

Minutes of the April 8, 2024 Meeting of the ASUCLA Communications Board

Board members present: Arpit Gaiind, Steve Greim, Georgia Kernell, Isaiah Little, Lawrence Ma, Dustin Tran, Kristen Weiss, Diana Swartz, Eitan Arom, Jesse Coronado, Sylvia Robledo, Doria Deen

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 (Weiss)**
Barikhan called the meeting to order at 5:42 p.m.

- II. Approval of the agenda (Weiss)**
Deen said she and Weiss had spoken previously, and Weiss wanted to move the DBAN Presentation before Public Comment.

Robledo moved to approve the amended agenda. Ma seconded the motion. The motion passed by consent.

- III. Approval of the October 9, 2023 minutes (Weiss)**
Arom moved to approve the minutes. Coronado seconded the motion. The motion passed by consent.

- IV. Approval of the January 22, 2024 minutes (Weiss)**
Robledo moved to approve the minutes. Coronado seconded the motion. The motion passed by consent.

- V. Approval of July 27, 2023 minutes (Weiss)**
Approval of minutes was tabled.

- VI. Approval of February 20, 2024 minutes (Weiss)**
Coronado moved to approve the minutes. Little seconded the motion. The motion passed by consent.

- VII. Approval of March 4, 2024 minutes (Weiss)**
Arom moved to approve the minutes. Swartz seconded the motion. The motion passed by consent.

VIII. Approval of April 1, 2024 minutes (Weiss)

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

IX. Executive Committee Report (Weiss)

Weiss said the committee had not met, but a perceived conflict of interest was brought to her attention that she wanted to address on the record regarding Ma's relationship with DBAN and his attendance at a scholarship luncheon where one of the Daily Bruin Editor in Chief candidates was present. Weiss said she believed that Ma had no conflict of interest because he was not on the DBAN board, and he informed her that he did not interact with the applicant.

X. Operations Committee Report (Little)

Little said the committee met on Friday, April 5, and every editor/general manager was present except the Daily Bruin editor, but he'd received email updates from Isabelle Friedman, the Daily Bruin Editor in Chief.

Little presented all the updates, and he said there was an action item on the agenda that was not adopted by the committee, but it would be discussed in more detail during agenda item XIX.

XI. Finance Committee Report (Coronado)

Coronado said the committee met on Thursday, March 28 and discussed the February financial statements as well as the 2023-24 ASUCLA Communications Board Budget Assumptions, which would be discussed in more detail during agenda item XVIII.

XII. DBAN Presentation (Guglielmo)

Guglielmo, the President of DBAN, shared a presentation regarding the alumni organization and what it offered in terms of programming and financial support.

XIII. Public Comment (Weiss)

Several DBAN members shared comments supporting the material presented in the DBAN presentation and for Ma's adoption of professional media members nomination procedures proposal.

XIV. Media Director Report (Deen)

Newsmagazine Posts

Deen said for winter quarter, all newsmagazines met their publishing quota except for La Gente and Al-Talib.

DBAN/SCNG Fellowship

Deen said she and Allyson Vergara from the Southern California News Group (SCNG) would be interviewing applicants in the coming weeks for the DBAN-funded SCNG summer fellowship.

Spring Recruitment

Deen said the department would be doing spring recruitment, which typically doesn't happen, and offering training April 28 and May 5 for writing interns only.

New Business/Discussion Items

XV. February 2024 Financial Statements (Deen)

Deen said that total income was \$154,160 and budgeted income was \$147,920 leaving us \$6,240 (4%) better than budget. Daily Bruin and UCLA Radio exceeded budget, DB by 62% and Radio raised \$11,935 from a Spark campaign that was not budgeted, while Web Media, and Outdoor were down to budget 15% and 48% respectively.

Total expense was \$146,674 and budgeted expense was \$140,634 leaving us <\$6,040> (<4%>) over budget.

Net revenue was a loss of <\$71,579> and budgeted net revenue was a loss of <\$96,461> leaving us \$24,882 (26%) better than budget.

Cash reserves stood at \$397,000 leaving us \$50,000 above policy. Deen said she was waiting on a reimbursement from Student Government Accounting, because SGA received Comm Board's Summer and Fall 2023 student fees in error.

New Business/Action Items

XVI. Suspend Policies and Procedures (Deen)

A. New Titles/Deadlines and Approval:

Motion: For the duration of the April 8, 2024 meeting, to suspend the following new title policy - *Requests for sponsorship of the proposed title must be submitted by Dec. 15 of the preceding fall quarter for which the proposed title is to launch.*

Arom moved to temporarily suspend the policies and procedures. Robledo seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XVII. New Media Proposal: Bruin Bites (Deen)

Tran presented the proposal for the new publication, but this item was tabled. The board requested to see a sample magazine before moving forward.

XVIII. 2024-2025 ASUCLA Communications Board Budget Assumptions (Deen)

Deen presented the assumptions to the board as they were approved by the finance committee, and there were no changes.

Greim moved to approve the budget assumptions. Swartz seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XIX. Adoption of Proposed Professional Media Members Nomination Procedures (Ma)

Little said that the Operations Committee voted not to adopt the new procedures. There was some discussion about the proposal, and there was interesting in revisiting the proposal.

Robledo moved to not adopt the proposed professional media members nomination procedures. Coronado seconded the motion. The motion passed by a member vote of 4-1 with 6 abstentions.

XX. 2024-25 Daily Bruin Editor in Chief Selection (Weiss)

- A. Anna Dai-Liu, candidate
- B. Catherine Hamilton, candidate
- C. Falecie (Lex) Wang, candidate

Coronado motioned to enter Executive Session at 7:25pm. Robledo seconded the motion. The motion passed by consent.

Greim motioned to exit Executive Session at 10:01pm. Coronado seconded the motion. The motion passed by consent.

Coronado moved to appoint Falecie (Lex) Wang as the 2024-25 Daily Bruin Editor in Chief. Robledo seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XXI. Adjourn (Weiss)

Robledo moved to adjourn the meeting at 10:04 p.m. Ma seconded the motion. The motion passed by consent.