

UNM Student Publications Board Meeting  
Friday, December 4, 2015  
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Ilia Rodriguez, and Monica Kowal

Ex-officio: Jim Fisher, Jillian Roach, Kim Mitchell, Georgia Casswell

Also Present: Carolyn Souther, David Lynch

Absent: Robert Salas, Kristin Gentry, Jenna Hagenruber, Jordan Monroe, and ASUNM Senate Representative

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

Donovan asked for a review of the November 6, 2015, meeting minutes. The minutes were not approved due to the Board not having a quorum.

Donovan asked for a *Conceptions Southwest* editor report from Georgia Casswell. Casswell said the CSW submission deadline was November 20. She said that the number of submissions was less than half the compared to last year. She said she has four staff members and three others interested. Jyllian Roach suggested *Daily Lobo* staff members could be potential volunteers especially for design. Donovan said she would put the word out in the Honors College as well. Casswell said CSW was a finalist for the 2015 Pacemaker award.

Donovan asked for a *Best Student Essays* editor report from Kim Mitchell. Mitchell said the fall issue has been printed and distributed copies to the Board. She said the release party would be January 29 at 5:30 p.m. in the Honors Forum. She said the submission deadline for the spring issue would be March 4. Mitchell said that *BSE* has been invited to the Discovery Fair at UNM Orientation in January. Jim Fisher said he thought the issue looked great and suggested a possible addition for the spring issue might be author profiles and listing the department of the nominating professor.

Donovan asked for a *Daily Lobo* editor report from Jillian Roach. Roach said that Thomas Romero-Salas, the current *Daily Lobo* sports editor would be taking over the culture desk. Roach passed out web analytics for the Board to review. She said a new *Daily Lobo* website is nearing completion and should go live over the winter break. She said she is meeting twice a month with Fisher and Daven Quelle, *Daily Lobo* Advertising Coordinator, to review and track trends digital readership. Roach said hard news stories do not appear to be read as much as feature stories. She said she feels there has been a good mix of stories this semester.

Donovan asked Fisher for a *Daily Lobo* financial report. Fisher said the report covered up to October 2015. He said in order to make the budget he *Daily Lobo* needed to be publishing high advertising ratio 16 page papers but noted most have been 12 pages this semester. He said the next special advertising project, Love Bites, will be published in February. Fisher said expenses have been reduced but noted that administrative overhead probably needs to be reduced further. He said he doesn't expect the November financials to look any better and said there are only two print publishing days in December. Roach said the Lobo would cover sports online over the break. She said she is encouraging all desks to publish online over the break.

Donovan asked for old business.

Fisher said the hiring/restructuring committee met to discuss the possibilities of restructuring in anticipation of his retirement. He said he expects the committee to have a recommendation by early January.

Donovan asked for new business.

Fisher said the last day Kate Nash will work as *Daily Lobo* writing coach will be December 7. Fisher said he is hesitant to fill the position and thinks his replacement should be the person to do so. Fisher said the department is changing how credit cards are processed due to UNM changing banks and UNM demanding stricter PCI (Payment Card Industry) compliance. He said one sticking point is how the *Daily Lobo* processes online classified advertising by clients using credit cards. He said he is hopeful everything will be in compliance by the end of the year.

Donovan said the next meeting will be scheduled in January.

The meeting adjourned at 3:56 p.m.