

## **Minutes of the May 2, 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

**Members leaving early:** Alexandre (Alex) Holt

**Guests present:** Charlotte Chui (Pacific Ties Editor in Chief candidate), Abita Venkatesh (Pacific Ties Editor in Chief), Seth Bobrowsky (Ha'Am Editor in Chief candidate), Abigail Goldman (Student Media Advisor), David Rimer (Daily Bruin Digital Managing Editor 2022-23), Victoria Li (Daily Bruin Editor in Chief 2022-23), Cecile Wu (Daily Bruin Managing Editor), Genesis Qu (Daily Bruin Editor in Chief), Jeremy Wildman (Student Media Business Manager)

### **Agenda**

- I. Call to order (Gambino)**  
Gambino called the meeting to order at 5:40 p.m.
- II. Approval of the agenda (Gambino)**  
Singleton moved to approve the agenda. Coronado seconded the motion. The motion passed by consent.
- III. Approval of April 4, 2022 minutes (Gambino)**  
Singleton moved to approve the minutes. Robledo seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Gambino)**  
Gambino said the committee met on April 11 and approved a salary increase for the media director.
- V. Operations Committee Report (Singleton)**  
Singleton said the committee met on April 27. She said Qu (Daily Bruin) said in week four their Coachella and Stage Coach coverages published. He said they were working on USAC endorsement candidates the week of the Ops meeting. Daily Bruin was working on various special pieces. Some he noted were an opinion piece called "Who We Are", a flat page on FAST at UCLA's upcoming show, a tag page on Spring Sings, a tag page on future enrollment at the UCs, and a tag page on Asian American and Pacific Islander

Heritage Month. He said that staff transitions were taking place, and next year's top editors were selected. The assistant editors would be chosen during week six. Lastly, he said that the Daily Bruin was selling merchandise. Venkatesh (Pacific Ties) said they just started to put up the weeklies on the site. She said she decreased the workload for spring quarter, and as a result, staff had been meeting their deadlines. They had a print issue in the works, and they were on their second round of editing, which was planned to be done by the end of week five. The layout would be done by May 6. They planned to publish on May 9 or 10. She said that Pacific Ties, OutWrite, FEM, and Nommo were working on a collaborative zine issue, and they were turning in their first drafts tonight. Each newsmagazine had two writers. Goldberg (Ha'Am) said they had twelve articles waiting to be posted after the editors edited them. He said they were working on their spring print edition, and they were finishing the cover. The design team was going to work on it and have it ready within the next week and a half. Fu'Qua (Nommo) said that Nommo had a staff bonding picnic during week four, and it went well. She echoed Venkatesh's report regarding the collab zine, and said Nommo was also doing a collaboration with UCLA Radio on May 5 in the Fowler Museum. She said Nommo would not print a physical issue during spring quarter, but they were working on putting out more articles online.

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

Coronado said the committee met on April 29 and discussed the February financial statements. He said, overall, the financial statements reported that we were doing well, and we were in good shape.

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

Deen reported on the following:

*Newsmagazine Posts per Week*

Deen shared newsmagazine posts summary for winter quarter weeks 1-4. All of the newsmagazines had published online except La Gente and Nommo.

*WAUPM Conference 2022*

Deen said she would be attending the conference in Park City, UT from May 11-14.

**VIII. Public Comment (Gambino)**

Li said that all of the editors for next year had been hired. She said they finished Coachella, Stage Coach, and API Heritage packages. She also said that the Daily Bruin had some upcoming spring packages including Spring Sing. Rimer said that the Photo and Video departments had equipment shortages and wanted to know if there was room

in the capital budget to purchase new equipment. Coronado said they budget would be discussed during discussion item X, and we would go over the details there.

### **New Business/Discussion Items**

#### **IX. February Financial Statements (Deen)**

Deen said that total income was \$126,443 and budgeted income was \$155,718 leaving us <\$29,275> (<19%>) under budget. Both Daily Bruin and Outdoor were down to budget 12% and 13% respectively, but Web Media was up 4% to budget. Total expense was \$127,678 and budgeted expense was \$125,750 leaving us <\$1,928> (<2%>) over budget. Net revenue was a loss of <\$1,235> and budgeted net revenue was \$29,968 leaving us <\$31,203> (<104%>) under budget. Year to date net revenue was \$25,050 but budgeted net revenue was a loss of <\$12,997> leaving us \$38,047 (293%) better than budget. Cash reserves stood at \$818,000 leaving us \$532,000 above policy.

Deen did not report an April forecast. She said they were still in the process of closing the month so she did not have any preliminary numbers to report.

### **New Business/Action Items**

#### **X. 2022-23 ASUCLA Communications Board Budget and Five-Year Forecast (Deen)**

Deen discussed the details of the budget. It was written in such a way that most expenses returned to normal (pre-COVID) spending, but revenue was budgeted to gradually increase. The net loss for 2022-23 was projected as <\$12,902>

Deen said that Rimer had asked to increase Bruinwalk.com staff payroll by one position (after the initial budget was approved by the finance committee), and the board agreed.

Robledo moved to approve the 2022-23 ASUCLA Communications Board Budget and Five-Year Forecast with the updated net loss of <\$13,394>. Singleton seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

#### **XI. Ha'Am 2022-2023 Editor in Chief selection (Gambino)**

a. Seth Bobrowsky, candidate

Coronado moved to enter executive session at 6:54 p.m. Greim seconded the motion. The motion passed by consent.

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

Coronado moved to appoint Seth Bobrowsky as the 2022-2023 Ha'Am Editor in Chief. Robledo seconded the motion. The motion passed by a member vote of 9-0 with no abstentions.

**XII. Pacific Ties 2022-23 Editor in Chief selection (Gambino)**

a. Charlotte Chui, candidate

Behmanesh moved to appoint Charlotte Chui as the 2022-2023 Pacific Ties Editor in Chief. Coronado seconded the motion. The motion passed by a member vote of 9-0 with no abstentions.

**XIII. Adjourn (Gambino)**

Robledo moved to adjourn the meeting at 7:48 p.m. Singleton seconded the motion. The motion passed by consent.