutes (Gambino)

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

V. Executive Committee Report (Gambino)

Gambino said the committee met on March 10 and discussed the partnership with Campus Photo Studio and BruinLife Yearbook. She said the committee had decided to use BruinLife Photo Studio to provide senior portraits for the BruinLife yearbook starting next year.

VI. Operations Committee Report (Singleton)

Singleton said the committee met on March 30. She said Qu (Daily Bruin) said they published the Oscar's package, and the Grammy's stories were released on March 28. He also said that the staff were preparing to attend the Editor in Chief endorsement hearing on Saturday, April 2, and it was the first in-person hearing since 2019. Venkatesh (Pacific Ties) said that they just started publishing during week one, but only had four articles so far. Those four were backlogged articles from Winter Quarter. She said the new weeklies weren't up yet, and they were planning on having their first meeting on March 30 and would discuss deadlines for the following week. She said their print issue was out and on newsstands, and they were starting their spring issue, volume two. The pitches were due on March 30 with the hopes of having the issue published by either week nine or ten. Goldberg (Ha'Am) said they had some articles ready to post online, and their January-April edition would be published soon. He said it would be forwarded to Jose to be printed. Shinglot (UCLA Radio) said that they were hiring spring interns, but they were going back to departmental recruitment instead of accepting general interns. He said not all departments were recruiting, but were instead focusing on specific areas. He said they had 80 live shows this quarter, and had 30 show reviews planned along with other events. Lastly, he said he hoped to get the podcast up and running soon. Fu'Qua (Nommo) said they published a print issue during Winter Quarter. She said they had their first editor's meeting on March 30 and had an all staff meeting scheduled for Monday of Week 2. She said Nommo was planning a collaborative magazine with Pacific Ties, FEM, and OutWrite, and Nommo's Radio Department was planning a collaborative event with UCLA Radio during Week 4.

VII. Finance Committee Report (Coronado)

Coronado said the committee met on April 1 and discussed the January financial statements. He said, overall, the financial statements reported that we were doing well, and we were in good shape.

VIII. Media Director's Report (Deen)

Deen reported on the following:

Newsmagazine Posts per Week

Deen shared newsmagazine posts summary for fall quarter. All of the newsmagazines had published online, and most met the minimum requirement of ten online published articles.

IX. Public Comment (Gambino)

There were no public comments.

New Business/Discussion Items

X. January Financial Statements (Deen)

Deen said that total income was \$132,512 and budgeted income was \$104,718 leaving us \$27,794 (27%) better than budget. Both Daily Bruin and Outdoor were down to budget 35% and 40% respectively, but Web Media was up 50% to budget. Total expense was \$108,392 and budgeted expense was \$107,267 leaving us <\$1,125> (<1%>) under budget. Net revenue was \$24,120 and budgeted net revenue was a loss of <\$2,549> leaving us \$26,669 (105%) better than budget. Year to date net revenue was \$26,285 but budgeted net revenue was a loss of <\$42,965> leaving us \$69,250 (161%) better than budget. Cash reserves stood at \$814,000 leaving us \$528,000 above policy.

Deen forecasted that in March both Daily Bruin and Outdoor would be down 23% and 10% to budget respectively but Web Media would be up 1% to budget.

New Business/Action Items

I. Daily Bruin 2022-2023 Editor in Chief Selection (Deen)

A. Victoria Li, candidate

Tongkumvong moved to enter executive session at 6:15 p.m. Singleton seconded the motion. The motion passed by consent.

Singleton moved to exit executive session at 7:48 p.m. Holt seconded the motion. The motion passed by consent.

Robledo moved to appoint Victoria Li as the 2022-2023 Daily Bruin Editor in Chief. Coronado seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

II. Adjourn (Gambino)

Holt moved to adjourn the meeting at 7:50 p.m. Singleton seconded the motion. The motion passed by consent.