

UNM Student Publications Board Meeting  
Friday, November 20, 2009  
Marron Hall, Rm. 131

Present: Leslie Donovan (Chair), Robert Trapp, V.B. Price, Michael Thorning, Brandon Call, Cole Vertikoff, Miguel Gandert

Ex-Officio: Jim Fisher, Jennifer Sawayda, Rachel Hill, Mario Trujillo

Also Present: Carolyn Souther

Absent: GPSA Rep, Journalism & Mass Comm. Representative

Leslie Donovan called the meeting to order at 3:03 p.m.

Donovan asked for a review of the October 2 meeting. Michael Thorning made a motion to accept the minutes. The motion was seconded by Brandon Call. The motion passed.

Call reported on the Society for Professional Journalism board vacancy. Call said he verified that it is acceptable for any faculty or staff member to be the advisor for SPJ. He said Dennis Herrick said he agreed to continue to be the advisor for SPJ. Call said the next meeting will be on December 10 and SPJ would elect a Student Publications Board representative at that meeting. Miguel Gandert said that the Communication & Journalism department is changing its curriculum to reflect the changes occurring in the journalism industry. He said they are creating a multi-media journalism track and expects to have the new curriculum in place by fall 2010. Bob Trapp asked Gandert if writing classes would still be part of the curriculum. Gandert said that writing classes would continue to be part of the curriculum.

Donovan asked Mario Trujillo for a report on *Conceptions Southwest*. Trujillo said the *CSW* submission deadline is December 11. He said he has received about 35 submissions to date and is hoping for more by the deadline. He said he currently has seven staff members. Trujillo said he has been presenting to classes, emailed professors, running ads in the *Daily Lobo* and attending events to promote *CSW*. He said he is working on trying to get submissions next semester for next year's issue as well. Trujillo said he spoke to Ann Hillerman regarding a tribute to her father, Tony Hillerman, in the upcoming issue of *CSW*. He said she gave the ok to publish a piece from Mr. Hillerman's graduate thesis. The Board suggested that Trujillo do a blitz to gain further submissions before the deadline. Donovan asked Trujillo to post submission flyers in the University Honors department.

Donovan asked Jennifer Sawayda for a report on *Best Student Essays*. Sawayda said *BSE* is going to press next Tuesday. She said she received 49 viable submissions and thinks that might be a record number. She said she received four late submissions that she is saving for the spring issue. Sawayda said the magazine will have nine essays published and will be 44 pages.

Donovan asked Rachel Hill for a report on the *Daily Lobo*. Hill said there has been a lot of news in the *Lobo* since the last meeting. She said the *Lobo* is doing more multi-media reporting and has added a second multi-media computer. She said that the *Daily Lobo* Web site now has a breaking news feature. She said that the opinion section has been having the most page views in the Web site. She said the *Lobo* has added a "caught reading" feature that publishes a photo of a student reading the *Daily Lobo* and has added some new features to the culture section. Hill said that she and three of her staff attended the ACP/CMA conference in Austin earlier in the month. She said they all learned a great deal and she felt

the Lobo is doing more daring page designs since the conference. Hill said that the *Daily Lobo* won three awards from the New Mexico Press Association; a first place for design, a second place for sports column and a second place for photo series. Jim Fisher added the awards are very significant because the Lobo was competing against the largest papers in the state. Cole Vertikoff said he thought the Lobo's coverage of the engineering racing program was great and helped to save the program because they got more funding after the story was published. The Board asked Hill how it has been being the editor in chief. She responded that it has been much more difficult than she expected.

Donovan asked Fisher to give a *Daily Lobo* financial report. Fisher said the Lobo had the worst October for revenue he had seen in years. He said some new advertising staff have been hired and he is hoping November revenue will be better. He said that advertising revenue on the Web site is starting to increase. Trapp and V.B. Price suggested going after legal advertising as additional ad revenue.

Donovan asked Michael Thorning for an update on the Marron Hall committee. Thorning said the committee consisting of himself, Price and Fisher met in October and agreed they would like to see the building saved. Thorning said he had emailed Miguel Hidalgo, head of capital projects at UNM about Marron Hall. He said he explained the historical value of the building and if Marron cannot be saved where would the *Daily Lobo* be located. Thorning said that Hidalgo responded that he would like to discuss the issue with Steve Beffort and Mary Kenney and then set up another meeting with the committee. Thorning said he will follow-up before the next Board meeting.

Donovan asked for New Business – Robert Trapp announced that the NMPA has allotted \$1500 for UNM students. He said the money is a stipend to work during the summer at New Mexico newspapers. He said eligible students must be print journalism majors. Trapp said he would have more info at the next Board meeting.

Donovan said the next meeting would be scheduled for February. She said Fisher would be in touch with the Board after the spring semester begins.

Meeting adjourned at 4:14 p.m.