

UNM Student Publications Board Meeting  
Friday, September 30, 2016  
Marron Hall, Room 131

Present: Monica Kowal, Leslie Donovan, Tyler Narvaez, Gabe Gallegos

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

Also Present: Carolyn Souther, Noah Brooks, Nick Fojud, Hannah Williams, Matt Reisen, Jonathan Baca

Absent: Robert Trapp, SPJ Representative, Faculty Senate Representative, ASUNM President Representative, GPSA Representative.

Monica Kowal called the meeting to order at 3:00 p.m.

Kowal asked for a review of the April 29, 2016 meeting minutes. A motion to approve the minutes was made by Leslie Donovan, seconded by Kowal. The motion was approved.

Kowal asked for a report from Kelsey Mayne for *Best Student Essays*. Mayne reported the deadline for submissions is Monday, October 10, and that she is prepared to have a five-day extension to October 15 if necessary. She reported that she was able to contact science professors to solicit submissions from students. Mayne said she is working to update information for future editors as there seems to be a lack of information transferred from previous *BSE* editors. She reported that she currently has three staff members and interest from a few others. Mayne said she has received seven submissions so far. Kowal asked how many essays are normally included in a magazine. Mayne responded that between seven and ten essays is typical for each issue, depending on length, and 20 to 25 total submissions are normally received. Mayne said she is anticipating *BSE* being delivered the second week of December.

Kowal asked for a *Conceptions Southwest* report from Caitlin Carcerano. Carcerano announced that last year's issue of *CSW* was a 2016 Pacemaker finalist for the second year in a row. Carcerano reported she currently has six staff members regularly attending meetings. She said that *CSW* has already received 33 submissions, and the deadline is not until November 1. Carcerano said that *CSW* and *BSE*, along with the *Daily Lobo*, will be participating in the annual Publications Fair that is hosted by *Scribendi*. Carcerano stated she is also having trouble updating the *CSW* website. Donovan said that the magazine websites seemed to have been problematic for the last three or four years. Carcerano said she was informed there is a process to transfer non-UNM websites to UNM hosted sites, and asked if she should begin that process. Daven Quelle stated it may be easier to ask for support from our current provider before migrating to a new website. Quelle asked Carcerano to come by the following week to discuss the problem. Kowal stated that the English department has a professional writing internship program that can help develop an updated handbook to take the burden off the editors.

Kowal asked for a *Daily Lobo* report from David Lynch. Lynch reported that content has increased in both online and print. Lynch said the news desk, managed by Matt Reisen, is strong, with the largest number of dedicated reporters since he has been at the *Daily Lobo*. Lynch reported there has been a transition in leadership at the culture desk to increase content. Lynch reported growth on digital platforms including Twitter, Facebook and dailylobo.com comparing the month of September this year versus last year. Lynch said the newsroom will explore Facebook live streaming to match student interest in video. He reported that sessions and users are each up about 20% on dailylobo.com. Lynch reported the staff has published their

first podcast and is working to get the available to download from the iTunes store. Gabe Gallegos asked about data related to print readership. Lynch responded that the success in digital platforms seems to be reflected in print readership. Lynch said the *Daily Lobo* has a duty to provide breaking news in a digital-first news consumer environment, particularly on hot topics on campus.

Lynch stated that editors of the *Daily Lobo* have been aware of budget concerns and are fearful for the longevity of the newspaper. Lynch reported that editors are being asked to do more in the new digital environment, but with a new pay structure implemented, his staff is getting paid less for doing more. Lynch reported that he and his staff feel like they are the only ones actively working to make sure the *Daily Lobo* has an audience and that the Publications Board seems to be apathetic to the *Daily Lobo*'s demise. Lynch stated he has a lack of knowledge of what the Publications Board has done in the past and he wants to start a discussion of how to keep the paper going so that they are not the last editors of the *Daily Lobo*. Lynch noted that each desk is strong under the leadership of current editors, and the photo editor, Nick Fojud, just won a first place award from the New Mexico Press Association. He said the staff wants to do whatever it could do to ensure the student newspaper's long-term survival. Lynch asked the Publications Board whether the *Daily Lobo* would survive and if not, what could be done to save it.

Kowal stated that as an alumna of the *Daily Lobo* she is completely committed to keeping the newspaper afloat. Kowal said continuing to produce good content that increases readership is the right track, as is the collecting data on audience reach. Kowal said she understands that the financial strain the university is under now is unprecedented, and expected to continue for at least the next 5 years. Kowal stated that looking to peer institutions to see ways in which college newspapers are innovating and promoting the *Daily Lobo* as a venue for democratic discourse for students is important. Kowal said that the *Daily Lobo* is not alone and that newspapers across the country are facing similar financial difficulties. She said solutions lie with both newspapers and the broader constituencies they serve.

Donovan stated the Publications Board has not been apathetic, but has worked behind the scenes to fulfill its mission to provide a structure that allows the newsroom to have editorial freedom. Donovan stated we cannot pay people if we don't have more revenue. Donovan said she is also an alumna, and would be devastated if the newspaper folded. Donovan said she believes in the value of news, but is not sure that students feel the same way.

Kowal said maybe the time is right to bring the concerns of the staff to the attention of the broader public, challenge students and get feedback. Quelle stated that the *Daily Lobo* is working with a market research class through Anderson school of Management to study media consumption by UNM students. Quelle said the results will be able at the end of the semester. Kowal suggested that the newsroom use live polling, as well as town halls and other opportunities, to collect data about what is important about the *Daily Lobo* to students.

Kowal asked Quelle for a Student Publications financial report. Quelle reviewed the *BSE* and *CSW* financial reports. Quelle said the magazines are each in sound financial shape and carry a reserve balance equivalent to a full year's operating expenses. Quelle stated that at the end of May, the *Daily Lobo* was in the red by \$60,000. Quelle reviewed the summer financial statement, which was slightly in the black bolstered by a successful Mail Out issue. Quelle reviewed the reserve fund balance historical balance sheet for the *Daily Lobo*. Quelle presented a proposed budget for the upcoming fiscal year, adjusted to match the university's fiscal year. Quelle noted that the budget for the upcoming year reflects academic year and summer, as well as proposed budget for the fiscal year. Quelle noted that budget has been trimmed by \$130,000, including the restructuring of professional staff, but student salaries are protected as much as possible. Reisen asked for clarification about editor salaries not changing. Quelle responded that the line

item expense for newsroom salaries has not changed, although editors' salaries have. Quelle said the first special project magazine was successful, and the ad staff will be looking at creating several smaller print projects, as well as developing digital products such as a Dining Guide and a Housing Guide, to mirror the shift to a digital environment. Quelle said that through August, the *Daily Lobo* was in the black.

Donovan asked why editors are reporting their salaries being cut if the the line item for newsroom salaries has remained the same. Quelle stated that editors are now being paid on a per piece basis rather than on a flat daily basis. Quelle said that if the focus is on providing more content, then the pay has to match that, rather than limiting content to continue paying desk editors on a daily publication model. Quelle said that last year was not a strong content year, so the newsroom was able to come in under budget, but if the *Daily Lobo* starts producing more content and continues paying editors on a daily publication model, the budget cannot be maintained. Fojud stated that an incentive-based pay model creates an environment where the editors are focused on producing quantity rather than in depth news stories. Quelle said that during the summer 72% of newsroom pay went to management and 28% to content. She said that with the change to per piece editorial pay, the ratio of management to content is 50%, which is a more reasonable scenario. Jonathan Baca said that another problem with incentive pay is that it does not factor training new reporters. Quelle said paying more per piece to editors for freelance reporters should be explored.

Donovan asked how to foster dialogue with the newsroom about pay without increasing the newsroom salary line in the budget. Quelle extended an open invitation for editors to come up with different structures and pay models, balancing budget and content concerns. Fojud suggested benchmarks for content with stipends, and Baca suggested quotas with a base salary. Donovan said that while she thought the suggestions might be feasible, the financial problem was still the deficit from last year. She said that if we continue to run in the red, the more likely UNM would be to shut down the *Daily Lobo*. Donovan asked the ASUNM guests if SFRB funding were a possibility.

Noah Brooks, ASUNM senator, stated the Student Fee Review Board hears cases from departments and prioritizes student salaries and programs that directly help students. Donovan asked if SFRB funding would jeopardize editorial freedom. Gallegos pointed out that the *Daily Lobo* already receives student fees, so in his opinion it would not. He stated that it seemed clear from the budget that the only way the *Daily Lobo* would stay afloat is with institutional support and more student fees. Brooks said that is too late to apply for SFRB funding for this semester, but for next year the deadline is in August. Tyler Narvaez said that as an ASUNM senator he could help with the process. Brooks said the application is simple, but does have to be repeated every year. Kowal asked for a presentation from ASUNM on SFRB at the next Publications Board meeting. Narvaez said he would present the information.

Kowal thanked Lynch for bringing concerns to the Board, and said that the student solution is usually the best one.

Gallegos moved to adjourn the meeting, seconded by Narvaez. Motion carried and meeting adjourned at 4:45 p.m.