

UNM Student Publications Board Meeting
Friday, November 21, 2014
Marron Hall, Room 131

Present: Leslie Donovan, Erinn Tibbs, David Ishmael, Ilia Rodriguez, Sophie Martin

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

Also Present: JR Oppenheim, Carolyn Souther, Michael Warren

Absent: Bob Trapp, Zoila Alvarez, Gabriela Eldridge Jillian Roach

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

Donovan asked for a review of the October 24, 2014, meeting minutes. David Ishmael made a motion to accept the minutes. Erinn Tibbs seconded the motion. The motion passed.

Donovan asked for a *Conceptions Southwest* editor report from Jordan Burk. Burk said the past Monday was the *CSW* submission deadline. He said they received a total of 399 submissions. He said this year *CSW* received a lot of high quality submissions. Burk said all the submissions would be reviewed by the end of January. He said there are 11 members currently on staff. He said all the submissions will be juried by the staff in a blind juried process. Burk said that *CSW* won second place for best student organization in the *Daily Lobo* Lo Mejor readers' poll.

Donovan asked for a *Best Student Essays* editor report from Melissa Rinkenberger. Rinkenberger said *BSE* received 14 submissions and will publish seven in the upcoming fall issue. She said the magazine has been sent to the printer. She said she experienced problems with some staff members backing out this semester. She said she is down to four staff including herself. Rinkenberger said she would work harder next semester to get submissions and staff through emails and advertising. Ishmael suggested that ASUNM might be helpful getting the word out. She said the magazine will be back from the printer December 3 and the reception for the fall issue has been moved to December 4 at 6 p.m. in the Honors Forum.

Donovan asked for a *Daily Lobo* editor report from JR Oppenheim who was representing Jillian Roach. Oppenheim said he felt the Lobo did a great job with election coverage earlier in the month. He said the staff worked a very long day and night, and he is proud of the work the staff produced. He said there are not too many new hires but some staff have shifted to different roles. He said the news staff is brainstorming topics for special issues to generate more ad sales. Oppenheim said there would be a meeting of the NM Newsport partners soon. He said both he and Jillian Roach don't feel the Newsport is focusing enough on the student instruction. He said there is a steep learning curve to produce the type of work the Newsport requires. Oppenheim said Newsport partners seemed to be focused on what works for the partners and not necessarily the students. Fisher asked what the definition of "partner" is for the Newsport. Oppenheim said the partners are the *Daily Lobo*, New Mexico In Depth, KNME and KUNM. He said the relationships need to be more defined. Fisher suggested coverage of the student elections that are happening on campus and other issues directly related to students at UNM would be good topics for the Newsport students to cover. He said there are tons of issues on campus for the class to cover. Oppenheim said it seems like the Newsport could fill in or bridge many news gaps on campus. Donovan said she was happy about the *Daly Lobo's* GPSA coverage after the last Board meeting.

Donovan asked Jim Fisher for a *Daily Lobo* financial report. Fisher reviewed the financials through October 2014. He said through October finances were not good but not quite as bad as expected. He said that revenue for November is not looking good and noted there are very few publishing days in December for revenue opportunities. Fisher said he has been going through other college newspapers and noted that some are publishing with no ads at all. He said that he believes NMSU had suspended printing its newspaper for a while and he thinks now they may be publishing weekly. He said the CNM paper is now only publishing twice a month. Fisher said the ad staff is looking at more special issues in the spring semester. He said he is doing some analysis on potential major changes in print frequency. Fisher said he would like to meet with Bob Trapp to explore the financial issues in more detail. He said he is looking into some email delivery options that could increase readership and possibly increase advertising revenue. He said the advertising department is experiencing issues hiring qualified staff. Fisher said students these days are very busy with many having multiple jobs. He said the ad sales job is a hard, detail-oriented job. He said that more than 90 percent of *Daily Lobo* revenue comes from print advertising.

Donovan asked for old business. There was none.

Donovan asked for new business. Fisher said at the next meeting he would propose dates for advertising and interviewing candidates for all three publications.

Donovan scheduled the next meeting for January 30 at 3:00 p.m.

The meeting adjourned at 3:58 p.m.