

Minutes of the June 6, 2022 Meeting of the ASUCLA Communications Board

Board members present: Jessica Behmanesh, Jesse Coronado, Andrea Gambino, Steve Greim, Judy Hernandez, Sylvia Robledo, Navdha Sharma, Ida Tongkumvong, Doria Deen

Board members absent: Tim Groeling, Alexandre (Alex) Holt, Shantall Medina, Samira Singleton

Guests present: Abigail Goldman (Student Media Advisor), Victoria Li (Daily Bruin Editor in Chief 2022-23), Jose Hernandez (Student Media Operations Manager), Karim Hyderali (La Gente EIC Candidate), Mar Escusa (FEM EIC Candidate), Max Dallas (UCLA Radio General Manager Candidate)

Agenda

I. Call to order (Gambino)

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

II. Approval of the agenda (Gambino)

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

III. Approval of May 2, 2022 minutes (Gambino)

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

IV. Executive Committee Report (Gambino)

Gambino said the committee had not met, but she would be contacting the board members soon in order to get the media director review process started.

V. Operations Committee Report (Singleton)

Singleton was not present at the meeting, but Deen said the committee was supposed to meet on May 25, but did not because a quorum could not be achieved.

VI. Finance Committee Report (Coronado)

Coronado said the committee met on 6/6 just before the meeting, and the March financial statements looked great. He said total revenue exceeded plan and actual expense was under plan.

VII. Media Director's Report (Deen)

Deen reported on the following:

Newsmagazine Posts per Week

Deen shared newsmagazine posts summary for spring quarter weeks 6-10. All of the newsmagazines had published online except La Gente.

VIII. Public Comment (Gambino)

Li said that the grad issue had published, and their new staff members for the coming year had all been hired.

Robledo asked about the Daily Bruin's diversity report. Deen shared the link and Li summarized the findings. Robledo said she was disappointed with the amount of minority representation on the Bruin, and wanted to know if they had plans to increase diversity among the staff. Li said the new staff had been focused on publishing the grad issue, so they had not yet focused on recruiting for next year, but the outreach staff would work on recruitment strategies for the upcoming year.

IX. Good and Welfare (Deen)

Deen thanked Gambino for leading the board as chairperson, and for leading the Operations Committee and serving as vice chair the year prior. She was presented with an engraved gavel. The board joined in to thank Gambino for her hard work and commitment during the year. Deen also thanked the entire board for their commitment towards the advancement of Student Media.

New Business/Discussion Items

X. March Financial Statements (Deen)

Deen said that total income was \$226,807 and budgeted income was \$127,518 leaving us \$99,289 (78%) better than budget. Daily Bruin, Web Media, Outdoor, and BruinLife were all above budget 54%, 216%, 160% and 260% respectively. Total expense was \$133,301 and budgeted expense was \$138,161 leaving us \$4,860 (4%) better than budget. Net revenue was \$93,506 and budgeted net revenue was a loss of <\$10,643> leaving us \$104,149 (979%) better than budget. Year to date net revenue was \$118,556 but budgeted net revenue was a loss of <\$23,640> leaving us \$142,196 (602%) better than budget. Cash reserves stood at \$876,000 leaving us \$590,000 above policy.

Deen forecasted that in April Daily Bruin, BruinLife, Web Media, and Outdoor would all exceed budget by 20%, 197%, 25%, and 67% respectively. The May forecast was not available because the sales were not finalized.

New Business/Action Items

XI. Capital budget reallocation request (Deen)

Deen requested the funds allocated for Kiosk upgrades be used to purchase a new copy machine. She said the machine used to be a lease, but the lease was paid off last year. The copier needed some repairs, and the estimate was going to be close to \$5,000, but a new machine would be anywhere from \$7,000-\$15,000, so it wasn't worth it to spend that much on getting an old machine repaired.

Coronado moved to approve the reallocation of funds. Robledo seconded the motion. The motion passed by a member vote of 8-0 with no abstentions.

XII. 2022-23 FEM Editor in Chief selection (Gambino)

- a. Mar Escusa, candidate

Robledo moved to enter executive session at 6:18 p.m. Hernandez seconded the motion. The motion passed by consent.

Greim moved to exit executive session at 7:42 p.m. Robledo seconded the motion. The motion passed by consent.

Robledo moved to appoint Mar Escusa as the 2022-23 FEM Editor in Chief. Coronado seconded the motion. The motion passed by a member vote of 8-0 with no abstentions.

XIII. La Gente 2022-2023 Editor in Chief selection (Gambino)

- a. Karim Hyderali, candidate

Robledo moved to appoint Karim Hyderali as the 2022-2023 La Gente Editor in Chief. Coronado seconded the motion. The motion passed by a member vote of 8-0 with no abstentions.

XIV. Nommo 2022-23 Editor in Chief selection (Gambino)

- a. Leilani Fu'Qua, candidate

This item was tabled. Fu'Qua did not attend the meeting.

XV. UCLA Radio 2022-23 General Manager selection (Gambino)

- a. Max Dallas, candidate

Coronado moved to appoint Max Dallas as the 2022-2023 UCLA General Manager. Robledo seconded the motion. The motion passed by a member vote of 8-0 with no abstentions.

XVI. Interim Communications Board Chair 2022-2023 (Gambino)

Coronado moved to appoint Samira Singleton as the interim chair. Robledo seconded the motion. The motion passed by a member vote of 8-0 with no abstentions.

XVII. Adjourn (Gambino)

Greim moved to adjourn the meeting at 7:40 p.m. Robledo seconded the motion. The motion passed by consent.