

UNM Student Publications Board Meeting
Friday, November 15, 2013
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Miguel Gandert, Taylor Bui, Jordan Burk, Jamillah Wilcox

Ex-officio: Jim Fisher, Gianna May, Antonio Sanchez, Anna Adams

Also Present: Carolyn Souther, Ardee Napolitano, Jillian Roach, Mike Marcotte

Absent: Sophie Martin, Austin Megli and GPSA Representative

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

Donovan asked for a review of the October 4, 2013, meeting minutes. Bob Trapp made a motion to accept the minutes. Taylor Bui seconded the motion. The motion passed.

Donovan asked for a report from Gianna May on *Conceptions Southwest*. May said that the submission deadline is a month away. She said the magazine has received 90 submissions so far. She said she is still soliciting submissions via email, flyers and class visits. She said CSW will participate in a reading sponsored by Scribendi in December that will take place just before the submission deadline. May said she currently has 13-15 staff members. Jim Fisher asked about new submission categories that were mentioned at the last meeting. May said new categories this year will include short film, music, foreign language and other media. Fisher asked how those categories will fit into the format of the magazine. May said readers would be able to use either a QR code or link to the media online. Donovan asked May why she thought there was such an increase in early submissions this year. May said the staff used many forms of promotion but flyers seemed to have gotten the best response. Gandert said he thought the pamphlet that was sent out at the beginning of the semester was very effective.

Donovan asked Anna Adams for a report on *Best Student Essays*. Adams said she will be submitting the magazine to the printer on Monday. She said they received 30 submissions, which was quite a few more than last year. She said she had updated listserv contacts, which may have helped gain more submissions. Adams said they were considering getting rid of requiring faculty nominations because the staff felt it might discourage submissions. She said that although the staff has received a lot of submissions they felt the quality was not very high and that they are questioning the value of the faculty nomination. Gandert said he wondered if the faculty are not pushing hard enough for students to submit. He said it might be a matter of educating faculty more about the process. Gandert said he feels it is the faculty's responsibility to refer good submissions and they should be encouraging their students to submit quality work. Adams said she will focus on targeting faculty for next semester's issue. Donovan asked how the Publications Fair went. Both magazine editors said the fair went well and they made a little money. Both said the most important aspect of the fair was the outreach to the university community. Adams said the opening reception for the fall issue of BSE will be Dec. 6 from 6-8 p.m. in the Honors forum.

Fisher said he wanted to talk briefly about GPSA funding for the magazines. Fisher said that the funding was written into the GPSA by-laws last year, but apparently has not become effective. He said he found out the bylaws are currently under review at University Council. He said GPSA has funding that may be available for the magazines, but that must be applied for by November 29. He said that both magazines should apply for funding by this date. Fisher said another issue of concern for the Board is that no GPSA representative has been appointed to the Board this year. He said he will continue to ask for an appointment from GPSA.

Donovan asked for a *Daily Lobo* report from Antonio Sanchez. Sanchez said the newsroom has been very busy covering some big events recently, including the Albuquerque mayoral race, ASUNM elections, and the gay marriage issue. He said four staff members went to the ACP/CMA conference in New Orleans in October. He said they learned a lot and are trying to work some new ideas they learned at the conference into the paper. He said the paper was critiqued by professionals at the conference and that the staff are implementing some of the suggestions these professionals made. Sanchez said a new and exciting addition to the paper is that Lobo photographer, Rachel Torano-Mark, who is a native Spanish speaker, is producing Spanish/English tweets of Lobo basketball games. Sanchez also said Jillian Roach wrote an excellent story this week about three women's decisions about abortion. Fisher said he noticed this week that a correction was made on the web to a story without any notation that it had been corrected from its original version. He said he feels *Daily Lobo* policy should be that notations of corrections are always present when corrections are made to stories on the web. Trapp said at his newspaper the correction is made with an editor's note stating the story was corrected.

Donovan asked Fisher to report on the *Daily Lobo* financials. Fisher said his report is through September 2013. He said September was not a good month for revenue. He said the ad staff lost a few sales representatives, but picked up a mobile app, web income and an advertising insert. He said campus advertising is down quite a bit and national revenue continues to be bad. Gandert said that campus wide budgets are down, which may be somewhat due to the UNM Foundation surcharge that is now assessed on all UNM departments. Fisher said he is quite annoyed with the surcharge and feels that Student Publications is not receiving anything in return from the Foundation. Fisher said he has contacted the Foundation about this issue several times. He said the Foundation has now reluctantly assigned a development officer to Student Publications and he will meet with that person soon. Fisher said the *Daily Lobo* just had a big Homecoming reunion that the Foundation could have taken advantage of for fundraising.

Donovan discussed President Frank's Media Team recommendations to the Board. She said the Student Publications Board is already working on some of the suggestions, such as a policy draft. Gandert recommended that the Board not respond officially to the recommendations, until someone asks us for a response. Donovan said she has not heard from the President's Office regarding the report. Gandert said he did not see a need to respond at this point. Donovan said she is a little concerned about the section discussing whom the Board reports to at UNM, but noted that changing the Board's reporting structure might be more problematic. Gandert said the Board is most accountable to the students. Fisher said the current composition of the Board shows the priority of accountability is to the student groups we serve, such as ASUNM, GPSA, and SPJ.

Donovan asked Fisher to report on the policy draft. Fisher said he hopes the policy document will be in place by next semester. Fisher asked for a subcommittee to review and revise the draft. Donovan appointed Antonio Sanchez, Sophie Martin, Bob Trapp, and Jim Fisher to review the policy draft and report on its progress at the next meeting of the Board. Donovan said she would also assist the committee with revising the policy document.

Donovan scheduled the next meeting for February 14, 2015, at 3:00 p.m.

The meeting adjourned at 4:16 p.m.