

UNM Student Publications Board Meeting  
Friday, November 9, 2012  
Marron Hall, Rm. 131

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

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

Also Present: JR Oppenheimer, Aaron Wiltse, Danielle Ronkos, Svetlana Ozden

Absent: Bridget Chavez

Leslie Donovan called the meeting to order at 3:05 p.m.

Donovan asked for a review of the September 28, 2012 meeting minutes. Taylor Bui made a motion to accept the minutes. Damon Hudson seconded the motion. The motion passed.

Donovan asked Junfu Han to report on *Conceptions Southwest*. Han said things are running smoothly and that the magazine has received many more submissions to date than he was expecting. He said the new Web site is up and looks good. Han said he met with his staff last Friday to discuss what could be learned from looking at the most recent issue and what to improve for the next issue. He said he has discussed the magazine's budget with Jim Fisher and feels everything can be accomplished within the budget. He said that the designer would start working on template soon. V.B. Price asked about the nature of the submissions. Han said the submissions were mostly in poetry, painting, photography and fiction, with one submission being 18 pages long. He said there were 22 total submissions to date and that the staff would vote on all works to be published. He said the early submission deadline is Dec. 10 and the extended deadline will be January 31, 2013. He noted there will be a cover design contest for students.

Donovan asked Elizabeth Thayer to report on *Best Student Essays*. Thayer said that things are going really well. She said they had 22 submissions and are publishing seven written essays and one photo essay for the fall issue. She said they received three submissions for the cover. Thayer said the designer editor was currently working on the template and the staff had just finished the first round of editing. She said she had received two quotes from printers and both were a little bit higher this year because they are using more color. Price asked what fields of study are to be published. Thayer said philosophy, political science, history, creative writing and science as well as a photo essay. She said the magazine will be published by early December and plans to have reception at that point. Thayer said the *BSE* and *CSW* participated in the publication fair held in Sub atrium on October 25. She said the fair was very successful. Price asked how Thayer went about soliciting such a large number of submissions for this issue. Thayer said she thought the in-class presentations were the most effective method for gaining submissions.

Donovan asked Elizabeth Cleary for a report on the *Daily Lobo*. Cleary said that the last week was very busy because of the election. She said she felt that the staff gained great experience doing election coverage. She said that they had never had been so tight on deadline as they were for the election issue. Cleary said that the *Lobo* conducted live-blogging on election night as well as posts to Facebook and Twitter. She said that the *Daily Lobo* has been using Facebook and Twitter much more in the past couple of months. She said that the sports staff has been live-blogging *Lobo* football as well. Cleary said she hired a new multi-media editor, Zach Zahorik. She said that she, Juan Labreche, Svetlana Ozden and Aaron Wiltse recently attended the Associated Collegiate Press/College Media Advisors conference in Chicago. She said they came home with many ideas and are excited to step things up for the paper. She said the *Daily Lobo* was one of the few daily papers represented at the conference.

Clearly said the *Daily Lobo* has now hired a staff reporter. Price asked if Cleary if she thought that writing for the Web was any different than writing for the print publication. Cleary said she has been expanding the headlines on the Web to help with search engine optimization. She said that now reporters are required to type out a Web headline when submitting their story that will have all the pronouns that will be picked up by search engines.

Cleary said there is a strong community of commenters on the *Daily Lobo* Web site. She said she felt that requiring commenters to use their real names might stifle discussion. She said she can handle removing the inappropriate comments from the site. Price asked about the readership of the *Daily Lobo* Web site. Fisher said that only about 20 percent of students are visiting the Web site. He said that number is consistent with other university newspaper Web sites. He said that many visits are from people outside UNM, who often may be alumni interested in sports coverage. Price asked what the advantages of the Web site for serving the Lobo. Fisher responded that it does not generate much revenue but that it is the mechanism to feed the tablet and phone apps. He said the main value is that everyone now has a Web site. Hudson added he felt the Web had archival value. Price asked Cleary why the *Daily Lobo* is short staffed. Cleary responded that reporters can't live on the little money the *Daily Lobo* pays. She said the cost of living, tuition, etc., have all increased. Miguel Gandert said that this is also a feature of a very tough economy.

Hudson raised a concern about students being attacked in the comment section of the Web site. He said the current system of having the comments open to anyone to submit can lead to abuse. Fisher said he checked with the Web developers and currently the system is designed to not have commenters register. He said the program checks to see if the user has a valid email address. He said he believes future versions will have registration capability. Kris Miranda asked whether it is possible to moderate on the front end before the comments are posted. Cleary responded that the additional workload that would create would be too great for staff to do so. Fisher said that it is possible to not have comments enabled for certain stories if need be. Cleary said that when posting stories to the Web it is an option to have comments, or not.

Hudson asked Cleary is the *Daily Lobo* a campus paper or a local paper. Cleary responded it is both. She said the paper is for the students but also for the surrounding community. Hudson asked about the implications of the Lobo not having a faculty advisor. Cleary responded that the *Daily Lobo* has a writing coach, Kate Nash, who works very closely with the students. She said that the photographers have a coach as well, Mark Holm. Gandert said both coaches are skilled and highly respected journalists but are independent from any UNM department or administration. Donovan said that independent student newspaper by definition means it is run by students and that although it has a board the Lobo is not linked to any specific academic department. Fisher said it is important to note that the coaches perform post-publication critiques and that there is no prior review. Price said that the Student Publications Board acts in the same fashion. Hudson asked about the best way for students to provide feedback to the *Daily Lobo*. Cleary responded that students can write a letter to the editor, make a phone call, email or to stop by the Lobo newsroom.

Price asked about the difference between editing letters to the editor and editing comments on the Web site. Cleary responded that when editing letters for print the staff edits to conform to Lobo style and grammar. Price asked why they did not edit comments on the Web site. Gandert said that the comment sections on Web sites have become a genre of its own. Bob Trapp said there are two schools of thought in the publishing industry on Web comments. He said that if you handle it the way the *Daily Lobo* does, it is easier to distance yourself from a libel case. He said that you can argue that you did not actually publish the comment because you did not edit or have any form of prior review of the comment. He said the other method is to edit the comments and take full responsibility for the content. He said that often great story ideas come out of the comment section.

Donovan asked Jim Fisher for a *Daily Lobo* financial report. Fisher said the current financial statement covered through September. He said that September was not as good a month for revenue as he had hoped, but that it mirrored last September. Fisher said national advertising is continuing to decline in all college newspapers as well as the *Daily Lobo*. He said the printing costs reflect the old contract with Signature Offset, which had lower costs than the new printer. Miranda said he is looking at possible ways that GPSA might be able to give financial support to the *Daily Lobo*.

Donovan followed up with old business.

She said that the Board had earlier addressed the comment issue in the *Daily Lobo* editor report. She asked Fisher how it was going with Vanguard Printing. Fisher said there had been a couple of glitches in the beginning, but that things are running pretty well. He said he is happy the Lobo is now using a local printer and believes the print quality is much better. He said printing costs have increased using Vanguard but the other choice was the *Santa Fe New Mexican*, which was higher still and further away.

Donovan asked Kris Miranda about the GPSA Allocation for *BSE* and *CSW*. Miranda said that forms had been submitted to the appropriations to the finance committee. He said the monies were approved in finance committee and the money is in Student Government Accounting Office. Miranda said the funds should be available soon for disbursement. Both Fisher and Donovan thanked Miranda for his help obtaining funding for both magazines. Miranda said that he would advise the Board about the GPSA spring budget process when the information is available.

Donovan asked Tim Carpenter if he had been assigned as the official student member to the Board from the Society of Professional Journalists. Carpenter said he had been elected to serve on the board from SPJ. He said he is still recruiting for additional members. Fisher said he needs an official letter or email confirming Carpenter's appointment.

Donovan asked for new business.

Miranda said that there will be a GPSA meet and greet Nov. 16 with the *Daily Lobo* staff and leaders in student government. He said he hoped everyone attending could sit down and have the opportunity to ask questions and clear up any misunderstandings. Price asked if there was any particular event that precipitated this meeting. Miranda said President Frank spoke to the GPSA council and said that questions from GPSA were not quoted in an article. He said there was concern that there was more commentary on President Frank than on GPSA and issues brought up by GPSA members were not covered.. Svetlana Ozden, *Daily Lobo* news editor, responded that she could not verify the issues put forth as facts and instead only reported on what she knew to be verifiable.

Fisher reported that we are in discussions with the company that does the *Daily Lobo* Web content management system to implement a newsroom content management system. He said the current system is not going to be financially viable looking forward and wants a system that is cheaper and works better. He said other college papers are collaborating on the project.

Fisher said the *Daily Lobo* does not have specific employment guidelines in writing. He said there have been some from time to time but nothing that can be passed on from one editor to the next. He said that he would like Cleary and Kate Nash to make some recommendations regarding social media policies and professional ethics and possibly have the Board look at recommendations at the next meeting. Bui asked if the Board handled personnel problems. Cleary responded that the editor in chief handled such matters but if an action occurred the editor would have to inform the Board.

Fisher asked Trapp if he had been reappointed to the Board from the New Mexico Press Association. Trapp said the person he thought was replacing him did not commit so he has been reappointed.

The meeting adjourned at 4:10 p.m.