

UNM Student Publications Board Meeting
Friday, September 25, 2015
Marron Hall, Room 131

Present: Leslie Donovan, Robert Trapp, Jenna Hagengruber, Jordan Monroe, Kristin Gentry

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

Also Present: Carolyn Souther, David Lynch

Absent: Sophie Martin, Iliia Rodriguez, Jillian Roach, Robert Salas, ASUNM Senate Representative

Leslie Donovan called the meeting to order at 3:03 p.m.

Donovan asked Jim Fisher to discuss the Board adopting the New Mexico Open Meetings Act. Fisher said the primary aspects of the act as it pertained to the Board are that all meetings are held in public and advance public notice must be given for all meetings. Bob Trapp made a motion for the Board to operate under the guidelines of the New Mexico Open Meetings Act. The motion was seconded by Jenna Hagengruber. The motion passed.

Donovan asked for a review of the June 19, 2015, meeting minutes. Trapp made a motion to accept the minutes. Hagengruber seconded the motion. The motion passed.

Donovan asked for a *Conceptions Southwest* editor report from Georgia Casswell. Casswell said *CSW* participated in the UNM Publications Fair, which was held yesterday along with *BSE* and *Scribendi*. She said they passed out flyers and past issues of the magazine. She said there is a staff meeting scheduled later in the day. Donovan asked how many people were currently on staff. Casswell said currently she had four staff members and noted three or four more students are interested. She said the *CSW* submission deadline is November 20.

Donovan asked for a *Best Student Essays* editor report from Kim Mitchell. Mitchell said the submission deadline is in 10 days. Mitchell said she was hoping for more submissions but is feeling confident that she has an adequate number and feels the quality is high. She said she felt the Publications Fair generated a lot of interest in *BSE*. Jim Fisher asked how many people are on staff. Mitchell said she anticipates there will be 12. Donovan suggested posting notices on department listservs. Hagengruber requested information to be forwarded to both ASUNM and GPSA listservs as well as their social media..

Donovan asked for a *Daily Lobo* report from David Lynch, who was filling in for Jillian Roach. Lynch said the *Daily Lobo* will be receiving eight awards from the New Mexico Press Association at the annual awards banquet. He said the digital transition is going well. He said the statistics for online viewing – compared to previous years – are showing a big improvement. He said they have been hiring many new freelancers. Lynch said he is the *Daily Lobo* liaison for the reporting class taught by Lobo writing coach, Kate Nash. He said he is finding that some students in the class are expressing a natural ability for journalism.

Donovan asked Jim Fisher for a Student Publications financial report. Fisher first reviewed *BSE* and *CSW* budgets and expenses. He said there is not much of a change from prior years' budgets. He said he appreciated the funding that is now allocated per the GPSA constitution, which makes the budgeting process easier. Fisher reviewed last year's income and expenses for the *Daily Lobo*. He also reviewed the summer 2015 and noted that that bottom line was a little better than expected. Fisher presented the *Daily Lobo* budget for the fall and spring semesters. He said big reductions in both revenue and expenses are reflected by going from five to two

print publishing days a week. He said he is proposing no change in newsroom or administrative salaries. He said the *Daily Lobo* photo coach has resigned and the position will not be immediately filled. Fisher reviewed budgeted income and expense compared to five years ago as well as *Daily Lobo* profit and loss dating back to 2005-2006. He also reviewed reserve balances thru 6/30/15 and noted that there is a minimal amount currently in reserves.

Fisher said many things on the business side had to change by reducing print publication to two days a week. He said classified advertising was greatly impacted. He said classifieds are now being sold in weekly blocks. Fisher said that display ad sales were good for August but noted that September is not looking good. He said digital sales have been going better than projected. He said the *Lobo Deals* coupon book did not make as much revenue as the prior year. He said the *Daily Lobo* changed printers from Vanguard Printing to the *Santa Fe New Mexican* in mid September. He said the anticipated savings is around \$17,000 for the year. Fisher said color on every page is built into the cost, which should be a good sales incentive for the advertising staff. He said print readership is up and recycling leftover papers is way under ten percent. Fisher said the we will need a little more time to see whether the changes are working to keep the *Daily Lobo* in the black.

Donovan asked for old business. Trapp asked if there had been any talk of razing Marron Hall. Fisher said he had not heard of any plans to do that in the past couple of years.

Donovan asked for new business.

Fisher said there had a meeting over the summer with a representative from the UNM Foundation. He said those at the meeting recommended submitting a proposal to a committee at the Foundation that would in turn research grant possibilities. Fisher said he would like to recruit a few Board members to be involved in the process. Donovan and Trapp volunteered. Fisher said he thought Sophie Martin would be a good Board member to help with the proposal.

Donovan scheduled the next meeting for November 6 at 3:00 p.m.

The meeting adjourned at 3:57 p.m.