

UNM Student Publications Board Meeting  
Friday, November 11, 2011  
Marron Hall, Rm. 131

Present: Leslie Donovan (Chair), V.B. Price, Robert Trapp, Lissa Knudsen, John Luna, Sunny Liu, Miguel Gandert, and Bridget Chavez.

Ex-Officio: Jim Fisher, Chris Quintana, Sarah Parro, Shari Taylor

Also Present: Carolyn Souther

Absent: SPJ representative

Leslie Donovan called the meeting to order at 3:04 p.m.

Donovan asked for a review of the September 20, 2011 meeting minutes. Robert Trapp made a motion to accept the minutes. John Luna seconded the motion. The motion passed.

Donovan asked Shari Taylor for a report on *Conceptions Southwest*. Taylor said she has had her staff promoting submissions by chalking, putting up flyers, and placing ads in the *Daily Lobo*, which she would like to additionally translate to Spanish. She said she is also using Facebook to reach out to students. She said the announced submission deadline is November 28, but the final deadline will be December 12. She said *CSW* is accepting electronic and hard copy submissions. She said she currently has six staff members. Taylor said the Web site is almost complete and should be live soon. She said she has already received a few submissions. She said she is working on a cover design and may need assistance in the design area. Chris Quintana said the *Daily Lobo* designers might be able to help. Donovan requested an e-mail be sent to her and other departments so they can post to department listservs. Donovan also suggested class visits distributing some past copies of *CSW*.

Donovan asked Sarah Parro to report on *Best Student Essays*. Parro said she had to ask one staff member to leave due to confrontations with other staff members, but said the departure was amicable. She said the magazine is on schedule for printing. Parro said Starline will be the printer for the fall issue. She said the magazine should be back from printer by the first week in December. She said she is in the process of finalizing the reception date and venue. Parro said *BSE* had table at the Celebration of Student Writing and passed out previous *BSE* issues. She said there was a small event in English Department lounge to incorporate *BSE* into English 101 and 102 classes. She said they would be publishing five essays including one photo essay. Parro said that the reception for the fall issue will probably be held at the Honors Forum or English lounge.

Donovan asked Chris Quintana for a report on the *Daily Lobo*. Quintana said the Lobo had been covering a lot of breaking news in the last week. He said he has had a few personnel issues including having to fire two staff members, the photo editor and a copy editor. He said the staff will be having session with Ali Patterson, a copy editor at the *Albuquerque Journal*, this Sunday. Quintana said he is hoping to remedy some of the copy editing problems the Lobo has been experiencing recently. He said that the Lobo had been giving a lot of coverage to the Unoccupy Albuquerque story but feels there has not been a recent newsworthy activity to continue daily coverage. V.B. Price asked Quintana to explain in a little more detail about the photo editor issue. Quintana said the photo editor had misidentified the family of Hector Torres, the UNM professor who had been murdered last year, as the family of the accused murderer in a photo caption. He said after being on probation he ran a feature photo that had previously run in the paper. Bob Trapp asked if the photo ran as a file photo or as a new photo. Quintana said it ran again as a new photo. He said the second incident violated the photo editor's probation and he had no choice but to let

him go. Jim Fisher asked about filling newsroom vacancies at the end of the semester. Quintana said he has been grooming staff members to fill the positions. He said the primary vacancy will be due to Chelsea Erven's pregnancy. He is expecting the assistant news editor to be transitioned into the news editor role. He said he also has concerns about the copy desk. Price stated he was very pleased with the coverage of the Unoccupy Albuquerque protest.

Lissa Knudsen asked about online polls, pie charts, and identifying percentages of the respondents. Quintana said the Web poster handles those issues and there may be some software issues as well. Knudsen said she has been studying maternity in the workplace and would be glad to offer help negotiating the issue of leaves from Lobo positions due to pregnancy.

Fisher reported on the annual New Mexico Press Association convention. He said the *Daily Lobo* won 10 awards. Chris Quintana – 1<sup>st</sup> place, Andrew Beale 2<sup>nd</sup> place, columns; Isaac Avilucea – 1<sup>st</sup> place sports column; Junfu Han – 1<sup>st</sup> & 2<sup>nd</sup> place general news photo; Dylan Smith – 1<sup>st</sup> place feature photo; Robert Maes – 1<sup>st</sup> place sports photo; Junfu Han – 1<sup>st</sup> place photo series; Patrick Lohmann & Craig Dubyk – 2<sup>nd</sup> place headline writing; Kallie Red-Horse, Ruben Hamming-Green and Chelsea Erven – 2<sup>nd</sup> place series or continuing coverage. Fisher said the *Daily Lobo* was entered in class II for daily newspapers in New Mexico. He said the Lobo was up against papers such as Alamogordo, Clovis and Carlsbad.

Donovan asked Fisher to give the *Daily Lobo* financial report. Fisher said the financial statement covers through September 2011, which he noted was one of the worst Septembers for the *Daily Lobo* in many years. He said last year the Lobo had a few advertisers who had large ad budgets but that this was not the case this year. Fisher said he believed that October would be a better month for revenue. He said he has negotiated a lower price for color with the Lobo's printer, Signature Offset. He said that the newsroom should now have more color to work with and there should be more color ad sales. He said that classified advertising is doing ok and national advertising is picking up.

Fisher then reviewed a survey he had compiled comparing other university student publications detailing how much they receive in student fees allocations compared to the *Daily Lobo*. Liu said this was good information to have on hand. He asked if there was any way to determine undergraduate fees from graduate fees. Fisher said the survey related to student fees in general and did not provide any breakdown. He said he is assuming that the majority are undergraduate fees but did not know what the specific breakdown was.

The Board then discussed the Society for Professional Journalists Board vacancy. Fisher said he had spoken with an officer of the local chapter of SPJ and they related that their goal is not have to have a student chapter on campus but to encourage students to join the local chapter at a discounted rate. Gandert said he would talk to PRSSA and the student advertising group within UNM Communication & Journalism to nominate a member. He said he would hope to have someone by the next meeting in February 2012. Fisher said that the Board should consider revising the policy statement if there will not be a representative from SPJ. Donovan suggested addressing that at the next meeting.

Donovan, Fisher and Price reported on their meeting with UNM President David Schmidly. Donovan said that Schmidly very much wanted to meet with someone from the Board before the Board's next scheduled November meeting. She said it was a fairly cordial meeting. She said Schmidly discussed his concerns that *Daily Lobo* students were not getting appropriate training. Price said that Schmidly suggested the possibility of impaneling an oversight committee to investigate the Student Publications Board depending upon how he felt after the meeting. Donovan said he seemed satisfied with the answers he received. She said Schmidly was happy to hear that the Lobo had a writing coach position and about the journalism boot camp. She said he appeared satisfied with the resources students have available. Fisher said that one important point Price had made to Schmidly is that students learn by doing and that aspect of the *Daily Lobo* should not change. Price said that Schmidly referenced several UNM policies and asked if the *Daily*

*Lobo* may be in violation of some of those policies. Price said the answers given seemed to address all of his questions and concerns. Fisher said he suggested to Schmidly that he might benefit from meeting with the *Daily Lobo* editor, Chris Quintana. Price said that Schmidly was extremely cordial and professional, but appeared very angry and serious. Gandert said that historically the UNM President and executive staff every now and then need to be educated about how Student Publications and its three publications work. Gandert said it was important for UNM's accreditation to have an independent student newspaper. Donovan asked Gandert if he knew where there was documentation about this and Gandert said he would look for it in his records and bring it to the next meeting.

Donovan asked for new business.

Donovan addressed the Student Publications fact sheet to give the community more information about how to navigate the paper. She asked the Board to review and give Fisher changes or suggestions.

Fisher asked the Board representatives from ASUNM about the sentiment at ASUNM regarding the *Daily Lobo*. Both Luna and Liu said there have been no issues since the last meeting. Liu said that *Lobo* reporters Charlie Shipley and Luke Holman have come over to talk and that he is expecting a story soon. Liu said he felt the *Lobo* was doing a great job. Quintana said he met with ASUNM president, Jaime Roybal, and her chief of staff. He said she was supposed to have sent in a column at the end of October to be published in the *Daily Lobo* but so far he has not received anything. Quintana inquired if there would be columns coming from ASUNM. Luna said he would check into the issue. Knudsen asked if Quintana would want columns from the GPSA president as well. Quintana said that the GPSA president is more than welcome to submit columns.

Taylor asked the Board if it was ok to solicit work from the branch campuses. Donovan said she thought it would be a good idea. Gandert agreed and thought it would be great outreach to the branch campuses.

Donovan said the Board's next meeting will be scheduled for February 2012. She said Fisher will contact Board members about the date once the spring semester begins.

The meeting adjourned at 4:10 p.m.