

UNM Student Publications Board Meeting  
Friday, February 1, 2013  
Marron Hall, Rm. 131

Present: Leslie Donovan (Chair), Kris Miranda, Tim Carpenter, Taylor Bui, V.B. Price, Damon Hudson, Bob Trapp

Ex-Officio: Jim Fisher, Junfu Han, Elizabeth Cleary, Elizabeth Thayer

Also Present: Carolyn Souther, John Tyczkowski, Alexandra Swanberg,

Absent: Miguel Gandert, ASUNM President Representative

Leslie Donovan called the meeting to order at 3:06 p.m.

Donovan asked for a review of the November 9, 2012 meeting minutes. Damon Hudson made a motion to accept the minutes. Taylor Bui seconded the motion. The motion passed.

Donovan asked Jim Fisher to report on the recent *Daily Lobo* journalism boot camp. Fisher said the event is now in its fourth year. He said 60 students and 31 presenters attended. He said he felt it was a very successful event. He said Kate Nash used Twitter throughout the event and people from all over were responding to the tweets including Heather Wilson. He said the boot camp consisted of a variety of journalism topics and was very comprehensive. He mentioned that two Board members, Bob Trapp and V.B. Price were presenters at the event. He said Gadi Schwartz was the keynote speaker and was very well received. Fisher said that Kate Nash did an incredible job putting the event together and deserves all the credit. He said he would send the Board the boot camp Web address to view the content and videos of presentations the board.

Donovan asked Junfu Han to report on *Conceptions Southwest*. Han said *CSW* is in the process of copy-editing and should be finalizing production soon. He said the staff is meeting every Friday afternoon working on the cover and design of magazine. Han said he has received printing quotes for 96 & 104 pages. He said that *BSE* and *CSW* are going to do the release party together. He said *CSW* received more than 100 submissions, which include 11 in visual arts, 3 essays, 7 short fiction, 12 poetry and 11 photos. He said Jan. 31 had been the final submission deadline. Donovan asked Han if there are any prospects for next year's editor position. He said there were good prospects from the current staff. Han said the magazine should go to the printer before spring break and should be out by mid April.

Donovan asked Elizabeth Thayer to report on *Best Student Essays*. Thayer said she is hiring more copy editors for the spring edition. She said she is currently advertising for submissions with a table in the SUB, emails, listserv and surveying past contributors. Thayer said Feb. 25 is the deadline for submissions, but she will most likely extend the deadline to March 8.

Donovan asked Elizabeth Cleary for a report on the *Daily Lobo*. She said she has hired new staff members, including a news editor and managing editor. She said she is working on training and retaining reporters. She said the *Daily Lobo* boot camp was very helpful for the newsroom staff. She said the news and assistant news editors are still in a learning process but feels the quality of their work is steadily improving. Donovan asked Cleary if there were any good candidates for next year's editor. Cleary said she knows of two staff members in newsroom who are interested in the editor position.

Donovan asked Fisher for a *Daily Lobo* financial report. Fisher reported on the financials through December. He said the Lobo is finishing the calendar year in the black, which he felt is an accomplishment compared to the bottom line a year ago. He said that the *Daily Lobo* had ended its relationship with the original app provider due to failure for the company to deliver on iPad updates and smart phone applications. Fisher said it was a classic case of overpromising and under delivering. He said the Lobo has entered into a relationship with a new provider, iCampusTimes. Make some revenue off the app as well. January revenue is high overall and campus advertising revenue up as well.

Donovan asked Fisher to outline the upcoming editor selection process. Fisher proposed dates for the *Daily Lobo* editor and both magazine editor selection. The Board selected the April 5 to interview and select the next *Daily Lobo* editor and April 19 for interviewing and selecting the *BSE* and *CSW* editors. Donovan and Fisher reviewed the process for advertising and hiring of the new editors.

Donovan asked for an update on social media/professional ethics policies. Fisher said that the committee of Kate Nash, Fisher and Cleary have not had a chance to meet. He said this item might have to be a summer project.

Donovan asked for an update on a new newsroom content management system. Fisher said he is working with the current CMS providers at Michigan State and hope to have a prototype by late spring. He said the new system would be a replacement for the Woodwing system the *Daily Lobo* is currently using. He said it will be a Web-based system. Fisher said the new system will be in place by the end of July.

Donovan asked for new business. Kris Miranda reported on the GPSA funding of *CSW* and *BSE*. He said that new funding is capped at \$500 if an organization hasn't applied within the past two years. He said he would like to set up a continuing relationship to financially assist the magazines. He said he will get back to the Board on details. Fisher said he appreciates the efforts and concern that Miranda has invested.

Fisher said the new Student Publications departmental Website is finished and should be live soon.

Fisher said that ASUNM Presidential Board appointee, Bridget Chavez, has resigned due to accepting an internship in Washington. He said the Board will need a new appointee from the ASUNM president. Hudson said he will follow-up to fill the vacancy.

Fisher mentioned that V.B. Price had moderated a panel discussion in January with past *Daily Lobo* editors that will be published in the spring issue of the alumni magazine, *Mirage*. He said he is working with the alumni office on having a first-ever *Daily Lobo* alumni reunion at this year's Homecoming event.

Donovan said the next Board meeting will be held April 5, 2013 at 3:00 p.m.

The meeting adjourned at 4:00 p.m.