

Minutes of the April 11, 2021 Meeting of the ASUCLA Communications Board

Board members present: Parinaz Abiri, Andrea Gambino, Steve Greim, Felicia Graham, Tim Groeling, Ye Jin (Jeanie) Kwon, Sylvia Robledo, Joshua Roizman, Megana Sekar, Nathan Smith, Doria Deen

Board members late: Helen Alonzo, Judy Hernandez

Board members leaving early: Felicia Graham, Joshua Roizman

Board members absent: Jesse Coronado, Ramneek Kaur, Shantall Medina

Guests present: Sara Hubbard (Daily Bruin Assistant Copy Chief), Genesis Qu (Daily Bruin Campus Politics Editor), Melissa Morris (Daily Bruin EIC), Elizabeth Ketcham (Daily Bruin Digital Managing Editor), Lucinda Carroll (Daily Bruin Managing Editor, Abigail Goldman (Student Media Advisor), Jeremy Wildman (Student Media Business Manager)

Agenda

- I. Call to order (Smith)**
Smith called the meeting to order at 5:37 p.m.
- II. Approval of the agenda (Smith)**
Gambino moved to approve the agenda. Groeling seconded the motion. The motion passed by consent.
- III. Approval of the March 1, 2021 minutes (Smith)**
Greim moved to approve the minutes. Kwon seconded the motion. The motion passed by consent.
- IV. Approval of the March 29, 2021 minutes (Smith)**
Abiri moved to approve the minutes. Gambino seconded the motion. The motion passed by consent.
- V. Executive Committee report (Smith)**
Smith said the committee had not met, but he said the board had appointed five editors in chiefs during the March 29 ad hoc meeting, and they all seemed like great candidates.
- VI. Operations Committee report (Gambino)**
Gambino said the committee had not met, but there was a Doodle Poll out awaiting members completion.

VII. Finance Committee Report (Kaur)

Since both Kaur and Coronado were out, Deen gave this report. She said the committee met on March 31, 2021 and they discussed the February financial statements and the March forecast. She said the committee approved a capital budget reallocation that would be discussed during agenda item VI.

VIII. Media Director's Report (Deen)

Deen reported on the following:

Transfer Center Meeting Recap

Deen said she met with the Transfer Center's Director Paolo Velasco and the Assistant Program Director Sarah Molitoris on March 15. She said she was able to get a better understanding of how all three transfer center organizations worked together, and she planned to bring this information to the Operations Committee so they can finalize the language regarding the new transfer center undergraduate seat to the Communications Board. She said she was also able to give them information about internship opportunities, and they would work together to keep transfer students informed about Student Media and Communications Board opportunities.

Newsmagazine Posts per Week

Deen shared the newsmagazine online posts for winter quarter weeks 9 through spring quarter week 1. All of the magazines were on track with the minimum publishing requirements for winter quarter except for OutWrite, which met half the requirement.

February 2021 financial statements

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

March 2021 Forecast

Deen said the March forecast would be over budget in Web, but under budget in both Daily Bruin print and Outdoor. Web would be up by 78%, but Daily Bruin and Outdoor would be down 10% and 60% respectively.

IX. Public Comment (Smith)

Morris said that March Madness and fires in Westwood coverage kept the staff busy. She also said that both managing editors Liz Ketcham (Digital ME) and Lucy Carroll (ME) were present to go over the EIC Endorsement Hearing results. Ketcham informed the board that after three hours of deliberation, Sara Hubbard was endorsed by staff. From the initial 138-member vote, the results yielded Hubbard with 49% of the vote, Qu with 45% of the votes, and 6% did not endorse either candidate. After a runoff, there were 134

votes with four abstentions, and the results yielded Hubbard with 52% of the vote and Qu with 48%. Ketcham went on to share both the areas in which the staff both supported and were concerned with Hubbard as editor in chief. Carroll did the same for Qu.

New Business/Discussion Items

X. February 2021 Financial Statements (Deen)

Deen said that total income was \$90,559 and budgeted income was \$142,467 leaving us <\$51,908> (<36%>) under budget. Web was up 14% to budget while both Daily Bruin and Outdoor were down to budget 86% and 70% respectively. BruinLife was down 98% to budget. The studio planned to open in February but did not open until March. Total expense was \$96,843 and budgeted expense was \$102,595 leaving us \$5,752 (6%) better than budget. Net revenue was <\$6,285> and budgeted net revenue was \$39,872 leaving us <\$46,157> (<116%>) under budget. Year to date net revenue was \$73,081 and budgeted net revenue was a loss of <\$47,445> leaving us \$120,526 (254%) better than budget. Cash reserves stood at \$642,000 leaving us \$410,000 above policy.

New Business/Action Items

XI. Budget reallocation request (Deen)

Deen said there were preapproved funds of \$15,000 in the capital budget for this year to purchase a copier machine. She said the lease was paid off in December, but the company informed her that they were able to keep the equipment and did not have to return it. As a result, Deen asked for those funds to be repurposed to purchase all of the computers this year. She said the tech staff who would be installing them were all graduating in June, so she wanted to purchase the equipment before next fiscal year to make sure they can get installed before staff turnover.

Greim moved to approve a reallocation of \$15,000 from “Printers” to “Workstation Upgrades”. Groeling seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

XII. Daily Bruin Editor in Chief selection (Deen)

A. Sara Hubbard, candidate

B. Genesis Qu, candidate

Gambino moved to enter executive session at 6:19 p.m. Hernandez seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

Greim moved to exit executive session at 9:56 p.m. Gambino seconded the motion. The motion passed by a member vote of 10-0 with no abstentions.

Robledo moved to appoint Genesis Qu the 2021-2022 Daily Bruin Editor in Chief. Gambino seconded the motion. The motion passed by a member vote of 6-4 with no abstentions.

XIII. Adjourn (Smith)

Robledo moved to adjourn the meeting at 9:56 p.m. Alonzo seconded the motion. The motion passed by consent.