

UNM Student Publications Board Meeting
Wednesday, March 23, 2005
Communication and Journalism Conference Room

Present: Bob Gassaway (Chair), Leslie Donovan, Felicia Fonseca, Miguel Gandert, Valerie Garcia, Jeff Kellywood

Ex-Officio: Jim Fisher, Marisa Demarco, Stephanie Martin

Absent: Pam Herrington, Nancy Baca, Marcia Pineda, ASUNM President Representative,

Bob Gassaway called the meeting to order at 4:05 p.m. Miguel Gandert made a motion to approve the minutes of the February 16 meeting. Leslie Donovan seconded the motion. The motion passed.

Gassaway asked Stephanie Martin for an update on Best Student Essays. She said BSE received an increase in funding from the Graduate and Professional Student Association for next year. She said the increase in funding would make a color cover possible in the future. Martin said that the submission deadline for BSE is April 1.

Gassaway asked for an update on Conceptions Southwest. Jim Fisher said Pam Herrington could not attend the meeting. Marisa Demarco said that she had been helping edit Conceptions SW and could speak for Herrington. She said the magazine has been delivered to Starline Printing. She said Starline has been very helpful and informative to work with. Demarco said the CSW opening party is scheduled for April 16 at the Albuquerque Press Club.

Gassaway then asked Marisa Demarco about the Daily Lobo. She said the Lobo is doing very well except that quite a few staff members have been ill. She said the newspaper is running smoothly. Demarco said there is discussion among the staff about who will be the next Lobo editor. She said she is hoping there will be a few applicants from the newsroom. She said the Lobo has purchased Adobe InCopy for editorial production. Demarco said that when the software arrives she expects production time will be cut in half. She said InCopy will enable the production team and the editing team to work simultaneously on the same pages. She said InCopy is the software most professional newspapers are using for editorial production. Fisher said that InCopy is an Adobe product that works well with InDesign and other Adobe products as long as it is used with a third party plug-in. Fisher said that InCopy was relatively inexpensive but the plug-in cost approximately \$4,000.

Gassaway then asked Fisher for the Daily Lobo financial report. Fisher said that this February was not a profitable month but that typically it never is. He said that although the Lobo's income declined in February compared to January, revenue is up over February 2004. He said expenses this year have also been up. Fisher said that the Lobo is currently \$9,000 in the black for the school year but expects to be breaking even or a little in the red at the end of the year. Bob Gassaway asked why revenue was down. Fisher

said the downturn stemmed from the ad staff getting off to a bad start in the fall semester. He said the revenue from the coupon books has helped and that March ad sales are going quite well. Gassaway agreed that February was typically a slow month in the newspaper ad business.

Gassaway then asked Marisa Demarco about student fee funding. She said it has been a subject on her mind all year. She passed out packets to everyone present. She stated that at present, student publications receives 8.5 percent of ASUNM's budget according to its constitution. She said her idea is for the Lobo's student funding to not be passed through ASUNM but to come directly from student activity fees. She said she believes this would reduce conflict between the newspaper and student government. Demarco said that becoming independent from student government would give the Lobo more independence. She noted that the Lobo raises 96 percent of its own revenue through advertising. Donovan stated that the reason ASUNM funds the Lobo is to give each student a subscription to the paper. Demarco said that for \$1.50 per student per semester, students get a free paper that covers the whole area and gives undergraduate students the information they need. She said by taking the money out of student activity fees, which covers more students, that the cost per student would go down. Gassaway stated that the rate is fixed and he believes ASUNM cannot change that formula. Fisher and Demarco agreed and said that only a change in the ASUNM constitution could change the funding. Demarco said that at some universities the funds come out of student activity fees and are under review boards. Fisher said as far as he knew, at UNM only the student fee review board or ASUNM were viable funding mechanisms. He said that 20-25 years ago Student Publications received funding from the student fee review board and the outcome for the Lobo was always very political and usually not positive. Gandert wanted to know how the funds are maintained with concern to inflation. Fisher said the amount is determined by undergrad student enrolment. Gandert said that the Student Publications Board would always have to report to someone on campus. Gassaway stated that he thought it was better to keep the Lobo under ASUNM because the Lobo would be more protected from interference from the UNM administration. Gandert said that having the Lobo funded by ASUNM is a source of strength for the newspaper. Gassaway suggested the Board needed time to read the information Demarco presented and proposed further discussion at the Board's next meeting if time permitted due to the Lobo editor selection. The Board agreed. Demarco said she would e-mail more information to Board members regarding student fee funding a couple of weeks prior to the next meeting.

Gassaway said the next Board meeting will be Friday, April 15, at 3: p.m. He said the Board will select the next Daily Lobo editor at the meeting. He said the meeting to select BSE and CSW editors will be April 22.

The meeting adjourned at 4:45 p.m.