

Minutes of the March 4, 2024 Meeting of the ASUCLA Communications Board

Board members present: Arpit Gaind, Steve Greim, Georgia Kernell, Isaiah Little, Lawrence Ma, Dustin Tran, Kristen Weiss, Doria Deen, Diana Swartz, Eitan Arom, Cecilia (Cece) Barikhan, Jesse Coronado

Board members absent: Sylvia Robledo

Guests present: Patrick Healey (DBAN Board Member), Paul Signorelli (DBAN Board Member), Connie Guglielmo (DBAN President), Jeong Park (DBAN Board Member), Jose Hernandez (Student Media Operations Manager), Cathryn Kuczynski (Communications Board Secretary), Abigail Goldman (Student Media Advisor), Ken Peterson, Graciela McDonogh-Wong, Lex Wang

Agenda

I. Call to order (Barikhan)

Barikhan called the meeting to order at 5:43 p.m.

II. Approval of the agenda (Barikhan)

Deen proposed moving approvals of past meeting minutes to after Executive session. Ma proposed adding a discussion of professional member appointment procedures to new business/discussion items.

Greim moved to approve the amended agenda. Barikhan seconded the motion. The motion passed by consent.

III. Public Comment (Barikhan)

Several DBAN members expressed their sentiments on giving consideration to Ma's professional member recruitment proposal, as well as their appreciation for the board's engagement and involvement.

IV. Media Director Report (Deen)

Summer, Fall, and Winter Updates

Deen said that summer newsmagazine training was completed, Student Media hosted their second Open House in October, and both fall and winter recruitment and training were completed.

Analytics

Deen shared the analytics for users and page views from 2022-23 compared to 2021-22 and 2018-19 (last year before COVID). While multiple outlets showed both increases and

decreases individually, overall, users were up to last year and page views were down from last year.

Daily Bruin Awards

Deen said that Daily Bruin received the 2022-23 ACP Online Pacemaker and two Organizational Pinnacle Awards from CMA including first place in the multi-weekly newspaper category and second place for its paper-wide diversity initiatives.

DBAN Recap

Deen said the annual DBAN alumni event took place on October 21, 2023, and the honoree was Matea Gold. They've raised money for scholarships from 2019 to present and have benefited 26 students. They also raised thousands of dollars for the Daily Bruin, developed supplemental training in addition to our own intern training, performed critiques, developed mentor programs, and established the SCNG (OC Register) summer fellowship including a \$6,200 stipend for the fellow.

Spark Campaigns

Both UCLA Radio and FEM have completed UCLA Spark fundraising campaigns. UCLA Radio raised \$11,935 and FEM raised \$2,915.

Daily Bruin Merch

Deen said Daily Bruin was selling merch, and the deadline to purchase was that night.

Recruitment

Deen said the overall applicants increased this year to last year.

Newsmagazine Posts

Deen said for fall quarter, only Pacific Ties and OutWrite met the 10-article per quarter quota.

2024-2025 Budget Schedule

Deen said the board would approve the budget assumptions in April, and shortly after she would write the budget. In May, the board approvals process would begin.

Editor in Chief Selections

Deen said for the Daily Bruin, applications would be sent out in March, and the tests, EIC hearing, and interview with the board would happen in April. For the newsmagazines, BruinLife, and UCLA Radio, Deen would meet with potential candidates in March, and the board would conduct interviews in April, May, and June.

Media Director Review

Deen said the forms should be available in May and distributed to the board, then summarized by the chair in June before submitting to Human Resources.

New Business/Discussion Items

V. July 2023 Financial Statements (Deen)

Deen said that total income for the year was \$1,611,970 and budgeted income was \$1,630,855 leaving us <\$18,885> (<1%>) under budget. Daily Bruin and Other Income were up 8% and 5% to budget respectively, while BruinLife, Web Media, and Outdoor were down to budget 17%, 2%, and 4% respectively. Daily Bruin exceeded budget due mostly to donations and merch sales. Sales were down in all advertising categories except for Insert Income. BruinLife was down mostly due to the Studio. Book sales and advertising exceeded budget. Web Media was down in all categories except for Local, however sales exceeded last year's actual by \$2,350. Outdoor was flat to last year but we budgeted for an increase in 22-23 but fell short to budget. Other Income was up mostly due to a higher interest rates.

Total expense was \$1,661,964 and budgeted expense was \$1,644,249 leaving us <\$17,715> (<1%>) over budget.

Net revenue was a loss of <\$49,994> and budgeted net revenue was a loss of <\$13,394> leaving us <\$36,600> (<273%>) under budget. Deen said this was the first deficit since 2017 and was mostly due to a large write off reserve increase to cover write offs from COVID uncollectible revenue.

Cash reserves stood at \$666,000 leaving us \$337,000 above policy.

VI. January 2024 Financial Statements (Deen)

Deen said the year-to-date net revenue was a loss of <\$79,065> but budgeted net loss was <\$103,747> leaving us \$24,682 (24%) better than budget. Cash reserves stood at \$416,000 leaving us \$69,000 better above policy. Cash as of the meeting date was \$441,000. Deen said she was waiting on the summer and fall 2023 PLEDGE Fees to be posted to the bank. The university had been having issues making payments since they switched over to a new accounts payable system.

VII. Discussion on Appointment of Professional Members (Ma)

Ma discussed the method and procedure of his proposal for recruiting professional members to the Communications Board. Kernell asked Deen about next steps for this

proposal, and she said, from the sound of it, it should go to the Operations Committee for review and approval, then recommended to the full board for a vote.

New Business/Action Items

VIII. Election of Board Officers (Weiss)

a. Chair

Barikhan nominated Kristen Weiss as Chair. Weiss accepted. There were no other nominations.

Barikhan moved to appoint Kristen Weiss as the 2023-2024 Communications Board Chair. Ma seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

b. Vice Chair

Weiss nominated Barikhan as vice chair, but Barikhan declined the nomination because she was graduating early. Barikhan nominated Arpit Gaind, but Gaind declined the nomination because he is out of the country. Ma nominated himself. Coronado nominated Little, and Little accepted. Kernell asked if both candidates would speak to why they would like the Vice Chair position, so both Little and Ma spoke to why they wanted the position.

Gaind moved to appoint Isaiah Little as the 2023-2024 Communications Board Vice Chair. Coronado seconded the motion. The motion pass by a hand vote of 10-0 with 1 abstention.

IX. Committee Assignments (Weiss)

A. Executive

- a. (1 grad)** Arpit Gaind
- b. (1 undergrad)** Kristen Weiss
- c. (2 non-student)** Steve Greim, Sylvia Robledo

B. Finance

- a. (2 students)** Vacant
- b. (1 non-student)** Jesse Coronado

C. Operations

- a. (2 grad students)** Isaiah Little (chair), Dustin Tran
- b. (3 undergrad students)** Vacant
- c. (1 non-student)** Lawrence Ma

Ma moved to approve committee assignments. Coronado seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

X. Editor in Chief/General Manager confirmations (Deen)

Deen said all the editors and the UCLA Radio general manager completed summer training that had been offered, and she recommended that all be confirmed.

Greim moved to confirm each editor and the general manager who were appointed during spring 2023. Little seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XI. UCLA Radio Additional Payroll Spending (Deen)

Deen presented UCLA Radio's request for additional payroll spending in the amount of an additional \$6,000 per year. Coronado presented a proposal for allotting a compromise of an extra \$3,000 for payroll spending as opposed to the entire requested amount.

Coronado moved to approve \$3,000 additional payroll spending. Greim seconded the motion. The motion passed by a member vote of 10-0 with 1 abstention.

XII. New Publication Proposal (Deen)

This item was tabled.

XIII. Executive Session (Deen)

Coronado moved to enter executive session at 6:57 p.m. Swartz seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

Greim moved to exit executive session at 7:31 p.m. Coronado seconded this motion. The motion passed by a member vote of 11-0 with no abstentions.

XIV. Approval of June 5, 2023 minutes (Weiss)

Coronado moved to approve the minutes. Arom seconded the motion. The motion passed by consent.

XV. Approval of July 27, 2023 minutes (Weiss)

Approval of minutes was tabled.

XVI. Approval of February 20, 2024 minutes (Weiss)

Approval of minutes was tabled.

XVII. Adjourn (Weiss)

Coronado moved to adjourn the meeting at 7:44 p.m. Little seconded the motion. The motion passed by consent.