

Minutes of the October 3, 2022 Meeting of the ASUCLA Communications Board

Board members present: Jesse Coronado, Andrea Gambino, Steve Greim, Alexandre (Alex) Holt, Sylvia Robledo, Samira Singleton, Doria Deen

Board members absent: Jessica Behmanesh, Judy Hernandez, Shantall Medina

Guests present: Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor), Victoria Li (Daily Bruin Editor in Chief), Olivia Simmons (Daily Bruin Managing Editor)

Agenda

- I. Call to order (Singleton)**
Gambino called the meeting to order at 5:39 p.m.
- II. Approval of the agenda (Singleton)**
Robledo moved to approve the agenda. Holt seconded the motion. The motion passed by consent.
- III. Approval of June 6, 2022 minutes (Singleton)**
Greim moved to approve the minutes. Gambino seconded the motion. The motion passed by consent.
- IV. Approval of September 23, 2022 minutes (Singleton)**
Coronado moved to approve the minutes. Holt seconded the motion. The motion passed by consent.
- V. Executive Committee report (Singleton)**
Singleton said the committee had not met, so there was no report.
- VI. Operations Committee report (Holt)**
Holt said the committee met on September 29. He said he'd received member updates from the editors who attended, and also voted on the professional members to add to the board, which he would discuss during agenda item XII. The committee reports were as follows:

(Pacific Ties) Chui said they were working on recruiting. They tabled at the Enormous Activities Fair (EAF). Chiu said apps closed on Friday. They had their first meeting of the year on September 28 at 5:00 p.m. Chui said she was doing a lot of internal restructuring. They are hoping to get more content on their website in the coming week.

(UCLA Radio) Dallas said the managers are scheduling meetings. They started fall programming this week with 41 shows, and they will expand to 45 shows by week three. They had a few writers cover Primavera Sound and they have a couple more articles in the works. They hired seven managers. Overall, they are doing quite well and working on training and centralizing resources, so everything is moving smoothly.

(BruinLife Yearbook) Su said they had summer editor's training. She said they were working on an internal website to have all processes in one place and to streamline operations. Su said they have spent week one reaching trying to see how many returning staff members they have while in the midst of recruiting season. Once they now how many staff are returning, they will know how many they need to recruit.

(OutWrite) Ikonomou said they were still recruiting. They are having an info session on September 29. They are hoping to get twenty applicants, and they are on track to achieve those numbers. He said, during summer, the magazine stayed on track with posting on their website and social media platforms. They are hoping to start partnerships with UCLA Radio to start a podcast.

(Daily Bruin) Li said they had their two-day fall editor training during week zero. They were concluding their recruitment efforts and had a good turnout while tabling at the EAF, the Student Media Open House, and with their own outreach office hours for anyone with questions about the application. Lastly, Li said they've had good response to their social media recruitment posts, with lots of questions sent to them via DM and a growth in follower count.

(Al-Talib) Syed said they started recruitment and they were doing great. She said they also had an info session where thirty students attended. She said her board is excited and have been planning things for the next year.

VII. Finance Committee report (Coronado)

Coronado said the committee had not met. Deen said the financial statements were published recently, so the committee didn't have time to meet before the main board meeting, but she would present both the July year-end and August financial statements with agenda items X and XI.

VIII. Media Director's report (Deen)

Summer/Fall Updates

Deen said she'd completed the USAC summer orientation training. She said the newsmagazine editor training was partially completed, and they had their first ever

Student Media Open House. She said it was a success. There were between 150-200 students who attended.

Upcoming Events

Student Media recruitment ended on Monday (day of the meeting) and training would begin that weekend, and last for the next two weeks.

Analytics

Deen shared the analytics for users and page views from 2021-22 compared to 2020-21 and 2018-19 (last year before COVID). While multiple outlets showed both increases and decreases individually, overall, both users and page views were down from 21-22 to both 2020-21 and 2018-19.

IX. Public Comment (Singleton)

Li said that Daily Bruin recruitment ended, and they received more applications this year than last year. They hired two to three more editors. Gambino said that the Daily Bruin's back to school issue was beautiful, and she's heard some students raving out it.

New Business/Discussion Items

X. July 2022 Financial Statements (Deen)

Deen said that total income for the year was \$1,644,279 and budgeted income was \$1,400,336 us \$243,943 (17%) better than budget. BruinLife, Web, and Outdoor were up 56, 37% and 83% to budget respectively, while Daily Bruin was down to budget 1% to budget. Total expense was \$1,489,678 and budgeted expense was \$1,432,127 leaving us <\$57,551> (<4%>) over budget. Net revenue was \$154,601 and budgeted net revenue was a loss of <\$31,791> leaving us \$186,392 (586%) better than budget. Cash reserves stood at \$824,000 leaving us \$538,000 above policy.

XI. August 2022 Preliminary Financial Statements (Deen)

Deen said that total income was \$75,854 and budgeted income was \$77,072 leaving us <\$1,218> (<2%>) under budget. Daily Bruin, BruinLife, and Outdoor sales were 2%, 115%, and 3% above budget respectively, but Web Media was under budget by <42%>. Total expense was \$100,474 and budgeted expense was \$123,532 leaving us \$23,058 (19%) better than budget. Net revenue was a loss of <\$24,621> and budgeted net revenue was a loss of <\$46,460> leaving us \$21,839 (47%) better than budget. Cash reserves stood at \$748,000 leaving us \$419,000 above policy.

New Business/Action Items

XII. Confirm Professional Members (Holt)

- a. Jessica Behmanesh, candidate
- b. Jesse Coronado, candidate
- c. Shantall Medina, candidate
- d. Sylvia Robledo, candidate

Holt said that the Operations Committee voted unanimously to appoint all four members, so it was the recommendation of the committee to approve Behmanesh, Coronado, Medina, and Robledo as professional members for the 2022-23 board.

Holt moved to appoint Jessica Behmanesh, Jesse Coronado, Shantall Medina, and Sylvia Robledo as professional members to the 2022-2023 Communications Board. Gambino seconded the motion. The motion passed by a hand vote of 6-0 with no abstentions.

XIII. Editor in Chief and General Manager Confirmations (Deen)

Deen said all of the editors and the UCLA Radio general manager completed summer training that had been offered so far, and they would complete part two soon. She recommended that all be confirmed.

Greim moved to confirm each editor and the general manager who were appointed during spring 2022. Coronado seconded the motion. The motion passed by a hand vote of 6-0 with no abstentions.

XIV. Committee Assignments (Singleton)

- a. Executive
- b. Finance
- c. Operations

Since there were no new members at this meeting, this item was tabled.

XV. Executive Session (Deen)

The board did not go into executive session.

XVI. Adjourn (Singleton)

Greim moved to adjourn the meeting at 6:12 p.m. Holt seconded the motion. The motion passed by consent.