

UNM Student Publications Board Meeting
Wednesday, February 16, 2005
Communication and Journalism Conference Room

Present: Bob Gassaway (Chair), Leslie Donovan, Miguel Gandert, Valerie Garcia

Ex-Officio: Jim Fisher, Marisa Demarco, Pam Herrington, Stephanie Martin

Absent: Nancy Baca, Jeff Kellywood, Marcia Pineda, ASUNM President Representative, Journalism Students Representative

Bob Gassaway called the meeting to order at 4:07 p.m. Miguel Gandert made a motion to approve the minutes of the Nov. 30 meeting. Leslie Donovan seconded the motion. The motion passed.

Gassaway asked Stephanie Martin for an update on Best Student Essays. Martin reported things with the magazine are going well. She said the reception for BSE in December was successful. She said she is in the process of putting out flyers and ads in the Lobo for staff members. She said to date she has had no response. Martin said she is preparing the GPSA budget request packet. She said she is also working on updating the BSE Web site, which would enable people to download nomination forms. Gandert suggested using the e-mail list available through the university secretary to reach the faculty to advertise for volunteer staff.

Gassaway then asked Pam Herrington for an update for Conceptions Southwest. Herrington said she is also working on the GPSA budget packet. She said the magazine is currently in the copy edit phase. She said this year's magazine will be printed by Starline Printing. Herrington said one factor in the selection was Starline's willingness to work with students. She said so far they have been really helpful. She said CSW will be out by mid-April.

Gassaway asked Marisa Demarco about the status of the Daily Lobo. Demarco said because of some staff turnover at the semester break there had been a couple of rough weeks in January but now things are running smoothly.

Gassaway asked Jim Fisher for a Daily Lobo financial report. Fisher stated that the Lobo is approximately \$15,000 ahead in revenue compared to the same time last year. He said the increase can be attributed to the new coupon books the advertising staff initiated last August. He said, however, expenses are up about \$20,000 from the same period. He said that November and December were not good months for advertising due to advertising staffing problems. Fisher said some new staff members have been hired and he believes the rest of the year looks promising for revenue. He said the Lobo advertising staff is planning to continue publishing the coupon book for the fall semester. He said the response from students and advertisers have been very favorable.

Gassaway addressed the upcoming editor selection for 2005-06. Fisher distributed a proposed schedule for advertising the positions, interview dates and copies of proposed ads to be run in the Daily Lobo.

The Board chose April 15 at 3 p.m. to select the Daily Lobo editor and April 22 at 3 p.m. to select editors for Best Student Essays and Conceptions Southwest. Fisher suggested making the applications available electronically. The Board agreed. Fisher said the Student Publications Board banquet is scheduled for April 30. He asked the Board if they had a preference between the Student Union and the Albuquerque Press Club. The Board voiced a strong preference for the Press Club. Gandert made a motion to approve the application schedules, advertising and the banquet date and location. Donovan seconded the motion. The motion passed.

Gassaway said the next meeting is scheduled for March 23 at 4:00 p.m.

The meeting adjourned at 4:35 p.m.