

UNM Student Publications Board Meeting
Friday, September 30, 2005
Communication & Journalism Conference Room

Present: Bob Gassaway (Chair), Leslie Donovan, Sheila Rupp, Erin Muffoletto, Justin Stewart

Ex-Officio: Jim Fisher, Rivkela Brodsky, Scott Frank, Elizabeth Kelly

Also Present: Carolyn Souther

Absent: Kate Nash, ASUNM Presidential Representative, GPSA Presidential Representative, UNM Presidential Representative

Bob Gassaway called the meeting to order at 3:10 p.m. Introductions were made around the table.

Gassaway asked for nominations for chair of the Student Publications Board. Leslie Donovan nominated Bob Gassaway. Justin Stewart made a motion to close the nominations. Donovan seconded the motion. The motion passed. Gassaway was elected chair by unanimous voice vote.

Gassaway asked for a review of the minutes from the April 22 meeting. Donovan made a motion to approve the minutes from the April 22 meeting. Stewart seconded the motion. The motion passed.

Gassaway asked Scott Frank, BSE Editor, to give a report on Best Student Essays. Frank said he has selected a volunteer staff, production manager and an assistant editor. He said the submission deadline will be October 11. Frank said he has received 8 submissions to date but is expecting more before the deadline. He said that flyers inviting BSE submissions have been distributed around campus. Donovan commented that she has not seen any in the General Honors Department. Stewart and Donovan requested that BSE and CSW flyers be sent to their respective departments.

Gassaway then asked Elizabeth Kelly, CSW Editor, to report on Conceptions Southwest. Kelly said she has made many class presentations. She said staff recruitment has been slow. Kelly said she still is in search of an art and theatre editor. She said she has delivered flyers to UNM departments about CSW.

Gassaway stated that the Board is very fortunate to have Frank and Kelly as magazine editors this year.

Gassaway then asked for a report on the status of the Daily Lobo. Rivkela Brodsky said that she followed-up on recommendations made at previous Board meetings and met with representatives from ASUNM. She said she thinks the Lobo and ASUNM have a better understanding of how the other organization operates. She said she has assigned Caleb Fort as the beat reporter covering ASUNM. Brodsky then discussed a problem that some members of the campus African-American community had with a cartoon published in the Sept. 2 issue of The Daily Lobo. She said the cartoon depicted an African-American band playing as the members walked down a flooded New Orleans street. She said a response from the Lobo editors was published in the Sept. 7 issue of the Daily Lobo. She said she feels the situation has been resolved. Brodsky also mentioned that an editorial published in the Daily Lobo on June 23 regarding a recent ruling

in the U.S. Seventh Circuit Court of Appeals regarding censorship of college newspapers is a concern of college journalists around the country. She said if the appellate court ruling stands, it could possibly affect the independence of the Daily Lobo. Gassaway commented that the Daily Lobo has a long history as an independent newspaper free from control of the UNM administration. He said that independence is very important to providing a relevant newspaper and vital to teaching journalism. He said that the publisher of the Daily Lobo is the UNM Student Publications Board, not the UNM administration.

Gassaway asked Jim Fisher for a Student Publications financial report. Fisher said that for the year revenue is down slightly and expenses have gone up. He said he expects the trend to continue. Fisher then presented a proposed Daily Lobo budget for next year. He said the greatest increase in expenses will be printing, which will increase more than ten percent. Fisher said he negotiated with the Lobo's printer to provide equipment to the department at an approximate value of \$10,000.

Fisher said another major expense has been the purchase of new business and advertising software (AdPro). He said the software is accessed via the Web and that no data is housed on-site. He said there have been many bugs in the program, but he feels the most troubling issues have been resolved. He said that with new computer purchases, every advertising representative now has a computer on his or her desk to use the new advertising software.

Fisher said through August 2005, the Lobo has generated less revenue than in August 2004. He said new expenses such as the cost of the AdPro annual license and a UNM Banner tax have made balancing the budget more challenging. Gassaway noted that the department has only 3 full-time staff which he felt over the years has saved the department a lot of money. Fisher said that overall the Lobo lost \$17,000 for the year. He then reviewed the financial statements for Best Student Essays and Conceptions Southwest. He said that both magazines were in good financial shape.

Gassaway then addressed what he said he sees as a national trend toward staff layoffs at daily newspapers around the country. He said daily newspapers are facing increasing competition for advertising dollars from online news outlets. He said there is a trend for large advertisers to cut newspaper ad spending and channel the money to TV and online. He said he felt the Daily Lobo delivered a good local market to advertisers, but may not be immune from this shift in spending. Gassaway asked Fisher if he had a plan if there is a severe downturn in revenue at the Daily Lobo. Fisher stated that there might be cutbacks in part-time staff and an increase in the percentage of advertising to news in the Daily Lobo. Fisher said that the money the Lobo has in reserve may be needed. He said he feels it is important to maintain a consistent level of spending for the staff regardless of the current economic picture. He said he feels that a staff in any given year should not be unduly penalized because of a reduction in income. Gassaway said there appears to be a general downturn in the economy and expects it to have an impact on the Lobo eventually.

Donovan commended Brodsky for doing an excellent job as Daily Lobo editor-in-chief.

Stewart and Donovan repeated their request to Frank and Kelly for BSE and CSW flyers to be sent to General Honors and ASUNM.

Gassaway scheduled the next meeting for Friday, November 4, 2005, at 3:00 p.m.

The meeting adjourned at 3:45 p.m.