

UNM Student Publications Board Meeting
Friday, November 18, 2016
Marron Hall, Room 131

Present: Monica Kowal, Leslie Donovan, Tyler Narvaez, Gabe Gallegos, Joseph Bartolotta, Sabina Rai, Robert Trapp

Ex-officio: Daven Quelle, Caitlin Carcerano, Kelsey Mayne, David Lynch

Also Present: Carolyn Souther, Matt Reisen

Absent: SPJ Representative, Jessica Campbell

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

Kowal asked for a review of the September 30, 2016 meeting minutes. Leslie Donovan noted a correction to the minutes, and made a motion to accept the minutes as amended. Gabe Gallegos seconded. Robert Trapp abstained. Motion carried.

Kowal asked for a report from Kelsey Mayne on *Best Student Essays*. Mayne said she received ten submissions, and although the deadline was extended, no additional submissions were received. She said a photo for the cover has been chosen. She said the staff is reviewing the third draft and expect *BSE* to be sent to the printer on Monday. Mayne said she is happy with the mix of topics and style of submissions. Daven Quelle asked if there were any science essays submissions. Mayne said one was submitted, but it was not chosen for publication. She reported the release reception is being planned for the second week of classes in January, since she anticipates receiving the magazine back during finals week. She stated that the spring deadline will be in last week of February or first week of March.

Kowal asked for a *Conceptions Southwest* report from Caitlin Carcerano. Carcerano stated the submission deadline is November 21. She reported that they have 130 submissions so far. She said that although submissions for October were slow, they have received quite a few in November so far. She said her staff is reviewing submissions now and should have a short list by the end of the semester. Carcerano said that submission numbers are comparable to last year. She reported that she anticipated having files sent to the printer after spring break, in order to receive *CSW* back in mid-April, and will plan a reception for the end of April. Quelle noted that Print Masters was interested in bidding on the job, and that *BSE* was happy with price, quality and turnaround for the printing for their spring magazine.

Kowal asked for a *Daily Lobo* report from David Lynch. Lynch reported the sports editor, Liam Cary-Eaves, accepted a job in Washington state, and has been replaced by Robert Maler, who has been with the *Daily Lobo* for about a year. Lynch said that the *Daily Lobo* has produced a couple more podcasts, and wants to continue having in depth discussions to explore experiences beyond stories published. He reported the staff is working to get the podcasts listed with the iTunes store. Lynch reported they had wide coverage of the elections, and were able to use social media to create engagement with *Daily Lobo*

readers on election night. Lynch has started posting video previews on Facebook of what will be in the next day's issue, and is getting positive response. He reported that social media engagement numbers have increased compared to last year, which he attributed to producing more content, and more content that is engaging and relevant. Lynch reported that he is working with the new culture editor to define the desk and recruit reporters. Lynch said that traffic to the *Daily Lobo* website is also up, and that analytics show that there is traffic coming from social media. Gallegos asked if advertising engagement rates were being measured. Quelle responded that advertising engagement is tracked by impressions and click through rates. Joe Bartolotta asked about traffic from mobile or desktop, and if display ads are affected by device, or by ad blocking. Quelle reported that ad blocking is a concern for mobile and desktop. Kowal asked if the sales staff were limited by any technical concerns with the current system. Quelle replied that the system in place is quite sophisticated, and the staff has room to expand as technically required.

Kowal asked Quelle for *Daily Lobo* financial report. Quelle reported that the ad staff is gaining confidence and advertising contracts are coming in. She said the staff offers digital advertising to clients, but the focus is still on print advertising. She said the staff is bundling digital, mobile with print advertising. She said September revenue figures were not as strong as planned, but September expenses were also less than budgeted. Quelle said that rather than focusing on a single large revenue project, the ad staff is working to implement smaller projects such as a scholarship guide, and digital housing and dining guides. Quelle reviewed the comparison monthly profit loss report for prior years and noted that in September expenses are historically larger than revenue. Gallegos asked whether the *Daily Lobo* is tracking student readership of the print paper. Quelle stated that the return rate for print issues is decreasing and advertisers are giving positive feedback on student response. Kowal commented that she has been impressed by the scope, depth and quality of the stories in the *Daily Lobo*.

Kowal asked Tyler Narvaez to review the process for the asking for funds from the Student Fee Review Board. Narvaez distributed a handout to board members for the process of applying, and noted that SFRB prioritizes student employment and salaries. He said that once the application has been completed, there will be a 15-30 minute hearing with a presentation to the SFRB board. He said that UNM Regents make final decisions based on recommendations made by the SFRB. He said that the deadline has already passed for this current year so the application would be next October for the following fiscal year.

Quelle said she had contacted with the advisor, Michael Marcotte, about the Society of Professional Journalists student chapter. She said Marcotte has asked for help with the group, which has currently folded due to lack of interest and leadership. Donovan said that this has been a problem several times in previous years. She noted that lack of leadership and membership is a growing problem for student organizations across campus. Kowal volunteered to contact Marcotte. Quelle and Lynch agreed to participate in discussions to help resurrect the SPJ student chapter.

Kowal noted that the next board meeting will be on Friday, February 3, 2017 at 3:00 p.m.

Gallegos made a motion to adjourn the meeting at 4:10 p.m., seconded by Narvaez. Motion carried and meeting adjourned.