

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

Board members present: Rosalie Chiang, Katie Choo, Arpit Gaiind, Steve Greim, Catherine Hamilton, Georgia Kernell, Isaiah Little, Lawrence Ma, Sylvia Robledo, Diana Swartz, Dustin Tran, Hillary Tran, Arvli Ward, Doria Deen

Board members absent: Robert Faturechi

Guests present: Lex Wang (Daily Bruin Editor in Chief), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Adviser), Jeong Park (DBAN Member), JQ Shearin (OutWrite Editor in Chief), Sreedekshita GV (BruinLife Editor in Chief), Jeslyn Wang (UCLA Radio General Manager)

Agenda

I. Call to order (Little)

Little called the meeting to order at 5:42 p.m.

II. Approval of the agenda (Little)

Little requested to add discussion item for a bruinwalk.com professor review request that he'd received. Ma requested to move item XIX. Executive session to be the first item under New Business/Action Items.

Little moved to approve the amended agenda. Ma seconded. The motion passed by a member vote of 7-0 with three abstentions.

III. Approval of June 3, 2024 minutes (Little)

Little moved to approve the minutes. Gaiind seconded the motion. The motion passed by a member vote of 9-1 with no abstentions.

IV. Approval of July 1, 2024 minutes (Little)

Little moved to approve the minutes. Gaiind seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

V. Approval of September 30, 2024 minutes (Little)

Little moved to approve the minutes. Ma seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

VI. Approval of October 14, 2024 minutes (Little)

Little moved to approve the minutes. Gaiind seconded the motion. The motion passed by a member vote of 8-0 with two abstentions.

VII. Executive Committee report (Little)

Little said the committee did not meet.

VIII. Operations Committee report (Gaind)

Gaind said the committee met on Wednesday, October 9. The entire meeting was dedicated to interviewing and voting for the selection of professional members to be nominated to the Communications Board. Gaind said the committee met for two hours, and they interviewed each candidate. He said after interviews, the committee discussed the candidates' qualifications. The committee used preferential voting to select their top four candidates, and the results yielding Swartz, Robledo, Ward, and Faturechi.

IX. Finance Committee report (Deen)

Deen said the committee had not met, but she would give financial updates during discussion item XIV.

X. Governing Documents Ad Hoc Committee report (committee chair)

A new chair has not been selected, so there was no meeting.

XI. Media Directors' report (Deen)

Summer/Fall Updates

Deen said she attended a USAC meeting where she gave a presentation to the student council on the role of the Communications Board in relation to the council as well as Student Media editors.

Summer Editors' Training

Deen said all the editors and the UCLA Radio general manager had completed summer training.

3rd Annual Student Media Open House

Deen said Student Media hosted its 3rd Annual Open House. In the past, each publication would hold individual open houses, if any at all, but she has consolidated them into one large open house annually.

Student Media Recruitment

Deen said recruitment ended on Monday, October 7, and that new intern training began the weekend of October 26.

DBAN

Deen said the Daily Bruin Alumni Network (DBAN) hosted their annual alumni event on Saturday, October 26. She gave an overview of the services they've offered students,

including scholarships, fellowships, and programs. She said they had a successful UCLA Spark campaign to fund scholarships where they raised \$28,124, \$8,000 above their goal of \$20,000.

ACP New Orleans

Deen said 18 students attended the ACP Journalism Conference in New Orleans, LA. During the conference, the editors and their staff attended various trainings. During the awards ceremony at the close of the conference, The Daily Bruin won over 40 awards.

Analytics

Deen shared 2023-24 analytics for both Users and Page Views and compared them to the prior year. Overall, Users were up by 168,126 (7%) and Page Views were up by 312,373 (3%) to the year prior (2022-23).

XII. Public Comment (Little)

During Public Comment, Robledo and Ward expressed their interest in joining the Communications Board as professional members. Park expressed his support to Eitan Arom, Robert Faturechi, and Alejandra Reyes.

New Business/Discussion Items

XIII. July 2024 Financial Statements (Deen)

Deen said total income for the year was \$1,665,376, and budgeted income was \$1,709,553 resulting in a shortfall to budget by \$44,177 (<3%>). Daily Bruin, UCLA Radio, Web Media, and Other Income were up 5%, 100%, 18%, and 7% to respectively while Bruin Life and Outdoor were down 45% and 15% respectively.

Total expense for the year was \$1,672,656, and budgeted expense was \$1,732,627 resulting in a savings of \$59,971 (3%) to budget.

Net revenue was a loss of <\$7,280> but the budgeted net loss was <\$23,074> resulting in a positive variance to budget by \$15,794 (68%).

Cash reserves at year end were \$588,000, which was \$241,000 above policy.

XIV. August 2024 Financial Statements (Deen)

Deen said total income was \$44,924, and budgeted income was \$73,060 resulting in a shortfall to budget by \$28,136 (<39%>). Deen said this was mostly due to timing. The Daily Bruin Freshman Magazine was budgeted in August, but it was produced and distributed in September. Bruin Life and Outdoor were up to budget by 40% and 19%

respectively, but Daily Bruin, Web Media, and Other Income were down 81%, 75%, and 4% respectively.

Total expense was \$104,937, and budgeted expense was \$130,893 resulting in a savings of \$25,956 (20%) to budget.

Net revenue was a loss of <\$60,014> but the budgeted net loss was <\$57,833> resulting in a shortfall to budget by \$2,181 (4%).

Cash reserves at year end were \$858,000, which was \$497,000 above policy. Total cash as of the meeting date was \$902,809.

XV. Bruinwalk.com grievance (Little)

Little said he received an email from a postdoctoral fellow asking for a review on bruinwalk.com about him be removed. Deen said she and her staff were in the process of reviewing the review in question. Kernell said in the future she would be interested in having a further conversation about bruinwalk.com to see if there are ways to ask the university for internal reviews that may be more representative of instructors.

New Business/Action Items

XVI. Executive Session (Little)

Greim moved to enter executive session at 6:37 p.m. Ma seconded the motion. The motion passed by a member vote of 9-0 with one abstention.

Greim moved to exit executive session at 7:06 p.m. Little seconded the motion. The motion passed by a member vote of 5-3 with two abstentions.

XVII. Professional Member appointments (Gaind)

- a. Eitan Arom, candidate
- b. Jesse Coronado, candidate
- c. Robert Faturechi, candidate
- d. Alejandra Reyes, candidate
- e. Sylvia Robledo, candidate
- f. Alice Short, candidate
- g. Diana Swartz, candidate
- h. Arvli Ward, candidate

Gaind moved to appoint Robert Faturechi, Sylvia Robledo, Diana Swartz, and Arvli Ward as the 2023-24 Communications Board Professional Members. Little seconded the motion. The motion passed by a member vote of 7-2 with one abstention.

XVIII. UCLA Radio and Daily Bruin, BruinLife, and Newsmagazine Editor in Chief confirmations (Deen)

Deen said all the editors had completed summer training, and she recommended that all be confirmed.

Greim moved to confirm each editor and the general manager who were appointed during spring 2024. Little seconded the motion. The motion passed by a member vote of 12-0 with one abstention.

XIX. Committee Assignments (Little)

- a. Executive: Sylvia Robledo
- b. Finance: Hillary Tran, Steve Greim
- c. Operations: Arvli Ward

Little moved to approve the committee assignments. Robledo seconded the motion. The motion passed by a member vote of 12-0 with one abstention.

XX. Funding Request (Deen)

- a. UCLA Radio Capital Equipment

Deen said that UCLA Radio raised funds during their UCLA Spark campaign earlier in the year, and they wanted to use some of the funding to purchase capital equipment.

Greim moved to approve additional capital spending. Ward seconded the motion. The motion passed by a member vote of 12-0 with one abstention

XXI. Adjourn (Little)

Little moved to adjourn the meeting at 7:59 p.m. Robledo seconded the motion. The motion passed by a member vote of 13-0 with no abstentions.