

## **Minutes of the December 2, 2024 Meeting of the ASUCLA Communications Board**

**Board members present:** Robert Faturechi, Arpit Gaind, Steve Greim, Georgia Kernell, Isaiah Little, Sylvia Robledo, Diana Swartz, Dustin Tran, Hillary Tran, Arvli Ward, Doria Deen

**Board members absent:** Rosalie Chiang, Katie Choo, Catherine Hamilton

**Guests present:** Lex Wang (Daily Bruin Editor in Chief), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Adviser)

### **Agenda**

**I. Call to order (Little)**

Little called the meeting to order at 5:46 p.m.

**II. Approval of the agenda (Little)**

Swartz moved to approve the agenda. Robledo seconded. The motion passed by a member vote of 10-0 with no abstentions.

**III. Approval of November 4, 2024 minutes (Little)**

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

**IV. Executive Committee report (Little)**

Little said the committee met on Wednesday, November 20 to discuss a dispute between a La Gente section editor and the Editor in Chief. Little said he planned to meet with both parties to help mediate and help find a resolution.

**V. Operations Committee report (Gaind)**

Gaind said the committee met on Monday, November 25, but the committee did not achieve a quorum. He said the editors that were in attendance gave updates.

**VI. Finance Committee report (Greim)**

Greim said the committee met on Wednesday, November 27 and discussed the October financial statements. He said overall, we were close to projections. Greim said some things to note were that the cash reserves were lower this year than this time prior year, there are some outstanding debts that are still coming in, and Daily Bruin's revenue is lower than plan for the month. Some of the items discussed were how can we find ways to have campus partners getting back involved in advertising, like possibly an open house to let the campus partners know about Student Media and the services they can provide. Another thing noted was the high aged balances, and some may be written off as a bad

debt. He said they also discussed the photo studio and had questions as to whether it or not it would open on time this year, if there were opportunities to expand operations to bring in new revenues, like campus photo shoots and other marketing opportunities.

**VII. Governing Documents Ad Hoc Committee report (committee chair)**

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

**VIII. Media Directors' report (Deen)**

*Publications*

Deen said La Gente, FEM, OutWrite, and Ha'Am published magazines and newspapers during fall quarter.

*Recruitment*

Deen said recruitment overall was down 9% to last year. This year there were 1,156 applicants, and last year there were 1,269. There was a 41% acceptance rate also. Deen shared the recruitment demographics to show the numbers and percentages of acceptances by gender and race. Robledo asked Deen to show a comparison of Student Media's race acceptances compared to the race statistics of both UCLA and Los Angeles. Deen said she would do that for next month's meeting.

**IX. Public Comment (Little)**

There was no public comment.

**New Business/Discussion Items**

**X. October 2024 Financial Statements (Deen)**

Deen said total income was \$148,907, and budgeted income was \$157,681 resulting in a shortfall to budget by \$8,774 (<6%>). Web Media up to budget by 34%, but Daily Bruin and Outdoor were down 34 and 17% respectively.

Total expense was \$165,698, and budgeted expense was \$165,698 resulting in a shortfall to budget of \$2,455 (1%) to budget.

Net revenue was a loss of <\$19,246> but the budgeted net loss was <\$8,017> resulting in a shortfall to budget by \$11,229 (140%).

Year-to-date net revenue was a loss of <\$74,014>, and budgeted net revenue was a loss of <\$106,327> leaving us \$32,313 (30%) better than budget.

Cash reserves at year end were \$494,000, which was \$133,000 above policy. Total cash as of the meeting date was \$833,000.

**XI. Governing Documents Ad Hoc Committee (Deen)**

Deen said the committee structure needed to be discussed because when it was created, there were no other rules (such as membership) or details discussed or voted upon by the board. Robledo questioned whether the board had the authority to create an ad hoc committee outside of the committees that are already mandated per the Bylaws. The board asked Deen to speak to ASUCLA's Director of legal affairs.

**New Business/Action Items**

**XII. Executive Session (Little)**

Robledo moved to enter executive session at 6:36 p.m. Swartz seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

Robledo moved to exit executive session at 7:20 p.m. Swartz seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

**XIII. Adjourn (Little)**

Little moved to adjourn the meeting at 7:20 p.m. Robledo seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.