

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

Board members present: Parinaz Abiri, Helen Alonzo, Jesse Coronado, Andrea Gambino, Steve Greim, Tim Groeling, Ramneek Kaur, Ye Jin (Jeanie) Kwon, Shantall Medina, Joshua Roizman, Megana Sekar, Nathan Smith, Doria Deen

Board members late: Sylvia Robledo

Board members leaving early: Ramneek Kaur

Board members absent: Felicia Graham, Judy Hernandez

Guests present: Sara Hubbard (Daily Bruin Assistant Copy Chief), Genesis Qu (Daily Bruin Campus Politics Editor), Melissa Morris (Daily Bruin EIC), Jose Hernandez (Student Media Operations Manager), Abigail Goldman (Student Media Advisor), Jeremy Wildman (Student Media Business Manager)

Agenda

- I. Call to order (Smith)**
Smith called the meeting to order at 5:35 p.m.
- II. Approval of the agenda (Smith)**
Coronado moved to approve the agenda. Abiri seconded the motion. The motion passed by consent.
- III. Approval of the February 1, 2021 minutes (Smith)**
Greim moved to approve the minutes. Abiri seconded the motion. The motion passed by consent.
- IV. Executive Committee report (Smith)**
Smith said the committee met on February 2 and approved a reallocation of La Gente's budget. He said he was supposed to be added to the agenda at the February 1 meeting but it was not discussed. Deen said there was an ASUCLA Entities meeting on February 25 where both Gambino and she attended via Zoom. She said Gambino summarized some of the Board's goals for the year.
- V. Operations Committee report (Gambino)**
Gambino said the committee met on February 22, 2021 and the next meeting was scheduled for March 15. She said each magazine in attendance gave a report and they were all doing well, and all the newsmagazines were meeting their minimum online publishing requirements. Zamanzadeh (Ha'Am EIC) expressed concern over potential

editor in chief candidates for next year. Roizman offered to help, and Deen said there may have been a potential candidate.

VI. Finance Committee Report (Kaur)

Kaur said the committee met on March 1, 2021 and they discussed the January financial statements and the February forecast. She said our net profit was saved by the PPP contribution. She said to expect revenue declines during winter quarter. Expense was under budget due to timing because of rescheduled BruinLife mailers. She said we will continue to see a decline in class line revenue because our primary advertiser, The Roberts Companies, does not want to advertise anymore until the campus reopens. Kaur said the high aging balance was reducing, and we were well reserved in terms of cash. The February forecast projected declines to budget. She said they also discussed the budget assumptions for the 2021-22 budget.

VII. Media Director's Report (Deen)

Deen reported on the following:

Student Media Students – Upcoming Meetings

Deen said that she had plans to meet with the Transfer Center Director on March 15, and she was in the process of scheduling meetings with potential editor in chief candidates for next year.

Newsmagazine Posts per Week

Deen shared the newsmagazine online posts for winter quarter weeks 5-8. Most magazines were on track with the minimum publishing requirements.

January 2021 financial statements

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

February 2021 Forecast

Deen said the February forecast would be over budget in Web, but under budget in both Daily Bruin print and Outdoor. Web would be up by 11%, but Daily Bruin and Outdoor would be down 89% and 65% respectively.

VIII. Public Comment (Smith)

Morris said that Daily Bruin had a new and cool multimedia illustrated feature out (<https://features.dailybruin.com/2021/hiphopinmotion/>). Morris said some of the editor in chief candidates were at the meeting to shadow her. She also thanked Groeling for his

work on getting the academic units class approved through Comm Studies. Groeling said he had the approval to begin teaching, but they were waiting for Registrar's approval.

New Business/Discussion Items

IX. January 2021 Financial Statements (Deen)

Deen said that total income was \$136,908 and budgeted income was \$94,724 leaving us \$42,184 (45%) better than budget. Web was up 55% to budget while both Daily Bruin and Outdoor were down to budget 60% and 50% respectively. Total expense was \$79,523 and budgeted expense was \$101,555 leaving us \$22,032 (22%) better than budget. Net revenue was \$57,386 and budgeted net revenue was a loss of <\$6,831> leaving us \$64,217 (974%) better than budget. Year to date net revenue was \$79,366 and budgeted net revenue was a loss of <\$87,317> leaving us \$166,683 (191%) better than budget). Cash reserves stood at \$670,000 leaving us \$438,000 above policy.

New Business/Action Items

X. Communications Board Budget Assumptions 2021-22 (Kaur)

Kaur said that the finance committee approved the assumptions, and their recommendation was that the full board adopt the budget assumptions.

Deen discussed the assumptions both within and outside of Comm Board's control. Greim moved to approve the 2021-22 Communications Board Assumptions. Gambino seconded the motion. The motion passed by a member vote of 12-0 with no abstentions.

XI. Executive Session

Gambino moved to enter executive session at 6:09 p.m. Alonzo seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

Greim moved to exit executive session at 6:28 p.m. Coronado seconded the motion. The motion passed by a member vote of 11-0 with no abstentions.

XII. Adjourn (Smith)

Gambino moved to adjourn the meeting at 6:29 p.m. Abiri seconded the motion. The motion passed by consent.