

Minutes of the May 1, 2023 Ad Hoc Meeting of the ASUCLA Communications Board

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

Board members absent: Shantall Medina, Navdha Sharma

Guests present: Jose Hernandez (Student Media Operations Manager), Victoria Li (Daily Bruin Editor in Chief), Bella Brannon (Ha'Am Editor in Chief candidate), Sophia Kangavari (Ha'Am Editor in Chief candidate), Nicole Crawford (Nommo Editor in Chief candidate), Sophia (Helio) Luti (Nommo Editor in Chief candidate)

Agenda

- I. Call to order (Singleton)**
Singleton called the meeting to order at 5:39 p.m.
- II. Approval of the agenda (Singleton)**
Coronado moved to approve the agenda. Barikhan seconded the motion. The motion passed by consent.
- III. Approval of April 10, 2023 minutes (Singleton)**
Greim moved to approve the minutes. Gaiind seconded the motion. The motion passed by consent.
- IV. Executive Committee report (Singleton)**
Singleton said the executive committee met with Daily Bruin editor and managing editors as well as the Daily Bruin Alumni Director and the Student Media Advisor on April 12. She said the executive committee had emailed Julie Sina (Associate Vice Chancellor of Alumni Affairs) to inform her of the issues raised by the students. She said the committee was waiting for Sandra, from Julie's office, to schedule a meeting to discuss the letter that the executive committee sent to her. Singleton said she also sent an email to Lawrence Ma, Daily Bruin Alumni Network (DBAN) President asking him not to contact students directly, but to work through the media director and media advisor.
- V. Operations Committee report (Holt)**
Holt said the committee met on April 24, and there was a really good turnout. He said they voted on a constitution change, which they wanted to recommend to the full board for approval, and he received updates from the following:

(Pacific Ties) Chui said they were working on their print issue entitled, “Rebirth”, and they expected it to be distributed week nine. They had a social the during week three, and they had an all staff social planned for week seven. She said they had one editor in chief applicant and she had been cross training them. She said she had asked the section editors to look out for potential leaders next quarter to cross train them as well.

(OutWrite) Ikonomou said they were doing pretty well. He said that Rainer had applications out for the new editorial team for next year, and he would train the new staff once selected. He said they were planning for their spring print issued entitled, “Color”. They planned to publish by either week eight or nine. He said they were continuing to publish two to three times per week online, and their podcast was doing well. He said they got eight new YouTube subscribers from their podcast.

(La Gente) Hyderali said they had published five times so far online, and the following day after the meeting, they planned to publish article number six online. He said their print theme was “End of the Journey”. He said their web calendar had interviews lined up with multiple associations, teachers from LAUSD, and Afro-Latinx groups. He said there was one editor in chief applicant for next year; Jacky Barragan.

(UCLA Radio) Dallas said that UCLA Radio had sixteen hours of programming per day. The news team was working on putting out a third zine themed around cyclical themes and culture. He said they were implementing a lot of changes on their website, and they were working on marketing across all departments to boost content. He said they were wrapping up year-end socials and hiring, and UCLA Radio had a staff endorsement where they endorsed Graciela McDonogh-Wong.

(Daily Bruin) Li said the next Daily Bruin Editor in Chief process was complete, and next year’s editor, Isabelle Friedman, finished hiring next year’s managing editors, and she was in the process of selecting top section editors. As far as content, they were working on Spring Sing and USAC Elections.

VI. Finance Committee report (Weiss)

Coronado said the committee met on April 28 and discussed the March financial statements. He also said they discussed and approved the 2023-24 Budget, and they recommended it for approval from the full board. The details would be discussed in agenda item XII.

VII. Media Director’s report (Deen)

Deen said she would be attending the annual WAUPM Conference May 10-13 in Detroit, MI where she'd receive updates from the Student Press Law Center as well as other updates on both digital and growth strategies.

VIII. Public Comment (Singleton)

Li said most of her updates were already given by Holt, but she wanted to add that two Daily Bruin copy editors won first and second place for ACES awards for "Best Headlines". Li also said their annual diversity report would be published later in the week.

New Business/Discussion Items

IX. March financial statements (Weiss)

Deen said that total income was \$165,282 and budgeted income was \$156,329 leaving us \$8,953 (6%) better than budget. Daily Bruin and Outdoor were up 101% and 46% to budget respectfully. Web Media was down 32% to budget. Year-to-date income was \$1,048,985, and budgeted year-to-date income was \$1,091,740 leaving us <\$42,755> (<4%>) less than budget.

Total expense was \$163,377 and budgeted expense was \$149,229 leaving us <\$14,148> (<9%>) under budget. Year-to-date expense was \$1,019,360, and budgeted year-to-date expense was \$1,113,929 leaving us \$94,569 (8%) better than budget.

Net revenue was a \$1,904 and budgeted net revenue was \$7,100 leaving us <\$5,196> (<73%>) less than budget. Year to date net revenue was \$29,625 and budgeted year to date net revenue was a loss of <\$22,189> leaving us \$51,814 (234%) better than budget. Cash reserves stood at \$777,000 leaving us \$448,000 above policy.

For the April forecast, Daily and Web are projected to be 22% and 17% over budget, respectively, but Outdoor is projected to be below budget 12%.

New Business/Action Items

X. Constitution change (Holt)

Holt said that the committee discussed and voted on the following language.

Section A – Members, #5.

Current language:

There shall be four members who are professionals in the media.

Proposed language:

There shall be four members who are professionals in the media, previous professionals in the media, or Student Media alumni.

Robledo moved to approve the recommendation from the Operations Committee, to Constitution section A, # 5. Barikhan seconded. The motion passed by a member vote of 12-0 with no abstentions.

XI. Bruinwalk.com review grievance (Deen)

Deen said a grad student named Madonna Ghazal reached out to her regarding having a review removed from Bruinwalk. Deen had previously forwarded all email communications between she and Ghazal to the board for their review. After some discussion the board decided to have the review removed.

Coronado moved to remove the review in question from bruinwalk.com. Robledo seconded. The motion passed by a member vote of 12-0 with no abstentions.

XII. 2023-2024 ASUCLA Communications Board Budget and Five-Year Forecast (Deen)

Deen discussed the details of the budget. It was written in such a way that most expenses would mirror the current year's budget, and there were declines in Daily Bruin print and Online, but growth in Outdoor, Other Income, and BruinLife. The net loss for 2023-24 was projected as <\$23,074>.

Greim moved to approve the 2023-2024 ASUCLA Communications Board Budget and Five-Year Forecast. Hernandez seconded the motion. The motion passed by a member vote of 11-0 with one abstention.

XIII. 2023-2024 Ha'Am Editor in Chief selection (Singleton)

A. Bella Brannon, candidate

B. Sophia Kangavari, candidate

Greim moved to enter executive session at 6:33 p.m. Coronado seconded the motion. The motion passed by consent.

Coronado moved the exit executive session at 8:53 p.m. Greim seconded the motion. The motion passed by consent.

Coronado moved to appoint Bella Brannon as the 2023-24 Ha'Am Editor in Chief. Barikhan seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XIV. 2023-2024 Nommo Editor in Chief selection (Singleton)

A. Nicole Crawford, candidate

B. Sophia (Helio) Luti, candidate

Robledo moved to appoint Nicole Crawford as the 2023-24 Nommo Editor in Chief. Weiss seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XV. Adjourn (Singleton)

Singleton moved to adjourn the meeting at 8:55 p.m. Weiss seconded the motion. The motion passed by consent.