

Minutes of the March 3, 2025 Meeting of the ASUCLA Communications Board

Board members present: Katie Choo, Arpit Gaind, Steve Greim, Catherine Hamilton, Georgia Kernell, Isaiah Little, Sylvia Robledo, Penny Rosenberg, Diana Swartz, Dustin Tran, Hillary Tran, Arvli Ward, Doria Deen

Board members absent: Rosalie Chiang, Robert Faturechi

Board members leaving early: Georgia Kernell

Guests present: Andrea Hernandez (La Gente Editor in Chief candidate), Tommy Correa (La Gente Editor in Chief candidate), Dylan Winward (Daily Bruin News Editor), Sanjana Chadive (Daily Bruin Managing Editor), Mia Tavares (Daily Bruin Digital Managing Editor), Ira Gorawara (Daily Bruin Sports Editor), Leydi Cris Cobo Cobon (Daily Bruin Senior Staff), Jose Hernandez (Student Media Operations Manager), Sharuya Mathur (UCLA Radio General Manager)

Agenda

I. Call to order (Little)

Little called the meeting to order at 5:38 p.m.

II. Approval of the agenda (Little)

Little moved to approve the agenda. Swartz seconded the motion. The motion passed by a member vote of 8-0 with three abstentions.

III. Approval of February 3, 2025 minutes (Little)

This item was tabled because the minutes were not distributed.

IV. Executive Committee report (Little)

Little said the committee met on February 20 to appoint another UCLA Radio General Manager. The previously appointed General Manager, Jeslyn Wang, submitted a resignation letter, so the committee interviewed and appointed the UCLA Radio Assistant General Manager, Sharuya Mathur.

V. Operations Committee report (Gaind)

Gaind said the committee did not meet but planned to meet in March.

VI. Finance Committee report (Greim)

Greim said the committee met on February 27 and reviewed and discussed the January financial statements. He said he was able to review the budget assumptions, but the committee did not formally vote to approve them because there was no quorum.

VII. Media Directors' report (Deen)

Publications

Deen said FEM, Ha'Am, and Pacific Ties published magazines during Winter quarter.

ASUCLA Entities Meeting

Deen said she attended the ASUCLA Entities meeting earlier that day and both provided and heard updates from the other three ASUCLA Entities.

DBAN/SCNG Summer Fellowship

Deen said she'd been meeting with UCLA Departments to explore different ways of distributing funds for the fellowship but planned to start interviews within the next two months.

Editor in Chief/General Manager Application Updates

Deen said the process had already started, and she had been contacted by almost all ten publications with interested candidates for the following year. She said some interviews would begin that night, and she would prioritize scheduling interviews with contested appointments first.

VIII. Public Comment (Little)

There was no public comment.

New Business/Discussion Items

IX. January 2025 Financial Statements (Deen)

Deen said total income was \$115,006, and budgeted income was \$117,293 leaving us <\$2,917> (><2%>) under budget. Web Media and Outdoor were up to budget by 5% and 34% respectively, but Daily Bruin was down 48% to budget.

Total expense was \$100,117, and budgeted expense was \$126,854 leaving us \$26,737 (21%) better than budget.

Net revenue was \$14,889, and budgeted net revenue was a loss of <\$8,931> leaving us \$23,820 (267%) better than budget.

Year-to-date net revenue was a loss of <\$89,880>, and budgeted net revenue was a loss of <\$146,453> leaving us \$56,573 (39%) better than budget.

Cash reserves stood at \$506,000 leaving us \$145,000 above policy.

Deen did not present a forecast for February because they were still in the process of closing the month, so the sales were not finalized.

New Business/Action Items

X. 2025-26 ASUCLA Communications Board Budget Assumptions (Deen)

Deen presented the assumptions to the board.

Robledo moved to approve the budget assumptions. Gaind seconded the motion. The motion passed by a member vote of 10-2 with no abstentions.

XI. La Gente Editor in Chief Selection (Little)

a. Tommy Correa, candidate

b. Andrea Hernandez, candidate

Greim moved to go into executive session at 6:34 p.m. Swartz seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

Greim moved to exit executive session at 8:08 p.m. Gaind seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

Gaind moved to appoint Andrea Hernandez as the 2025-26 La Gente Editor in Chief. Swartz seconded. The motion passed by a member vote of 11-1 with no abstentions.

XII. Adjourn (Little)

Ward moved to adjourn the meeting at 8:09 p.m. Gaind seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.