

UNM Student Publications Board Meeting  
Friday, December 8, 2017  
Marron Hall, Room 131

Present: Taylor Bui, Gabe Gallegos, Cindy Pierard, Celia Raney, Tyler Narvaez, Bob Trapp

Ex-officio: Jillian Kovach, Daven Quelle, Elizabeth Sanchez

Also Present: Sam Butler, Kyle Land, Carolyn Souther, Madison Spratto

Absent: Monica Kowal, Woong Lim, Noah Michelsohn, Indu Roychowdhury

Daven Quelle called the meeting to order at 3:01 p.m.

Quelle asked for a review of the September 29, 2017 meeting minutes. Bob Trapp made a motion to approve the minutes. Gabe Gallegos seconded the motion. The motion passed.

Quelle said there would not be a *Best Student Essays* report in the absence of the editor.

Quelle asked Jillian Kovach for the *Conceptions Southwest* editor's report. Kovach reported the submission deadline has passed. She said *CSW* received about 135 submissions that are still in the review process. She said she has a total of four staff members who are knowledgeable about the review and publishing process and has chosen a managing editor from the staff. She said once the selection process and design were completed, she would get print bids in late January or early February once she has a final page count ready. She reported that she now has a UNM url for the *CSW* website and will work to get the site built next semester. Gallegos offered to help with the website, noting that it would be great to have the new website up and running before the magazine is released.

Quelle asked Elizabeth Sanchez for the *Daily Lobo* editor's report. Sanchez said they have published a couple bilingual pieces from a reporter who is an exchange student from Mexico. She said two new reporters have been hired who each speak four languages and she is planning an international issue in the spring. She said a local wildlife group is submitting guest columns, which adds diversity to the paper. She said they have added new beat reporters to cover crime, the LGBTQ community, ASUNM and DACA. Sanchez reported the news designer was offered a position by the Albuquerque Journal. She said *Daily Lobo* staff participated in the ASUNM Giving Tree as part of a community building effort. She reported that she and the desk editors visited an escape room to build camaraderie. She said the staff is working well together, sharing stories and photos. Trapp asked about wrapping an advertising program around the international issue. Cindy Peirard said that while international week on campus is in the fall, the publishing of an international issue in the spring as a pilot to make connections for the following fall semester is a good approach. Gallegos said that international businesses, like Talin Market, may be interested in ad buys.

Quelle reported on the financials through October 2017. She said that advertising revenue is continuing to decline, and November and December sales were very low. She noted that as ART construction wraps up, businesses are starting to talk again with advertising reps, although it hasn't resulted in advertising sales just yet. She said the housing market may have more vacancies in the campus area with the opening of the new dorms, which the *Daily Lobo* may be able to capitalize on. She said that revenue from campus departments will probably continue to get worse and that some large departments have

even had to lay off staff due to budget constraints. She said that departments may need to be educated that the *Daily Lobo* is self-funded through advertising.

Quelle said the Student Fee Review Board recommended one-time funding of \$25,000 for Student Publications. She said the recommendation is on the agenda for approval at the Board of Regents meeting next week. She said that Student Affairs gave Student Publications \$15,000. Quelle said that Student Publications would apply for matching funding from the Provost's office. She said she had a positive conversation with the Provost's office about coming up with long-term subsidy plans in the event that advertising revenue falls short of budget projections. She said in the past the *Daily Lobo* has been concerned that receiving financial support from administration could jeopardize editorial freedom, but in conversation several administrators have each expressed that the *Daily Lobo* is important and should be supported. Pierard noted that understanding the funding for the student newspaper from the University of Missouri might be useful, since UNM's new president is coming from that school.

Quelle said she and Monica Kowal had been interviewed by a reporter from the Albuquerque Journal about the *Daily Lobo* deficit. She said the reporter also contacted the UNM Communications and Marketing and was directed to Student Affairs. She said the reporter was informed the *Daily Lobo* reports to Student Affairs, and their overall budget covers the *Daily Lobo*'s current deficit, and there is a 5-year deficit reduction plan in place. Quelle said she did not know when the article would be published.

Quelle said she analyzed reducing publishing frequency to one day per week. She said the savings over the fall semester would have only been \$2,000, which was not enough to justify a change. Quelle said she had met with Noah Michelsohn who was interested in reaching out to all alumni, not just *Daily Lobo* alumni. She said the first easy step would be to set up a "donate now" button the website. Kyle Land suggested asking for donations at the end of each article on the website.

Celia Raney said she will be moving to Washington, D.C. in January. She said she will still be the SPJ president and would still like continue on the board, and use technology to attend board meetings remotely. She said SPJ is doing well and has been lining up speakers for workshops.

Quelle confirmed that the next board meeting will be February 2, 2018 at 3 p.m.

The meeting adjourned at 3:46 p.m.