

Minutes of the November 7, 2022 Meeting of the ASUCLA Communications Board

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

Guests present: Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor), Victoria Li (Daily Bruin Editor in Chief), Christopher Ikonomou (OutWrite Editor in Chief), Max Dallas (UCLA Radio General Manager)

Agenda

- I. Call to order (Singleton)**
Gambino called the meeting to order at 5:32 p.m.
- II. Approval of the agenda (Singleton)**
Greim moved to approve the agenda. Coronado seconded the motion. The motion passed by consent.
- III. Approval of October 3, 2022 minutes (Singleton)**
Holt moved to approve the minutes. Barikhan seconded the motion. The motion passed by consent.
- IV. Executive Committee report (Singleton)**
Singleton said the committee had not met, so there was no report.
- V. Operations Committee report (Holt)**
Holt said the committee met on October 28. He said he'd received member updates from the editors who attended, and they also discussed community building (what was/was not working for their publications) and management plans for in-person versus remote gathering.

Regarding community building, Ikonomou said that OutWrite had a social week to welcome interns who had been accepted into the internship. He said it was great, and it encouraged bonding amongst the team, and their meetings are very community-focused.

Regarding management plans, Deen asked the editors if they were pushing for more in-person activities or remote activities. Ikonomou said workflow-wise, it was pretty hybrid, and they were still mostly on zoom. Syed said that in-person has been going well. Su said that BruinLife has been pushing for mostly an in-person model, and Dallas said that UCLA Radio's default was to do everything in person unless there is a meeting scheduled

that only involves a few people. No one said they had any push back from encouraging their staffs to adopt the in-person model, however Su said that her staff appreciated the hybrid option in case they could not make it in person.

He said the editors for Daily Bruin, Ha'Am, La Gente, Nommo, Pacific Ties, and FEM did not attend, but he'd received some email updates from some of them. The committee reports were as follows:

(Al-Talib) Syed said that things were going great. Al-Talib had their second meeting on 10/26, and they currently have a staff of 50. During the last meeting, they went over themes for the annual magazine, and the staff was preparing content for that.

(OutWrite) Ikonomou said the new interns were excited. The interns have already made their first pitches, so once their training was done they would be able to get started on writing them. Ikonomou said so far, everyone has been responsive. They were working on their second draft of the fall print issue that is themed around satanic panic, which is planned to be an 80's vibe. They are having weekly meetings, and have a staff of 50. They received 50 applicants and accepted 30. Writers have been posting weekly on their website and they started a new series focusing on queer artists. Multiple artists have reached out to be featured. Some staff members went to a concert and have posted a review with pictures, and their photos were shared on the opener's story.

(BruinLife Yearbook) Su said they had their first all staff internal workshop, and it went well. She said it was very productive, and it was exciting to see writing staff in person. She said the interns were equally excited for their assignments with their first drafts due the following week. She said she was trying to focus more on the social aspects of BruinLife, and they had an activity the previous week. She said they were planning to have an all-staff social soon.

(UCLA Radio) Dallas said that UCLA Radio had 140 active members plus 40 interns. He said they were investing a lot of time and effort into welcoming interns. He said they had a couple of socials and activities to increase bonding. He said his focus was also investing into each individual section and working to increase tech knowledge among the staff members. They were looking into improving their website, and Digi Press had just completed training sessions that would help to improve music coverage for live shows. Dallas said they had been marketing concerts through DJs, shows, and giveaways have helped folks engage with Radio. Just recently they had an in-person recording with Lola Rice. They were also working on racial equality plan for staff diversity.

These were the updates Holt received from editors who did not make it to the meeting.

(FEM) Escusa said that FEM had been doing really well, and recruitment went really well. They accepted 35 interns. Most were able to complete training, and they had an orientation with the new members to cover expectations of new staff members. They have also been working on their fall print issue and are close to finishing it. They planned to work on the layout during week seven. Their plan is to publish and launch with an event on November 18.

(Pacific Ties) Chui said they are holding back on printing this quarter because they have been doing a lot of internal restructuring, but they do have weekly all staff meetings on Wednesdays from 5:00 p.m. – 6:00 p.m., and they are publishing online. They are still planning on printing during winter and spring quarters. The new intern training and onboarding process was completed during week five. All of the new interns have been attending weekly meetings since week three. They had an all-staff bonding event during week six.

(Daily Bruin) Li said that intern training was almost done. They printed a special edition for Homecoming, and they are starting a collaboration with the Daily Trojan for the annual rivalry issue. It will be online only this as opposed to a print issue in times past due to the Daily Trojan's limited capacity. They are also prepared to cover the graduate student's strike.

As far as questions or concerns, there really weren't any. Both Ikonomou and Gambino asked about interns who had missed training, and if there were any options for them to continue, and Deen was able to make accommodations for them.

Lastly, Holt said that there were still vacant student seats on the board, so looking to fill those as soon as possible.

Singleton said a student representative came up to her and shared their concern about providing support from the Communications Board, and she expressed to them that if they didn't come to Operations Committee meetings or board meetings to make them known, there wasn't anything the Board could do about it. So, she encouraged Holt to remind the editors/general manager that the Operations Committee meetings were a time and space for them to share what's going right or wrong, and to provide feedback, because this is all a group effort.

VI. Finance Committee report (Coronado)

Coronado said the committee met on November 4 and discussed the September financial statements. He said so far we were doing fine financially, and we broke even for the month, but that is expected in September because it is a slow month. He said we still have

a lot of receivables that need to be collected. One of the larger items contributing to lower sales and expenses was that the yearbook hasn't published, but it will in November.

VII. Media Director's report (Deen)

Daily Bruin Awards

Deen said the Daily Bruin won't nine national Pacemaker Awards from the Associated Collegiate Press (ACP) and twelve Pinnacle Awards and five honorable mentions from the College Media Advisors (CMA). They also earned the Pacemaker 100 Award, which is an award given to organizations that have accumulated the greatest number of Pacemaker Awards since the award's inception in 1927.

Ikonomou asked if there were opportunities for the newsmagazines to enter award contests as well. Deen said yes. She said she had already spoken to Hernandez about getting the newsmagazine sites entered into the contests, at the very least.

DBAN Recap

Deen said that DBAN had their annual reunion on Saturday, October 15. They raised \$22,874 for scholarships through the Spark campaign. They've developed supplemental training programs for staff, developed critique slots, and a mentoring/matching program. Deen shared the DBAN Spark link for those who wanted to donate.

Recruitment

Deen said recruitment overall was up 44% to last year. This year there were 1,217 applicants, and last year there were 846. There was a 44% acceptance rate also. Deen shared the recruitment demographics to show the numbers and percentages of acceptances by gender, veteran status, students with disabilities, and race. Robledo asked Deen to show a comparison of Student Media's race acceptances compared to the race statistics of both UCLA and Los Angeles. Deen said she would do that for next month's meeting.

VIII. Public Comment (Singleton)

Li said she had a few updates that she didn't send to Holt. She said five editors went to D.C. to attend the ACP convention and to accept the awards. She said their elections package was on newsstands and online. They also covered Vice President Harris' campus visit. She said they would also be sending out messages for the Daily Bruin internal diversity report.

New Business/Discussion Items

IX. September 2022 Preliminary Financial Statements (Deen)

Deen said that total income was \$124,961 and budgeted income was \$150,278 leaving us <\$25,317> (<17%>) under budget. Daily Bruin and Web Media sales were 3% and 13% to budget respectively, but Outdoor exceeded budget by 62%. BruinLife was the largest contribution to the downfall of sales, because the yearbook didn't publish in September as planned. Total expense was \$99,942 and budgeted expense was \$155,530 leaving us \$55,588 (36%) better than budget. This was due to timing of the yearbook publishing. Since the book hadn't publish, there was no printing expense. Net revenue was \$25,019 and budgeted net revenue was a loss of <\$5,252> leaving us \$30,271 (576%) better than budget. Year to date net revenue was \$398 and budgeted year to date net revenue was a loss of <\$51,712> leaving us \$52,110 (108%) better than budget. Cash reserves stood at \$740,000 leaving us \$411,000 above policy.

New Business/Action Items

X. Committee Assignments (Singleton)

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

Barikhan and Tongkumvong requested to be assigned to the Operations Committee.

Hernandez and Sharma requested to be assigned to the Executive Committee.

Coronado moved to accept the committee assignments. Hernandez seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XI. Executive Session (Deen)

Gambino moved to enter executive session at 6:06 p.m. Holt seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

Greim moved to exit executive session at 6:26 p.m. Coronado seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XII. Adjourn (Singleton)

Holt moved to adjourn the meeting at 6:28 p.m. Gambino seconded the motion. The motion passed by consent.