

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

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

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

Also Present: Carolyn Souther, David Lynch, Daven Quelle

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

Leslie Donovan called the meeting to order at 3:04 p.m.

Donovan asked for a motion to accept the minutes from the November 6, 2015, meeting. Bob Trapp made a motion to approve the minutes. Monica Kowal seconded the motion. The motion passed. Donovan asked for a review of the December 4, 2015, meeting minutes. Trapp made a motion to accept the minutes. Ilia Rodriguez seconded the motion. The motion passed.

Donovan asked for a *Conceptions Southwest* editor report from Georgia Casswell. Casswell said she and her staff are creating the layout and design for the upcoming magazine. She said everything is on schedule for printing the magazine. She said she has received more than 200 submissions but noted that they do not have many good options for short of fiction. Because of this, she said she plans to include more poetry submissions. Caswell said she has four staff members and a few volunteers from the *Daily Lobo*.

Donovan asked for a *Best Student Essays* editor report from Kim Mitchell. Mitchell said the release party for the fall issue is scheduled for January 29 at 5:30 p.m. in the Honors Forum. She said she is expecting five or six contributors to attend. She said the deadline for the spring issue would be March 4.

Donovan asked for a *Daily Lobo* editor report from Jillian Roach. Roach said the new *Daily Lobo* website has not launched as planned but expects the launch to be any day. She said the web developers did not think the site was ready to launch due to a few bugs that needed to be fixed. She said that 43 stories were published on the *Daily Lobo* website over winter break and noted that the number exceeded stories published on the web in previous years. Roach said the *Daily Lobo* website was visited by 10,500 people over winter break. Roach said that there are a few staff changes to start the new semester noting that David Lynch, who was news editor, is now managing editor. Jim Fisher said that a representative from the *Daily Lobo* had been requested to be at the next ASUNM Senate meeting to talk about the new website.

Donovan asked Fisher for a *Daily Lobo* financial report. Fisher reviewed the financials through December 2015. He said that he had done a fairly good job budgeting expenses with the change to two days a week print publishing. He said the projections for revenue appear to have been overly optimistic. He said revenue is falling way under projections and noted that December is particularly bad with only two print publishing days in the month. He said that local and campus advertising are down significantly, but national and classified were bringing in higher than expected revenues. Fisher said that he is hoping that the reduction in overhead after March 1 will improve the budget picture and continue to do so moving forward. He asked Daven Quelle, Student Publications advertising coordinator, to talk about special project revenue. Quelle said the special project, Love Bites, scheduled for February, has been moved back to March to capture more sales. She said instead of a Valentine's focus the ad supplement will be centered around spring. She said they are switching gears on the *Daily Lobo* app as well. She said the focus of the app will be centered on delivering digital

coupons. Quelle said she is hoping for a steady revenue stream from selling coupons on the app. Fisher noted that news content will still be available on the app. Quelle said there could be a variety of possible advertising options related to the new UNM branding project.

Donovan asked for old business. Donovan said the hiring/restructuring committee consisting of herself, Bob Trapp and Robert Salas had weighed three options proposed to address the retirement of Jim Fisher. Donovan said the committee is recommending that Fisher's position not be filled and instead that Daven Quelle and Carolyn Souther be promoted and share Fisher's duties. Fisher said that Quelle would move up two UNM pay grades and Souther would move up one grade. Fisher said there could be possible hang-ups with UNM Human Resources but is confident the proposal will be confirmed. Fisher said he will be retiring March 1. Fisher said Kim Kloeppe, CFO for Student Affairs, is supporting the proposal and has been instrumental working with UNM HR. Kowal made a motion to accept the committee's recommendation. Bob Trapp seconded the motion. The motion passed.

Donovan asked for new business. Rodriguez said the Society of Professional Journalists regional conference will be hosted this year by the Albuquerque and UNM chapters. She said the conference will be held April 15 and 16 on the UNM campus in the Student Union building.

Donovan scheduled the next meeting for Friday, February 26, at 3:00 p.m.

The meeting adjourned at 4:30 p.m.