

Minutes of the October 7, 2019 Meeting of the ASUCLA Communications Board

Board members present: Parinaz Abiri, Brandon Broukhim, Jesse Coronado, Addison Dickens, Andrea Gambino, Steve Greim, Tim Groeling, Judy Hernandez, Joelle Li, Edward Qiao, Sylvia Robledo, Nathan Smith, Doria Deen

Board members late: Jessica Behmanesh

Guests: Jose Hernandez (Student Media Operations Manager), Myrka Vega (La Gente Editor in Chief), Amanda Leutmixay (Pacific Ties Editor in Chief), Shayleen Singh (Pacific Ties staff), Grace Ye (Daily Bruin staff), Sara Hubbard (Daily Bruin staff), Angela Forburger (Daily Bruin Editor in Chief)

Agenda

- I. Call to order (Dickens)**
Dickens called the meeting to order at 7:03 p.m.
- II. Approval of the agenda (Dickens)**
Broukhim requested to amend the agenda to add item XI. Additional budget approval for newsmagazine editor in chief stipends. Greim moved to approve the amended agenda. Gambino seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.
- III. Approval of the June 3, 2019 minutes (Dickens)**
Broukhim moved to approve the June 3, 2019 minutes. Coronado seconded the motion. The motion passed by 12-0 with 1 abstention.
- IV. Approval of the September 24, 2019 minutes (Dickens)**
Hernandez moved to approve the September 24, 2019 minutes. Smith seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.
- V. Executive Committee report (Dickens)**
Dickens said the committee did not meet so there was no report.
- VI. Operations Committee report (Broukhim)**
Broukhim said the committee met on Tuesday, September 24. He said they discussed editor expectations and the updated bylaws and constitution changes from the previous year. He said they also voted to approve for recommendation to the full board two items; additional stipend budget for newsmagazine editors and confirmation of professional members to the Communications Board.

VII. Finance Committee Report (Smith)

Smith said the committee met on Monday, October 7 and discussed the August financial statements and a forecast for September sales.

VIII. Media Director's report (Deen)

Deen reported on the following:

Message from ASUCLA Executive Director

Deen shared a message from Pouria Abbassi, Executive Director of ASUCLA. He shared a website and invited the board to the Kerckhoff Hall Art Gallery to view a travel exhibit as part of the Centennial kickoff.

July 2019 Financial Statements

Deen shared the end results for the previous fiscal year including revenue, expense, net revenue, and cash reserves.

August 2019 Financial Statements

Deen discussed the cash, revenue, expenses, net revenue, and the summary of the Daily Bruin, Web, and Outdoor sales.

September Forecast

Deen said the September forecast would be over budget in Daily Bruin print, Online, and Outdoor. Estimated sales for Daily Bruin were up 27%, Web up 26%, and Outdoor up 34%.

Analytics

Deen discussed the past two-year comparison of users and page views.

New Business/Discussion Items

IX. August Financial Statements (Deen)

Deen said that total income was \$68,971 and budgeted income was \$60,004 leaving us \$8,967 (15%) better than budget. Although overall sales were up to budget, Daily Bruin was down 3% and Outdoor was down 49%, but Web was up 28% to last year. Total expense was \$84,612 and budgeted expense was \$98,799 leaving us \$14,187 (14%) better than budget. Net loss was \$15,640, and budgeted net loss was \$38,795 leaving us \$23,155 (60%) better than budget. Cash reserves stood at \$541,000 which exceeded our cash per policy (\$290,000) by \$251,000.

New Business/Action Items

X. Confirm Professional Members (Broukhim)

A. Jesse Coronado, candidate

B. Sylvia Robledo, candidate

Smith moved to appoint Jesse Coronado and Sylvia Robledo as professional members to the ASUCLA Communications Board for the 2019-20 fiscal year. Gambino seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XI. Additional budget approval for newsmagazine editor in chief stipends (Broukhim)

Robledo moved to approve an additional newsmagazine editor in chief stipend of \$500 per quarter/\$1,500 for the fiscal year. Groeling seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XII. Daily Bruin editor in chief, UCLA Radio General Manager, and newsmagazine editor in chief confirmations (Deen)

Coronado moved to enter executive session at 7:33 p.m. Greim seconded the motion. The motion passed by consent.

Li moved to exit executive session at 8:43 p.m. Robledo seconded the motion. The motion passed by consent.

Broukhim moved to confirm the Daily Bruin editor in chief, UCLA Radio General Manager, and the newsmagazine editor in chiefs for the 2019-20 fiscal year. Qiao seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XIII. Daily Bruin Grievance (Deen)

A. Brent Kennedy

Smith moved to keep the article as printed without any changes or retractions. Qiao seconded the motion. The motion passed by a hand vote of 13-0 with no abstentions.

XIV. Adjourn (Dickens)

Broukhim moved to adjourn the meeting at 8:50 p.m. Behmanesh seconded the motion. The motion passed by consent.