

UNM Student Publications Board
Friday, September 26th, 2003
Communication & Journalism Room 131

Present: Leslie Donovan, Miguel Gandert, Bob Gassaway (chair)

Ex-Officio: Marisa Demarco, Jim Fisher, Diana Sanchez, Arthur Simoni

Absent: Jeff Nelson Kellywood, Charlene Sevilla, ASUNM representative, GPSA representative, New Mexico Press Association representative, Journalism and Mass Communication undergraduate representative

Also Present: Mark Bralley, Amy De Tavis, Sandra Gonzales, Karl Linzmeyer, Summer Little, Daven Quelle, John Steiner, Gill Woodhall, Jill Anne Yeagley

Bob Gassaway called the meeting to order at 2:07 p.m.

After the Board heard numerous objections from Mark Bralley concerning the Board's operating procedures, Miguel Gandert moved to accept the minutes from the April 25 meeting. Leslie Donovan seconded the motion. The motion passed.

Gassaway called for the Best Student Essays editor report. Diana Sanchez said she has been working on informing the UNM faculty about the upcoming issue of BSE. She said she received a few printing quotes and has narrowed the choice down to two. She said she also enlarged the format of the magazine to accommodate more white space. She said the submission deadline will be Oct. 14 and the magazine will be out by Dec. 5. Sanchez asked the board if it were preferable for the magazine to come out a week earlier than Dec. 5. Jim Fisher said it would be better to have the magazine out earlier. Donovan agreed. Sanchez said she thought moving the deadlines a week earlier would be no problem.

Gassaway then asked for the Conceptions Southwest editor report. Marisa Demarco said the assistant editor and the remaining staff positions have been filled. She said CSW has had two events so far this fall to raise funds and exposure for the magazine. She said the staff has also been distributing last year's magazine and has been handing out applications and contest forms in class presentations. She said CSW is also working with Word Revolutions Poetry Club to promote poetry events. Demarco said she has accepted one printing bid and expects to have more soon.

Gassaway asked for the Daily Lobo editor report. Arthur Simoni said the newspaper is off to a good start. He said the Lobo has a lot of new reporters from various C&J classes and more columnists and editorials than the previous year. Simoni said the Lobo has a wider variety of stories so far this year and felt readership is up. He said the Lobo newsroom is sending three or four editors to Dallas for the Associated Collegiate Press Convention in November.

Gassaway then introduced Jill Anne Yeagley, Program Manager, for the Campus Office of Substance Abuse Prevention to address concerns her office had with some specific advertising in the Daily Lobo. Yeagley said that some of the bar and nightclub advertising in the Daily Lobo is contrary to the spirit and policies of the university concerning alcohol abuse on campus. She passed out the Drug Free Campus Policy for Board members. She said she particularly had a problem with ads that connect sex and alcohol consumption such as the Downtown Distillery ad. She said she felt campus policy was being undermined by such advertising. She said UNM has a policy for sponsorship by alcohol beverage companies and the ads are not in line with those standards. Gassaway asked for examples. Yeagley passed around a poster containing ads clipped from the Daily Lobo. Yeagley then asked for other members in the group to comment.

Gill Woodhall said the Lobo will run ads that don't appear in other papers in the state. He said all newspapers have standards and he would like the Lobo to think about its standards. He said the Washington Post and Albuquerque Journal would not run the Downtown Distillery ad. He said there is a clear connection between marketing of alcohol and binge drinking on college campuses. Woodhall urged the Lobo to think about having some standards regarding alcohol advertising. He said the Lobo is the second or third most read paper in the state and needs to have standards reflecting that readership. He also said that many people outside UNM associate the Daily Lobo with the University.

Summer Little, program coordinator for the Women's Resource Center, said the tone of advertising in the Lobo has deteriorated in the past 3 years. She said that alcohol is the No.1 drug used in rape. She said she felt the ads in question were irresponsible in light of the statistics. She said she was concerned with night club ads that sell women's bodies as well. She said the strip club ads create a hostile environment for women on campus. Little said the Women's Resource Center gathered 170 signatures against the Downtown Distillery ad.

Sandrea Gonzales, Director of the Women's Resource Center, said she supports the work of all students, including the work done by students at the Lobo. However, she objects to advertising that is irresponsible linking sex and alcohol consumption. She said she also feels that sexist ads have contributed to a hostile environment for women at UNM.

John Steiner, a UNM graduate student in Public Health, said he had also seen changes in the Daily Lobo over the past few years that make the Daily Lobo resemble the Weekly Alibi. He said he would like the Lobo to aspire to a higher calling of journalism and humanity. Steiner said the Lobo is sending the wrong signals to the UNM community regarding alcohol and sex. He said he also feels strongly about the objectification of women displayed in some advertising in the Lobo.

Gassaway asked the Daily Lobo advertising managers to respond. Julia Gilroy said the Lobo does have a policy that red flags ads for review. She then passed out copies of the current Lobo advertising policy. She said she and her co-manager do rely on reference

sources such as New Mexico Liquor Regulations, reports to Congress from the U.S. Secretary of Health and Human Services and the U.S. Department of Justice. Gilroy said the average age of students at UNM is 27. She said she felt Lobo readers were adults and that the advertising was age appropriate. Marisa Magallanez said the Lobo does have advertising acceptability standards. She passed out ads submitted to the Lobo and examples of modifications to make the ads acceptable. Magallanez said the Downtown Distillery ad has run since fall 2000. She said she felt the readers do not take literally the equation of drink beer, play pool and have sex. She said the ads offer community options of entertainment available.

Donovan said she had no interest in telling the advertising staff what to run or not to run. She said she finds the ads offensive and would encourage the Lobo staff to listen to the concerns aired today and find ways to be more creative to accommodate advertisers. She said the Lobo should strive to reach 100 percent of its audience not just 60 percent.

Gassaway asked Simoni to comment. Simoni said he recognizes the group's concerns. He said he had the utmost confidence in the Lobo advertising managers to decide what is appropriate for the Lobo's audience. He said he felt Lobo readers know better than to equate playing pool, drinking beer and having sex. Simoni said he appreciated the presentation and will think more about the issue.

Gassaway said he disagreed about the relationship of play pool, drink beer and have sex. He said there was a clear connection. Gassaway urged the Lobo ad managers to go back and look at the Downtown Distillery ad more critically. He said newspapers have an audience to sell and the way a newspaper is edited determines its audience. He said advertisers want to reach this audience and UNM is a very attractive audience. He said the Lobo has a responsibility to that audience.

He said he felt the discussion was very valuable and thanked all present for attending.

Gassaway said the Board needed to move on to the next items on the agenda. Gandert suggested waiting until the Board reached a quorum to discuss the budget and policy revisions. Donovan and Fisher agreed.

Gassaway then asked Bralley to air his complaints to the Board. Bralley said the Board was not following the New Mexico Open Meetings Act by not advertising the meeting or posting notice of the meeting on the door of the meeting room. Fisher responded that the meeting had been advertised in the Daily Lobo. Bralley also questioned the validity of Gassaway's appointment to the Board because the Faculty Senate had made its appointments of Gandert and Donovan. Donovan responded that Gassaway was appointed by the president of the university.

Gassaway scheduled the next meeting for October 24th at 2:00 p.m.

The meeting was adjourned at 3:50 pm.