

UNM Student Publications Board Meeting
Friday, November 6, 2015
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Jordan Monroe, Kristin Gentry, Ilia Rodriguez, Robert Salas

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

Also Present: Carolyn Souther, David Lynch, Daven Quelle

Absent: Sophie Martin, Jenna Hagengruber, ASUNM Senate Representative

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

Introductions were made around the table.

Donovan asked for a review of the June 19, 2015, meeting minutes. Bob 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 currently has seven staff members. She said that submissions have been coming in ok and noted the submission deadline is November 20. She said she feels she has sufficient staff to publish the magazine. She noted they all have a good background in publishing and bring a variety of skills that will be useful. She said the *CSW* website has been updated. Caswell said the last issue of *CSW* did not receive the Pacemaker award but thought it was quite an honor to be a finalist.

Donovan asked for a *Best Student Essays* editor report from Kim Mitchell. Mitchell said BSE received 17 submissions and said eight will be published including cover art. She said the essays are currently in the editing process. Mitchell said she will be using Starline Printing to print the magazine and should have the final file to the printer by November 20. She said some of the categories include research, foreign language, and photo essay. She said she has five staff members including herself. Mitchell said there is a nice mix of undergrad and graduate students from different departments on staff. She said the *BSE* reception would be held on January 29. She said the *BSE* website has been updated. Mitchell said the submission deadline for the spring issue will be March 4.

Donovan asked for a *Daily Lobo* editor report from Jillian Roach. Roach announced the *Daily Lobo* won a lot of awards at the New Mexico Press Association annual convention this year. She said the awards were for photo series, sports column, continuing coverage, feature photo and sports photo. She said the Lobo also won the UNM Homecoming video contest. She said there will be some changes on the editorial staff at the end of the semester. Roach said J.R. Oppenheim will be graduating and David Lynch will be taking over as managing editor. She said that Craig DUBYK, *Daily Lobo* copy editor, and Thomas Romero-Salas, *Daily Lobo* sports editor, are also graduating this December. She said the *Daily Lobo* website is in the redesign process and when completed will have a very new look. Roach said that web views have increased and the social media numbers for the *Daily Lobo* are climbing as well. She said the staff goal is to have photos with every item posted to social media sites. She said she believes resident trolls on the *Daily Lobo* website are running potential commenters away. She asked for any suggestions on how to deal with this problem. Jim Fisher said he couldn't believe that three people could prevent other readers from commenting on the site. Roach said she feels that is what is happening. Roach said her goal is to have four new news stories everyday posted online. She said she

thinking of changing name of the culture section to lifestyles. Roach said the section might include stories that are not necessarily soft news.

Donovan asked Jim Fisher for a *Daily Lobo* financial report. Fisher reviewed Daily Lobo financials through September 2015. He said the numbers are not nearly as good as he had hoped. He said the *Daily Lobo* needs to be running very tight with advertising 16 page papers in order to make budget with the shift to two print issues a week. He said that has not been happening. Fisher said revenue for October is looking better and national advertising has already exceeded what was budgeted and classified advertising is doing ok. He said Daven Quelle, Student Publications advertising coordinator, is working on the next advertising special project, Love Bites, a dining and dating guide to be published near Valentine's Day. Fisher said digital income is improving, but it is not a big piece of the revenue pie.

Donovan asked where this financial report leaves us. She said it looks like we won't be able to get through the year the way things are going. Fisher said that the department overhead needs to decrease and the department needs to be smaller. Quelle said the ad staff may have the potential to make up some of the revenue difference but it is all piecemeal and stretches the staff very thin. Quelle said it takes a new ad rep about 6 weeks to get going and about 6 months to be really productive. Donovan asked whether the Lobo ought to be looking at going totally digital sooner. Fisher said that it is probably too soon to lose the print edition of the Lobo but expects within two to three years we will probably be all digital. Fisher said the underlying problem is that the traditional revenue to readership model is not in alignment anymore. He said this is particularly true of print media.

Donovan asked for old business.

Fisher said the Board had set up a committee to draft a proposal the UNM Foundation for possible funding opportunities. He said he and Kate Nash have put together a list for equipment and software which totals around \$25,000 to equip a digital newsroom. Fisher said the proposal needs an introduction and some context. He said he thought a statement from Bob Trapp regarding the continued need for the state to produce future journalists would be a good idea. Fisher said he feels this proposal needs to be completed by the end of the year.

Donovan asked for new business. Fisher said that Sophie Martin has missed four consecutive meetings. He said the Board policy states that a Board member who misses three consecutive meetings is automatically removed from the Board. Fisher said he will recommend Monica Kowal to the UNM President's office as a possible appointment. He said she is currently serving in the UNM Provost's office and was formerly on the English faculty. He said Kowal had worked for the Associated Press, holds a Master's in Journalism and was also a former staffer at the *Daily Lobo*. Fisher said Kowal is very interested in Student Publications and the position on the Board. He said Kowal has both real-world experience and the academic background and connections that should be very valuable to the Board. Fisher said he will contact the President's office and asked Donovan to contact Sophie Martin.

Fisher announced he will be retiring mid-spring 2016. He said that he feels it is time for him to do so for personal reasons and also because he thinks leaving would help the department financially by reducing fixed overhead. Donovan told Fisher that she hates to see him leave but she understands. Fisher said this could be an opportunity for the Board to consider restructuring the department if the Board thought that might be in order. Fisher said he felt the best option for the Board to consider might be to not fill his position and instead have Daven Quelle and Carolyn Souther fill the role with increased responsibilities and compensation. Fisher said he will speak to the Office Student Affairs about retiring and what options are available to the Board moving forward. Board members selected to form a committee to handle this transition are Leslie Donovan, Bob Trapp and Robert Salas.

Donovan scheduled the next meeting for December 4 at 3:00 p.m.

The meeting adjourned at 4:06 p.m.