

Minutes of the February 1, 2021 Meeting of the ASUCLA Communications Board

Board members present: Jesse Coronado, Andrea Gambino, Steve Greim, Tim Groeling, Ramneek Kaur, Ye Jin (Jeanie) Kwon, Sylvia Robledo, Joshua Roizman, Megana Sekar, Nathan Smith, Doria Deen

Board members late: Parinaz Abiri, Felicia Graham, Judy Hernandez

Board members leaving early: Felicia Graham

Board members absent: Helen Alonzo, Shantall Medina

Guests present: Melissa Morris (Daily Bruin EIC), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor)

Agenda

I. Call to order (Smith)

Smith called the meeting to order at 5:36 p.m.

II. Approval of the agenda (Smith)

Smith requested to amend the agenda to include discussion item X. USAC meeting recap. Deen requested to add action item XII. La Gente budget reallocation. Coronado moved to approve the amended agenda. Gambino seconded the motion. The motion passed by consent.

III. Approval of the January 11, 2021 minutes (Smith)

Greim moved to approve the minutes. Sekar seconded the motion. The motion passed by consent.

IV. Executive Committee report (Smith)

Smith said the committee had not met.

V. Operations Committee report (Gambino)

Gambino said the committee met on January 28, 2021. She said overall the meeting went well. She said each magazine in attendance gave a report and they were all doing well. Ha'Am expressed concern over the one article per week minimum stating she had staffing issues. Groeling suggested the editor try to arrange with professors an opportunity to do an announcement before class. Goldman said she would also reach out to the editor to help her with recruitment. Smith asked if we could hold a spring recruitment, but Goldman said it had always been tough to do so. She said she would look into it to see if the numbers are there to determine if it was feasible to hold training.

VI. Finance Committee Report (Kaur)

Kaur said the committee met on January 29, 2021 and they discussed the December financial statements and the January forecast. They also discussed the culmination of the external audit and equipment savings in that we did not have to purchase a copy machine. The last item was the receipt of our portion of the PPP Contribution.

VII. Media Director's Report (Deen)

Deen reported on the following:

Student Media Students – Academic Credit

Deen said that there was follow up email to the Writing Center, and in it they said they would not be able to offer the class during spring quarter, so plans to offer next year are back in effect. They said winter 2022 was probably ideal, be we would meet during spring/summer to confirm the details.

Groeling said the Comm Studies option would possibly still be offered this spring.

Recruitment

Deen shared the recruitment applicants for winter 2021 and compared them to 2020. Overall, recruitment was down 42% to last year.

Newsmagazine Posts per Week

Deen shared the newsmagazine online posts for winter quarter weeks 1-4. Most magazines were on track with the minimum publishing requirements.

December 2020 financial statements

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

January 2021 Forecast

Deen said the January forecast would be over budget in Web, but under budget in both Daily Bruin print and Outdoor. Web would be up by 58%, but Daily Bruin and Outdoor would be down 70% and 50% respectively.

PPP Contribution

Deen shared that Communications Board would receive \$54,073.76 as their portion of the PPP contribution.

VIII. Public Comment (Smith)

Morris said that Daily Bruin was now on Apple Music.

New Business/Discussion Items

IX. December 2020 Financial Statements (Deen)

Deen said that total income was \$163,332 and budgeted income was \$79,664 leaving us \$83,668 (105%) better than budget. Daily Bruin and Web were both up to budget 53% and 332% respectively while Outdoor was flat to budget. BruinLife was up 21% to budget. Total expense was \$117,630 and budgeted expense was \$91,857 leaving us <\$25,773> (-28%) under budget. Net revenue was \$45,702 and budgeted net revenue was a loss of <\$12,193> leaving us \$57,895 (475%) better than budget. Year to date net revenue was \$21,980 and budgeted net revenue was a loss of <\$80,486> leaving us \$102,466 (127% better than budget). Cash reserves stood at \$749,000 leaving us \$517,000 above policy.

X. USAC meeting recap (Smith)

Smith said overall he thought the meeting did not go well. He said USAC seemed to be upset with the Communications Board's policies. It seemed they didn't understand that campus was open to Student Media Publications, nor the concept that the Communications Board didn't make the decision not to include Sharon as a senior of the year, but rather the board was upholding a Student Media Publication editor's decision. He said they didn't seem to understand the independence of the Communications Board and the media. Smith said he felt like he was being bullied to change his mind. He said that the council members threatened to remove the undergraduate students from the Communications Board. Smith said he hoped the USAC council would re-read the letter that the board wrote to them. Roizman said he'd also experienced aggression from council from the time he reapplied to the Communications Board this year, and he heard from other undergraduates that the undergrad members of the Communications Board may be impeached. Hernandez said that the Communications Board was backing up and supporting the students of the media, and it seemed that USAC, while trying to support one student, was attacking other students on both the Communications Board and the student media.

New Business/Action Items

XI. Constitution Changes (Gambino)

Gambino said the committee had language in place to vote on adding a transfer seat to the Communications Board, but it was tabled because they were unclear with how the student would be appointed to the board. As a result, the following motion passed.

Robledo moved to add a transfer seat to the Communications Board beginning the 2021-22 fiscal year. Gambino seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XII. La Gente Budget Reallocation (Deen)

This item was inadvertently skipped.

XIII. Executive Session

Coronado moved to enter executive session at 6:45 p.m. Hernandez seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

Groeling moved to exit executive session at 7:13 p.m. Coronado seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XIV. Adjourn (Smith)

Gambino moved to adjourn the meeting at 7:13 p.m. Groeling seconded the motion. The motion passed by consent.