

UNM Student Publications Board Meeting
Friday, April 22, 2016
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Ilia Rodriguez, Annie King, Monica Kowal, Abigail Robertson and Randy Ko.

Ex-officio: Jillian Roach, Daven Quelle

Also Present: Carolyn Souther, David Lynch

Absent: Jenna Hagenruber, Robert Salas, Kim Mitchell, Georgia Casswell

Leslie Donovan called the meeting to order at 3:02 p.m.

Donovan asked for a review of the February 26, 2016 meeting minutes. Ilia Rodriguez made a motion to approve the minutes. Abigail Robertson seconded the motion. The motion passed.

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, David Lynch.

Robertson made a motion to close the board meeting for interviewing and reviewing the candidate for *Daily Lobo* editor. Rodriguez seconded the motion. The motion passed.

The board went into closed session at 3:05pm.

The board returned to open session at 4:06pm.

Daven Quelle took a roll call of the board members present for their preference for 2016-17 *Daily Lobo* editor. Donovan, Rodriguez, Robertson, Monica Kowal, Annie King, Randy Ko and Robert Trapp selected David Lynch.

Donovan congratulated David Lynch on his selection as *Daily Lobo* editor and encouraged him to use board members as a resource.

Donovan asked Quelle for a *Daily Lobo* financial report. Quelle said the report is through March 2016. She said while the bottom line looks similar to last year, when the *Daily Lobo* was publishing five days per week. She said revenue is still an issue, but some of the information is confusing since large static expenses are pro-rated over a ten-month period, rather than twelve. She said she would work over the summer to revise the financial reports to match UNM reports and the UNM fiscal year.

Quelle said the advertising project, the Dating and Dining guide, was cancelled due to lack of sales. She said advertising staff is currently selling a scholarship guide to be published in late May and distributed

at new student orientation and high school counseling offices. She said the advertising team is testing the mobile app as a mobile coupon base for advertisers for a new digital revenue stream.

Quelle said she has started a preliminary budget for next year, based on current expenses and revenue. She said the downsizing of the department helps with a realistic twice-weekly budget for next year. Quelle said the best area to make most of the revenue is still in display advertising – in print and on-line.

Donovan asked Jillian Roach to report on the *Daily Lobo*. Roach said the staff had an issue with a reader who sent an email to the board as well as other UNM community members. She says he will not engage her directly. She said she had previously asked him to write a letter to the editor, but he has never taken her up on the offer. Donovan said she prefers to let the editor and staff deal with the situation. She said that the board does not determine editorial content and typically she does not respond to such emails.

Roach said that the boot camp scheduled for April 9-10 did not happen. She said three out of the four people who were planning the event over spring break had major issues and the event had to be cancelled. Roach thanked Rodriguez for her help in securing the location for the event.

Donovan thanked Roach for her work this past year, wished her the best, and asked her to keep in touch.

Donovan asked for old business. Quelle said the *Conceptions Southwest* reception is April 28 at 5 p.m. in the Honors Forum. She said the *Best Student Essays* reception will be April 29 at 5 p.m. also in the Honors Forum. She said the recognition and awards party for the *Daily Lobo* staff will be April 30 at the Albuquerque Press Club from 2-6 p.m.

Donovan asked for new business. Rodriguez said she will be on sabbatical next year and will be unable to serve on the Board. Donovan asked her to notify the Faculty Senate.

Robertson said she will not be at next week's meeting, but incoming GPSA president is planning to attend the board meeting. Donovan said the GPSA president is welcome to attend the meeting as a guest, but will not be able to vote.

Donovan said the next meeting will be Friday, April 29 at 3 p.m.

Meeting adjourned at 4:48 p.m.