

UNM Student Publications Board Meeting
Friday, April 17, 2015
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Sophie Martin, Gabriela Eldredge, Zoila Alvarez, Ilia Rodriguez

Ex-officio: Jim Fisher, Jordan Burk, Jillian Roach

Also Present: Carolyn Souther, David Lynch, Kanan Mammadli

Absent: Erinn Tibbs, ASUNM President Appointment, Melissa Rinkenberger, David Ishmael

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

Donovan asked for a review of the January 30, 2015, meeting minutes. Sophie Martin made a motion to approve the minutes as amended. Bob Trapp seconded the motion. The motion passed.

Donovan asked for a *Daily Lobo* editor report from Jillian Roach. Roach said the Lobo had published the Geek edition, which she felt went well and is planning the upcoming Green Issue. She said that she and the advertising coordinator have planned a special edition for every month for the upcoming year. She said they thought the outgoing editor should plan the editions with the ad coordinator leaving open one date in March that would be selected by incoming editor. Roach said that in mid-February the Lobo covered an ASUNM meeting that two GPSA representatives had also attended. She said that the *Daily Lobo* had misidentified the GPSA representatives in a photo. She said that she subsequently found out that the problem occurred because the subjects were seated in seats that had incorrect name plates. She said steps have been taken to avoid this type of misidentification problem from occurring in the future. Roach said there had been an ASUNM resolution proposed for the *Daily Lobo* asking that the *Daily Lobo* publically state how corrections are handled internally. Roach said she was not comfortable with discussing internal *Daily Lobo* procedures publically. She said that ASUNM also had brought up the point that there was no place on the *Daily Lobo* website to make a request for a correction. She said the managing editor pulled out his laptop and immediately inserted a section on the *Daily Lobo* website to email the editor-in-chief to do so. She said the ASUNM resolution failed to pass.

Roach said an issue had come up regarding a ASUNM Senator and how that person had been identified in regard to gendered pronouns. She said AP Style is of no help with this issue. She said she has decided if the subject asks to be identified with gender neutral pronouns the Lobo will use ze/zir. Roach said she is working with LGBTQ groups to address the issue further.

Roach suggested changes to the *Daily Lobo* handbook. She said a few included clarifying the relationship between the *Daily Lobo* and UNM. She said another point would to clarify the managing editor's role especially when acting in place of the editor-in-chief. Roach said other additions and corrections are updating the contact information for UNM records custodian, acceptance of gifts, and the libel section. She said that she also felt the *Daily Lobo* should explain its relationship between ASUNM

and GPSA. Zoila Alvarez suggested that the Lobo editor could present that material at student government meetings in the fall.

Roach said she was excited that there had been the most applicants ever for the Trehitt Alumni Award this spring. She said there were submissions from every desk in the newsroom. Jim Fisher explained that the award was created by former *Daily Lobo* editorial staff members to honor Hank Trehitt, world-class journalist, professor and *Daily Lobo* writing coach. He said the award recognizes a *Daily Lobo* reporter annually.

Donovan asked Jim Fisher for a *Daily Lobo* financial report. Before Fisher began, Donovan explained to the Board that it is advertising that pays for the *Daily Lobo* and determines the size of the paper. Fisher said that he often tells the news staff that editorial freedom is generated in the advertising office. Fisher reviewed the *Daily Lobo* financials through February 2015. He said to date, it is the worst financial report he has compiled. He said that March is looking a little better, but overall, the financial picture is not good. He reviewed a historical spreadsheet of how the *Daily Lobo* had been doing financially month to month over the past eight years. He said that the trend is moving toward a daily newspaper not being economically sustainable. Fisher said he is consulting with a *Daily Lobo* alumna, Leslie Hoffman, who works with non-profits to help them become more financially viable. Fisher said he is currently working on the budget for next year and is planning on cut backs in printing, travel, and the *Daily Lobo* subscription to Associated Press. He said there is need for other revenue sources in the future. He said the advertising staff is planning on a guidebook to UNM with advertising sold to UNM departments and would include information on scholarships and internships. He said the publication could have an additional distribution to area high schools. He said another project would be a complete restaurant guide. Fisher repeated that the current business model is not sustainable. The Board agreed to hold a future meeting to focus exclusively on financials. Fisher thanked Alvarez for her help clarifying the GPSA funding issue for the magazines. He said with GPSA support the magazines will be financially sound.

Donovan reviewed the process for selecting *Daily Lobo* editor applicants. She said the usual method was for the Board to go into closed session to interview the applicants and then return to open session for Board members to state their preference for editor. She said there is one applicant, Jillian Roach.

A motion was made by Gabriela Eldredge to close the meeting for the purpose of interviewing and reviewing the candidate for *Daily Lobo* editor. The motion was seconded by Martin. The motion passed.

The Board went into closed session at 3:55 p.m.

The Board returned to open session at 4:51p.m.

Fisher took a roll call of the Board members present for their preference for 2015-16 *Daily Lobo* editor. Trapp, Donovan, Alvarez, Martin, Rodriguez, and Eldridge selected Jillian Roach.

Donovan congratulated Roach. Donovan said to her knowledge this is the first time an editor has been selected for a second term. She said she and the Board expect big things for the *Daily Lobo* in the next year.

Donovan noted that there are conflicts for several board members to attend the the next meeting scheduled for April 24. The Board decided to hold its next meeting Friday, May 1.

Donovan said the Board should schedule a separate meeting to review the *Daily Lobo* finances for possibly June. She asked Fisher to email the board members at a later date.

Donovan said the Student Publications banquet will be held on Saturday, April 25 at 6:00 p.m. at Villa di Capos at 8th and Central Ave. SW. She said all Board members are invited and encouraged to attend.

The meeting adjourned at 5:00 p.m.