

Minutes of the June 5, 2023 Meeting of the ASUCLA Communications Board

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

Board members absent: Jessica Behmanesh, Shantall Medina, Navdha Sharma

Guests present: Jose Hernandez (Student Media Operations Manager), Christopher Ikonomou (OutWrite Editor in Chief), Graciela McDonogh-Wong (UCLA General Manager candidate), Jackeline (Jacky) Barragan, (La Gente Editor in Chief candidate), Pon Varshini (Varsha) Ravi (Pacific Ties Editor in Chief applicant), Victoria Li (Daily Bruin Editor in Chief), Isabelle Friedman (23-24 Daily Bruin Editor in Chief), Patrick Shao (BruinLife Photo Editor)

Members leaving early: Alexandre (Alex) Holt

Agenda

I. Call to order (Singleton)

Singleton called the meeting to order at 5:34 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 May 1, 2023 minutes (Singleton)

Weiss moved to approve the minutes. Gaind seconded the motion. The motion passed by consent.

IV. Executive Committee report (Singleton)

Singleton said she drafted a letter to send to the DBAN board to accompany the memorandum of understanding that was drafted by the Daily Bruin Alumni Director.

V. Operations Committee report (Holt)

Holt apologized and said the committee was not able to meet because he had surgery and was sick, so he wasn't able to schedule a meeting for May, but he was able to get updates from some of the editors.

(Al-Talib) Syed said they had a print release party scheduled for June 4, and their print magazine theme was "Fruit", and the publication was called "Seeds of Faith". She said this theme and title were important to them because fruit and food moved politics. Syed

said a lot of food sanctions affected Muslim countries, and held symbols within their cultures. They elected a new editorial board for next year and had taken staff pictures. But, Syed said, the majority of the quarter was focused around their print issue. She said some writers had some pieces planned for the Students Organized for Syria banquet, and one on climate change.

(OutWrite) Ikonomou said OutWrite would be receiving the LGBTQ+ Organization of the Year Award at the Lavender Graduation this year. They just released their spring 2023 print issue called “Color”, which was themed around the original pride flag. They planned to distribute to various LGBTQ orgs, in addition to placing some on newsstands. Ikonomou said they planned to hand out flyers for OutWrite at the Lavender Graduation and the LA Lesbian Pride Day. The editorial team was all set for next year, and also doing internal training. They planned to reach out to more orgs next year in efforts to become more intersectional and welcoming. They planned to celebrate their grads and other accomplishments on Friday, June 9. They were wrapping up their podcast, but planned to continue posting on YouTube over the summer. This year, they published 99 online articles and 23 podcast episodes, gained over 600 Instagram followers and 50 YouTube subscribers, published three print magazines, and were featured by UCLA Newsroom for Pride Month and would also be featured by ASUCLA as well.

(La Gente) Hyderali said they’ve submitted their print issue and it would release June 9. They’ve published four articles in May and had three lined up for June. He said the editing team for next was mostly chosen, and they would be having a banquet soon.

(Pacific Ties) Chui said they were continuing their weekly staff meetings on Wednesdays. They were finishing up their last pieces for web publishing, they distributed their spring 2023 print magazine last week, and they were working on a social media promotion. Next year’s editor in chief, Ravi, had released the section editor applications, and they would be due Friday, June 9.

(Daily Bruin) Li said their site was down but they were able to restore it. They’ve published special packages on FAST UCLA’s annual fashion show and Spring Sing. Prime published the previous Thursday. The outreach section was working on recruitment materials for the fall. They planned to release the grad issue during finals week.

VI. Finance Committee report (Weiss)

Weiss said the committee met on June 2 and discussed the April financial statements. She discussed some of the items that were above and below budget from the profit and loss letters as well as the aging.

VII. Media Director's report (Deen)

2023-24 Budget

Deen said the budget was approved by both ASUCLA S&E's finance and BOD.

WAUPM Recap

Deen said that she attended the annual WAUPM conference, and one of the main topics was AI usage in the newsroom. She said most media directors in the organization didn't know much about AI in the newsroom, but one school used it for language translation. She said she'd asked Friedman if they'd used ChatGPT for writing articles, and she said no. They did some experiments, like writing a letter to the editor, but the results weren't great. Deen also said there was a lot of ambiguity around liability regarding ChatGPT-published content.

Publishing

Deen said that OutWrite, FEM, Pacific Ties, and Al-Talib published their magazines. She brought them to the meeting for distribution to board members. Deen said every newsmagazine published magazines this year, except for Ha'Am.

Year-End Banquets

Deen invited the board to the annual year-end banquets for the Daily Bruin and the Newsmagazine editors.

VIII. Good and welfare (Deen)

Deen thanked Singleton for leading the board as chairperson, and for leading the Operations Committee and serving as vice chair the year prior. She was presented with an engraved gavel. The board joined in to thank Singleton for her hard work and commitment during the year. Deen also thanked the entire board for their commitment towards the advancement of Student Media.

IX. Public Comment (Singleton)

There was no public comment.

New Business/Discussion Items

X. April financial statements (Weiss)

Weiss said that total income was \$148,667 and budgeted income was \$140,785 leaving us \$7,882 (6%) better than budget. Daily Bruin and Web Media were up 18% and 23% to budget respectfully. Outdoor was down 16% to budget. Year-to-date income was

\$1,197,652, and budgeted year-to-date income was \$1,232,525 leaving us <\$34,873> (<3%>) less than budget.

Total expense was \$146,558 and budgeted expense was \$142,643 leaving us <\$3,915> (<3%>) under budget. Year-to-date expense was \$1,165,917, and budgeted year-to-date expense was \$1,256,572 leaving us \$90,655 (7%) better than budget.

Net revenue was a \$2,109 and budgeted net revenue was a loss of <\$1,858> leaving us \$3,967 (214%) better than budget. Year to date net revenue was \$31,734 and budgeted year to date net revenue was a loss of <\$24,047> leaving us \$55,781 (232%) better than budget. Cash reserves stood at \$829,000 leaving us \$500,000 above policy.

Deen said for the May forecast, Web and Outdoor are projected to be 47% and 65% over budget, respectively, but Daily Bruin is projected to be below budget 19%.

New Business/Action Items

XI. 2023-2024 La Gente Editor in Chief selection (Singleton)

A. Jackeline (Jacky) Barragan, candidate

Greim moved to go into executive session at 5:58 p.m. Coronado seconded the motion. The motion passed by consent.

Greim moved to exit executive session at 7:40 p.m. Barikhan seconded the motion. The motion passed by consent.

Robledo moved to appoint Jackeline (Jacky) Barragan as the 2023-2024 La Gente Editor in Chief. Weiss seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XII. 2023-2024 Pacific Ties Editor in Chief selection (Singleton)

A. Pon Varshini (Varsha) Ravi, candidate

Coronado moved to appoint Pon Varshini (Varsha) Ravi as the 2023-2024 Pacific Ties Editor in Chief. Barikhan seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XIII. 2023-2024 UCLA Radio General Manager selection (Singleton)

Robledo moved to appoint Graciela McDonogh-Wong as the 2023-2024 UCLA Radio General Manager. Greim seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

XIV. 2023-2024 Interim Communications Board Chair selection (Singleton)

Coronado nominated Kristen Weiss. Weiss accepted.

Coronado moved to appoint Kristen as the Interim Chair of the Communications Board. Robledo seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

XV. Adjourn (Singleton)

Barikhan moved to adjourn the meeting at 7:42 p.m. Weiss seconded the motion. The motion passed by consent.