

UNM Student Publications Board Meeting
Friday, February 3, 2017
Marron Hall, Room 131

Present: Monica Kowal, Leslie Donovan, Tyler Narvaez, Gabe Gallegos, Joseph Bartolotta, Bob Trapp, Jessica Campbell

Ex-officio: Daven Quelle, Caitlin Carcerano, David Lynch, Keriden Brown

Also Present: Carolyn Souther, Matt Reisen, Jonathan Baca, Nick Fojud

Absent: SPJ Representative, Sabina Rai

Monica Kowal called the meeting to order at 3:01p.m.

Kowal asked for a review of the November 18, 2016 meeting minutes. Bob Trapp made a motion to approve the minutes. Tyler Narvaez seconded the motion. The motion passed.

Kowal asked for a report for *Best Student Essays*. Quelle reported that Kelsey Mayne was not able to continue as editor, due to a health crisis, and has submitted a letter of resignation. Quelle reported that the submissions to the magazine have been vetted and were in the process of being edited, but the magazine has not yet been sent to the printer. She said she contacted last year's *BSE* editor, Kim Mitchell, who was of the opinion that producing the fall magazine was still possible. Quelle said she contacted Keriden Brown, one of the candidates for *BSE* editor, who agreed to take over as the magazine editor. Leslie Donovan made a motion to accept Keriden Brown as new editor for *Best Student Essays*. Gabe Gallegos seconded the motion. The motion carried. Donovan thanked Brown for stepping into the position.

Kowal asked for a *Conceptions Southwest* report from Caitlin Carcerano. Carcerano said she received 173 submissions for the magazine. She said her staff has started copyediting and will start working on design and page proofs. Carcerano plans to have the magazine to the printer by spring break. Gallegos said he was impressed by the number of submissions and thought the process had been well-marketed, and asked Carcerano about her staff. Carcerano says she has a staff of five working with her, including Kim Mitchell, former *BSE* editor.

Quelle stated that Mitchell suggested a new-editor workshop for the magazines that would take place between the spring and summer semester. Quelle said that the idea would be to provide hands-on training from past editors to help the transfer of information between editors. Carcerano and Brown agreed that it would be useful. Donovan commented that having editors work together would be ideal. Kowal asked if there were timelines or information for incoming editors, and commented that collaboration with current editors, past editors and incoming editors would be valuable. Gallegos suggested the creation of a single Student Publication shared drive, so that someone always has access.

Kowal asked for a *Daily Lobo* report from David Lynch. Lynch compared digital data from the fall 2016 semester to the fall 2015 semester. He reported that page views and sessions are up, but pages per session were slightly down. He reported that visits to the website from mobile devices has increased from 46% to 50%, and that traffic to dailylobo.com from social media increased from 19% in fall 2015 to 24% in fall 2016, which he attributed to the focus on social media in the newsroom. Lynch reported similar trends in comparing January of this year to January of last year. Lynch reported that engagement has increased on

social media, measured by retweets and link clicks. Lynch reported that videos on Facebook have been shared frequently, particularly those related to the Milo Yiannapolous event. Lynch reported that the podcast is now on iTunes and staff is working with SN Works to streamline the process of uploading podcasts.

Lynch reported that most of the desk editors are graduating in May and he is trying to encourage interest among the staff to fill those positions as well as consider running for editor-in-chief. He reported that Matt Reisen has hired more reporters for the news desk, and will now be able to cover a wider variety of topics. Lynch said Nick Fojud has hired more experienced photographers and feels that the visual content of the paper has already been improved.

Quelle asked if the number of listeners for the podcasts has grown. Jonathan Baca stated that there has been some trouble posting podcasts in a timely manner on the website. He stated that sports podcasts have been discussed, but he wants to have issues with SN Works resolved before exploring new options. Baca stated he would like to be able to download an MP3 from the website, as well as have the ability to share from the site. Quelle asked Baca to compile a list of the troubles that have been reoccurring with SN Works as well as a wish list for the website in regards to the podcast. Kowal asked if there were an Android version as well as the iTunes version for Apple. Baca replied that he had not submitted the feed to Google Play because there is an podcast app for Android that pulls directly from iTunes.

Nick Fojud asked about the possibility of selling old equipment in order to invest in new equipment. Carolyn Souther replied that all inventoried equipment has to be sent to University Surplus and cannot be sold. Fojud said that the cost to be innovative in a digital world is not actually expensive. He said the cameras used to capture 360 video and give viewers an immersive experience are not expensive, and are intuitive to use. Kowal suggested applying for grants such as the Knight Foundation, which provides funding for digital newsrooms. Kowal asked for an inventory of what the *Daily Lobo* currently has, what is needed, and what is desired. Donovan said there were also small New Mexico grants available that would be worth pursuing. Quelle said that one of UNM Foundation services is to identify grants that the *Daily Lobo* could apply for.

Reisen stated that the editor pay scale needs to be adjusted for the future. He said there should be a discussion before new people entered desk editor position. Baca feels the pay structure is working for most positions, but the news editor pay needs adjusting. Fojud stated the photo editor is making more proportionally compared to the rest of the newsroom editors. Quelle asked Reisen to put together a proposal of what he thought was reasonable for an adjusted pay scale.

Kowal asked Quelle for a review of the financials. Quelle reported that through December 2016, local sales are improving but that campus sales are tough in the current climate of budget cutbacks. She said A.R.T. project on Central is reducing traffic in local restaurants and shops in the area, which impacts advertising sales. She reported that the Scholarship and Department Guide, which was largely based on campus sales, did not bring in enough revenue to cover expenses and was cancelled. Quelle said that new products that reach new clients needed to be developed. Quelle said that through December, the *Daily Lobo* was on budget, but would need strong spring sales to continue that trend. She said Tyler Narvaez had been named advertising manager and he is working with the ad staff to prospect new clients. Joe Bartolotta asked about the timeline for completion of A.R.T., and whether the problem is short-term or would require a change in long-term strategy such as targeting national advertisers. Quelle replied that while some of the short-term challenges would dissipate, the change in traffic patterns would likely effect Nob Hill and university business permanently as traffic would be shifted to Lomas and Lead or Coal. Gallegos asked if downtown

or west side business advertised in the *Daily Lobo*. Narvaez said that the staff targeted different types of businesses from all over town, but the most regular clients are from the university area.

Baca stated that revamping the mobile app might be an opportunity for more sales. Fojud asked if contracting students or university programs to develop an app would be possible. Kowal said that there are professors who could work with students on such projects. Bartolotta said that there are classes, such as Visual Rhetoric in the English department, in which faculty could supervise a class project of developing a mobile app or website. He said that there are also app competitions on campus that would be worth exploring. Quelle said that the approach in the past had been to rely on companies to develop provide infrastructure for the website and app, and have the student staff supply creativity within that structure. She said this approach provides stability and prevents loss of information when students graduate. She said that the contracted companies also developed user interfaces and advertising platforms within the products.

Quelle handed out the editors' selection timeline. She said advertising for Daily Lobo editor would begin March 2, the position would close on April 3, and interviews would take place at the board meeting on April 14. She said advertising for magazine editors would begin on March 9, applications would be due April 10, and interviews would take place at the board meeting on April 28. Donovan said that the ads could be updated and revised to attract more attention. Bartolotta said that student may receive internship credit from various programs, such as professional writing, at the same time as holding a paid position.

Kowal asked for old business. Quelle said that helping Communications and Journalism resurrect the SPJ student chapter was discussed at the last meeting. Kowal will attempt to contact the adviser, Mike Marcotte, to set up a meeting with Kowal, Quelle, and Lynch.

Kowal noted that the next board meeting will be on Friday, April 14, 2017 at 3 p.m. in Marron Hall, room 131.

Donovan moved to adjourn the meeting at 4:14pm, seconded by Gabe Gallegos. Motion carried and meeting adjourned.