

Minutes of the June 3, 2019 ASUCLA Communications Board Meeting

Board members present: Parinaz Abiri, Jesse Coronado, Addison Dickens, Tim Groeling, Judy Hernandez, Joelle Li, Mona Mosavi, Doria Deen

Board members late: Bekhzod Aliev, Jessica Behmanesh, Brandon Broukhim, Steve Greim, Sylvia Robledo

Board members absent: Nilofar Dooranderish, Henry (C.J.) Jackson, Alene Tchekmedyan

Guests: Benjamin Langdon (UCLA Radio General Manager elect), Ryan Glatt (Bruin Life Editor in Chief), Angela Forburger (Daily Bruin Editor in Chief elect), Chiamaka Nwadike (FEM Editor in Chief elect), Abigail Goldman (Student Media Advisor), Rebecca Vorick (FEM Editor in Chief)

Agenda

- I. Call to order (Mosavi)**
Mosavi called the meeting to order at 5:36 p.m.
- II. Approval of the agenda (Mosavi)**
Coronado moved to approve the agenda. Abiri seconded the motion. The motion passed by consent.
- III. Approval of May 6, 2019 minutes (Mosavi)**
Dickens moved to approve the minutes. Coronado seconded the motion. The motion passed by consent.
- IV. Executive Committee Report (Mosavi)**
Mosavi said the committee did not meet so there was no report.
- V. Operations Committee report (Broukhim)**
Broukhim said the committee met on Tuesday, May 21. He said the EICs in attendance gave their reports and they also approved three bylaw changes that would be discussed during item X.
- VI. Finance Committee report (Aliev)**
Coronado said the committee met on Friday, May 31. The committee discussed the April financial statements.
- VII. Ad Hoc Committee report (Broukhim)**

Broukhim said the committee had not met.

VIII. Media Director's report (Deen)

Deen reported on the following:

Publications

Deen said that FEM, Pacific Ties, and Al-Talib published. The Daily Bruin published their Centennial Magazine. She provided copies for the meeting.

Year-end Banquets

Deen shared the dates, locations, etc. for the Daily Bruin and Newsmagazine year-end banquets.

WAUPM 2019

Deen discussed some takeaways from the WAUPM trip. She said they will attempt a DB/USC Rivalry Issue and fundraiser. They were connected with a new printer that was cheaper than their current printer. She discovered Poynter.com and may implement some training resources from their website. They reviewed the FlyteDesk Ad Shop software (for recording sales).

2019-20 Communications Board Budget

Deen informed the board that 2019-20 Communications Board Budget was approved by the Board of Director's Finance Committee on 5/17/19 and their full board on 5/24/19.

UCLA Radio Spark Campaign

Deen said the campaign had one day left, and they raised 90% of their goal.

Summer Projects

Deen informed the board of some of the projects that she would work on over the summer. They included completing the resources website, getting content release forms online, Nommo's 50th, and begin working on the Bruin Life coffee table book.

April Financial Statements

Deen discussed the cash, revenue, expenses, net revenue, and the highlighted Daily Bruin, Web Media, and Outdoor sales.

May Forecast

Deen said the May forecast would be over budget in Daily Bruin print, Online, and Outdoor. Estimated sales for Daily Bruin were up 46%, Web up 181%, and Outdoor up 135% to budget.

New Business/Discussion Items

IX. April Financial Statements (Deen)

Deen said that total income was \$202,506 and budgeted income was \$149,829 leaving us \$52,677 (35%) better than budget. Although overall sales were up to budget, Daily Bruin was down 13% and Web Media was down 38% to last year, but Outdoor was up 33%. Total expense was \$117,959 and budgeted expense was \$122,263 leaving us \$4,304 (4%) better than budget. Net revenue was \$84,548, and budgeted net revenue was \$27,566 which was \$56,982 (207%) better than budget. Year-to-date net revenue was \$213,549 and budgeted net revenue was \$62,466, which was \$151,083 (242%) better than budget. Cash reserves stood at \$370,000 which exceeded our cash per policy (\$212,000) by \$158,000.

New Business/Action Items

X. Bylaw and Constitution changes

The following bylaw changes were proposed.

I. "During the editor selection process, publications may conduct an optional and internal staff endorsement process, which the Board will use in consideration of its decision for the coming term.

a. The staff endorsement process may not be used as a tool to remove certain candidates or as a vetting tool prior to a hearing by the Communications Board, and efforts should be made by publications to encourage all candidates to continue the process prior to an editor's or manager's selection.

b. The Communications Board will strongly consider the optional staff endorsement and associated qualitative information provided by any publication but remains independent in its decision process and is not obligated to implement the staff endorsement."

Greim moved to approve the bylaw changes. Abiri seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

IV. "In contested processes with multiple candidates, the Communications Board shall use a standard list of interview questions for all candidates within a selection for a specific medium, except for follow-up questions based on the candidate's answers, which are permissible."

Greim moved to approve the bylaw change. Dickens seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

V. “All editors and general managers of Student Media are expected to adhere to the following Expectations of Basic Conduct. A failure to regularly adhere to these expectations may result in a hearing which could lead to disciplinary action or further Communications Board oversight:

- a. Publications are expected to post content online averaged at least once a week over a month and to encourage the use of online platforms during the regular school year.*
- b. Editors are encouraged to attend Communications Board meetings and required to attend Operations Committee meetings. Exceptions are possible in cases of class conflicts, health issues, family emergencies, and similar conflicts communicated with the Operations Committee chair.*
- c. Editors and managers are expected to openly communicate with the Media Director and/or members of the Communications Board when problems arise within the publications, whether financial, staffing issues, or any other concerns that may arise to the running of publications.*
- d. Editors are expected to follow standard measures of ethical conduct found within the Code of Conduct of Communications Board Policies & Procedures.”*

Aliev moved to approve the bylaw changes. Hernandez seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XI. Interim Communications Board Chair Election (Mosavi)

Coronado moved to appoint Addison Dickens as the the 2019-20 Communications Board Interim Chair. Li seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XII. Good and Welfare (Deen)

Deen presented a plaque to Mona Mosavi for leading the board. The board joined in to thank Mosavi for her hard work and commitment during the year. Deen also thanked the entire board for their commitment towards the advancement of Student Media.

XIII. Executive Session (Deen)

Coronado moved to enter executive session at 7:21 p.m. Broukhim seconded the motion. The motion passed by consent.

Broukhim moved to exit executive session at 7:48 p.m. Groeling seconded the motion. The motion passed by consent.

XIV. Adjourn (Mosavi)

Dickens moved to adjourn the meeting at 7:48 p.m. Groeling seconded the motion. The motion passed by consent.