

**UNM Student Publications Board Meeting**  
**Friday, May 1, 2015**  
**Marron Hall, Room 131**

Present: Leslie Donovan, Robert Trapp, Ilia Rodriguez

Ex-officio: Jim Fisher, Jordan Burk, Melissa Rinkenberger

Also Present: Carolyn Souther, Georgia Cassell, Daniel Guardado, Kimberly Mitchell

Absent: David Ishmael, Erinn Tibbs, ASUNM President Appointment, Zoila Alvarez, Gabriela Eldredge, Jyllian Roach, Sophie Martin

Leslie Donovan called the meeting to order at 3:07 p.m.

Donovan asked for a review of the April 17, 2015 meeting minutes. Bob Trapp made a motion to accept the minutes. Ilia Rodriguez seconded the motion. The motion passed.

Donovan asked for a final *Conceptions Southwest* editor report from Jordan Burk. Burk passed out copies of the new magazine. He said the opening reception for *CSW* was held last Thursday and felt the event went really well. Burk said so far he has received very positive feedback on the magazine. He said he is working on the transition documents for the next year. Jim Fisher suggested a cover letter to go with the magazine to UNM departments when Burk mails out copies. Donovan asked what Burk had learned from the experience. Burk said he is amazed that there are so many talented people in the UNM community. Burk said he will meet with the next editor and cover the general process and focus on things that he could have done better. The Board thanked Burk for his work as *CSW* editor this year and congratulated him on a beautiful issue and expressed to him best wishes on his future endeavors.

Donovan asked for a final *Best Student Essays* report from Melissa Rinkenberger. Melissa said the *BSE* opening reception was held last Friday. She said the event was so successful that she had to kick people out at the end of the evening. She said she had fewer staffing issues this semester and things generally went much more smoothly. Donovan asked what Rinkenberger had learned from the experience. She said she learned that she needs better time management skills. She said she thinks that *BSE* needs to have a better Web and social media presence. She said she will be publishing the new issue of *BSE* on the Issuu publishing site and will contact Jim to work on the website. The Board thanked Rinkenberger for her work this year and wished her well.

Donovan asked Fisher to report on the *Daily Lobo* financials. Fisher reviewed the financials through March 2015. He said the *Daily Lobo* cannot continue to function as usual with the same volume of financial losses month after month. He said that since advertising revenue is down for college newspapers across the country, the *Daily Lobo's* losses in this area are simply part of a national problem faced by today's college media. He presented several scenarios for changes that involve publishing the *Daily Lobo* next year. Fisher said it will be essential to come up with special projects to supplement the

anticipated loss in advertising revenue for the upcoming year. He proposed that the Board meet during the summer to focus specifically on addressing the *Daily Lobo's* financial issues.

Donovan addressed the Board chair selection for 2015-16. She said nominations are needed and noted the position is usually filled by a faculty member. The Board agreed to postpone the selection of the chair until a meeting where more voting Board members are present.

Donovan reviewed the process for selecting magazine editor applicants. She said the Board's usual method is to go into closed session to interview the applicants and then return to open session for Board members to state their preference for editor. The candidates are Georgia Cassell for *CSW* and Daniel Guardado and Kimberly Mitchell for *BSE*.

Trapp made a motion to close the meeting for the purpose of interviewing the magazine editor applicants. Rodriguez seconded the motion. The motion passed.

The meeting went into closed session at 3:37 p.m.

The Board returned to open session at 4:39 p.m.

Fisher took a roll call of the Board members present and their preference for *CSW* editor. Donovan, Trapp and Rodriguez selected Georgia Cassell.

Fisher took a roll call of the Board members present and their preference for *BSE* editor. Donovan, Trapp and Rodriguez selected Kimberly Mitchell.

Donovan congratulated Cassell and Mitchell.

Other business:

Rodriguez said the student chapter of SPJ has a new president, Robert Salas, who will replace Erinn Tibbs as the SPJ student representative to the Board in the fall.

Donovan followed up on a previous discussion of how the Board minutes are presented to the public. She said there have been concerns about the minutes about being too detailed, which might make some Board members reluctant to speak openly. Trapp said he likes the detailed minutes. Burk agreed. Trapp said he appreciates the details especially because there is often a long break between meetings and the minutes give good refresher for Board members. Donovan said there should be more discussion when the other Board members can be present.

Donovan said the Board will schedule a separate meeting to review the *Daily Lobo* finances, possibly in June. Fisher agreed to email Board members to set a date.

The meeting adjourned at 5 p.m.