

Minutes of the January 9, 2023 Meeting of the ASUCLA Communications Board

Board members present: Cecilia (CeCe) Barikhan, Jessica Behmanesh, Jesse Coronado, Andrea Gambino, Steve Greim, Alexandre (Alex) Holt, Sylvia Robledo, Samira Singleton, Ida Tongkumvong, Kristen Weiss, Doria Deen

Board members absent: Judy Hernandez, Shantall Medina, Navdha Sharma

Guests present: Jose Hernandez (Student Media Operations Manager), Victoria Li (Daily Bruin Editor in Chief), Christopher Ikonomou (OutWrite Editor in Chief), Mar Escusa (FEM Editor in Chief), Charlotte Chui (Pacific Ties Editor in Chief), Katelyn Su (BruinLife Editor in Chief), Seth Bobrowsky (Ha'Am Editor in Chief), Anna Syed (Al-Talib Editor in Chief), Olivia Simmons (Daily Bruin Managing Editor), Leilani Fu'Qua (Nommo Editor in Chief), Suneel Ratan (DBAN Board Member)

Agenda

- I. Call to order (Singleton)**
Singleton called the meeting to order at 5:31 p.m.
- II. Approval of the agenda (Singleton)**
Greim moved to approve the agenda. Holt seconded the motion. The motion passed by consent.
- III. Approval of December 5, 2022 minutes (Singleton)**
Weiss moved to approve the minutes. Tongkumvong 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 did not meet, but he would be sending out a Doodle Poll soon to gather the committee members' availability for winter quarter meetings.
- VI. Finance Committee report (Weiss)**
Weiss said the committee met on January 6 and discussed the November financial statements. She said overall we were doing well. Year to date, we are better than budget, so as of now we have no concerns.

VII. Media Director's report (Deen)

Race Demographics

Deen presented a comparison of Student Media acceptances by race compared to UCLA, Los Angeles (city), and Los Angeles County's demographics.

Meeting/agenda items for the rest of the year

Since we've hit the mid-year mark, Deen shared the rest of the major items that the board would need to cover for the rest of year. She said the board would approve the budget assumptions in March, approve editor in chief applicants in April, May, and if necessary, June, and the budget will be approved in May. The final piece would be the media director review, which would happen early summer (June).

VIII. Public Comment (Singleton)

There were no public comments.

New Business/Discussion Items

IX. November 2022 Preliminary Financial Statements (Deen)

Deen said that total income was \$187,442 and budgeted income was \$143,758 leaving us \$43,684 (30%) better than budget. Daily Bruin and BruinLife were up 7% and 331% respectively, but Web Media and Outdoor sales were down 1% and 45% to budget respectively. Total expense was \$163,672 and budgeted expense was \$140,050 leaving us <\$23,622> (<17%>) under budget. Net revenue was a \$23,770 and budgeted net revenue was \$3,708 leaving us \$20,062 (541%) under budget. Year to date net revenue was <\$2,129> and budgeted year to date net revenue was a loss of <\$69,580> leaving us \$67,451 (97%) better than budget. Cash reserves stood at \$820,000 leaving us \$491,000 above policy.

For the December forecast, all three categories (Daily Bruin, Web, and Outdoor) are all projected to be below budget 24%, 57%, and 46% respectively.

Greim asked about the causes of Outdoor being under budget for the month. Deen said a lot of it was timing because, even though we were down to budget in November, we were ahead of budget year to date. Greim also said that some of the kiosk may need some care and attention. Deen agreed and said that Jeremy Wildman (Student Media Business Manager) had been in contact with UCLA Facilities recently regarding repairs and painting, so she would follow up with him regarding the status of those conversations. Deen also said that Wildman had installed film on some of the kiosks so when folks put stickers on there, we'd just remove the film as opposed to the glass being damaged.

Ratan said that the Daily Bruin Alumni Network (DBAN) was trying to mobilize more resources, and he felt there were more ways to increase revenue depending on the audience. He asked if Deen and the Board would welcome ideas from DBAN members regarding revenue generation, and both Deen and the board said they would be willing to discuss it with DBAN.

New Business/Action Items

X. Executive Session (Deen)

Greim moved to enter executive session at 6:14 p.m. Coronado seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

Greim moved to exit executive session at 6:43 p.m. Holt seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

XI. Adjourn (Singleton)

Coronado moved to adjourn the meeting at 6:43 p.m. Holt seconded the motion. The motion passed by consent.