

## **Minutes of the February 6, 2023 Meeting of the ASUCLA Communications Board**

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

**Board members absent:** Judy Hernandez, Shantall Medina

**Guests present:** Jose Hernandez (Student Media Operations Manager), Victoria Li (Daily Bruin Editor in Chief), Christopher Ikonomou (OutWrite Editor in Chief), Katelyn Su (BruinLife Editor in Chief)

### **Agenda**

- I. Call to order (Singleton)**  
Singleton called the meeting to order at 5:35 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 January 9, 2023 minutes (Singleton)**  
Holt moved to approve the minutes. Sharma 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 January 23 and he received updates from those who attended. The committee reports were as follows:  
  
(Pacific Ties) Chui said they finished recruitment and sent out acceptances on Friday, January 20. She said the interns would be joining staff meetings this week. They were having weekly meetings and were working on print magazine production with first drafts due week four. She said she was working with Jose to update their website. Lastly, Chui said that Pacific Ties was a part of the Asian Pacific Coalition (APC), and Pacific Ties was holding an event with APC during week 7.  
  
(OutWrite) Ikonomou said they also accepted new interns during week two. He said they didn't push for recruitment like they did in the Fall because they were comfortable with

their current staff size, but they accepted seven new interns. He said pitches for winter print (themed “Culture”) were due Friday of week two, and the first draft was due Friday of week four. They have been consistently publishing two articles per week online, and they have been getting more into podcast collaborations with UCLA Radio. Overall, Ikonomou said, they were doing good, excited to see new faces, and excited to see more folks come to meetings this quarter.

(BruinLife Yearbook) Su said the section editors had meetings during week two and they had a social planned. She said they have undergone a lot of staff restructuring this year, and they are continuing to fine tune things. She said she started the process of mentoring a new editor in chief for next year.

(UCLA Radio) Dallas said that UCLA Radio had 80 shows, which was up from 65 from last quarter, on air from 10:00 a.m. to 10:00 p.m. He said they were diversifying their content, and they recently hired five new managers. He said they struggled this quarter with getting a lot of applicants with only half the number that they received during Fall quarter. He said he felt it was partly due to the small recruitment window couple with their failure to promote the internship aggressively, however, they hired 35 interns.

(Daily Bruin) Li said they were back to three days of print this quarter. They also completed their intern hiring, and it too was a smaller group of applicants and acceptances. She said they struggled last quarter with high editor turnover rates, but they were back to full capacity now. But the high turnover caused a bit of trouble with their workflow. Regarding special projects, Li said they were working on the Sundance Film Festival and Black History Month packages.

(La Gente) Hyderali said they finalized their fall quarter issue and would release it as a digital zine. They were finishing up their winter quarter issue, and had three articles ready for web publishing. He said they had two socials planned, and they had two staff members interested in starting a show with UCLA Radio.

## **VI. Finance Committee report (Weiss)**

Weiss said the committee met on February 3 and discussed the December 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. Coronado added that since interest rates were higher, our interest income would continue to exceed budget for the year.

Weiss said the committee also approved, and wanted to recommend the full board’s approval, of additional spending. She said the Daily Bruin received funding from the

Daily Bruin Support Fund (from UCLA) from alumni donations, but she said they would discuss it more during action item.

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

*Recruitment/Acceptances*

Deen said recruitment overall was down 17% to last year. This year there were 411 applicants, and last year there were 496. There was a 40% acceptance rate.

*Kiosks*

Deen said that Jeremy Wildman, Student Media Business Manager, has been working with UCLA Facilities to get a quote for kiosk repairs. She said we were quoted \$167,000 to metal work, power washing, and painting all kiosks. If we wanted to just have repairs and power washing, it would be \$23,600 (\$20,000 for metal repairs and \$3,600 for power washing). Deen said they would probably go ahead with the metal work and power washing first, then determine if painting was necessary. If painting would still be necessary, she said she would work on getting other quotes.

**VIII. Public Comment (Singleton)**

Ikonomou asked if there was a book or some type of manual somewhere with all of the rules for Student Media. Hernandez said during summer training he shared a site that had Student Media best practices on it.

**New Business/Discussion Items**

**IX. December 2022 Financial Statements (Deen)**

Deen said that total income was \$91,391 and budgeted income was \$101,330 leaving us <\$9,939> (<10%>) less than budget. BruinLife was up 46%, but Daily Bruin, Web Media and Outdoor sales were down 18%, 54% and 46% to budget respectively. Total expense was \$101,177 and budgeted expense was \$114,103 leaving us \$12,926 (11%) better than budget. Net revenue was a loss of <\$9,786> and budgeted net revenue was a loss of <\$12,773> leaving us \$2,97 (23%) better than budget. Year to date net revenue was <\$11,915> and budgeted year to date net revenue was a loss of <\$82,353> leaving us \$70,438 (86%) better than budget. Cash reserves stood at \$706,000 leaving us \$377,000 above policy.

For the January forecast, all three categories (Daily Bruin, Web, and Outdoor) are all projected to be below budget 10%, 27%, and 6% respectively.

**New Business/Action Items**

**X. Committee Assignments (Singleton)**

**a. Arpit Gaiind, candidate**

Gaiind said he would like to be assigned to the Operations Committee. Robledo moved to appoint Gaiind to the Operations Committee. Gambino seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

**XI. Increased budget spending proposal (Deen)**

Deen said that the Daily Bruin is about to receive \$15,000 from alumni donations from the UCLA Fund: Daily Bruin Support Fund. She met with the editor in chief and both managing editors to see how they wanted to spend the donations. They said they would like to spend on equipment, travel, and stipends. Deen asked for approval to go over budget to accommodate these requests. Greim moved to approve the additional spending for capital equipment, travel, and stipends. Holt seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

**XII. Executive Session (Deen)**

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

Holt moved to exit executive session at 6:41 p.m. Robledo seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

**XIII. Adjourn (Singleton)**

Greim moved to adjourn the meeting at 6:42 p.m. Holt seconded the motion. The motion passed by consent.