

UNM Student Publications Board
Thursday, September 30, 2004
Communication & Journalism Room 131

Present: Bob Gassaway (chair), Leslie Donovan, Marcia Pineda, Miguel Gandert, Alex Hughes, Nancy Baca

Ex-Officio: Jim Fisher, Marisa Demarco, Pam Herrington, and Stephanie Martin

Absent: Jeff Kellywood, ASUNM presidential representative, journalism students representative

Bob Gassaway called the meeting to order at 5:07 p.m. He asked if there was a motion to approve the minutes from the May 7 meeting. Leslie Donovan noted two corrections. Gandert then made a motion to approve the amended minutes from the May 7 meeting. Donovan seconded the motion. The motion passed.

Gassaway asked Stephanie Martin for an update on Best Student Essays. She said Jerry Shea is the new faculty advisor and Mariam Durrani is the new assistant editor for BSE. She said the deadline for submissions has been changed from Friday, October 1, to Friday, October 8. She said she has nine submissions, as well as several more requests for nomination forms. Martin also said Jeremiah Wood, the copy chief at the Lobo, is helping with the design. She said Danny Vigil at LithExcel will be the printing representative for BSE this year. Martin also said there might be enough money in this year's budget for color on the cover.

Gassaway asked Pam Herrington for the Conceptions Southwest report. Herrington said there are now 16 staff members, including Libby Kelly, who is assistant editor. She said deadlines have been set for the cover contest and for general submissions. She also reported many flyers have been posted publicizing a CSW event scheduled for October 8 at Theatre X. She said that presentations in classes about CSW are ongoing and there are some staff positions still open in nonfiction. She said she is trying to sell the magazine at local coffee shops and bookstores. Gassaway recommended focusing on the Flying Star/Satellite chain, since getting into the main store on Central Avenue would make all the other stores available. Herrington said she was investigating the possibility of having architecture included in the magazine, but had not received a positive response at this point.

Gassaway asked for the Daily Lobo report. Marisa Demarco said she had hired Chris Narkin as opinions editor, a function that the editor-in-chief had been performing for the past two years. Demarco said hiring an opinions editor is a good way to bring new blood into the Lobo newsroom. Demarco said an elections team is working on a voter guide that will be published on the Wednesday prior to the general election. Demarco said the end of summer was rough due to a controversy over strip club advertising between the Lobo and a member of the UNM Board of Regents. She said the issue had been reported stories and editorials in The Albuquerque Tribune and the Albuquerque Journal, causing a bit of

stress with the Administration. She said things are fine now, and that Wynn Goering, special assistant to the UNM president, had sent a letter to congratulate the Lobo for being voted second most popular college paper in the Princeton Review survey. Demarco said that four staff members would be attending a November 3-5 conference in Tennessee. Demarco asked the Board if students should be paid for articles if they are also getting class credit for the same articles in the C&J 375 class. Gassaway said traditionally the students have not been paid. He said he felt if the editor thinks they merit pay, then they should be paid. Gandert said that the payment policy is up to the Lobo. Donovan asked if it is double dipping to get class credit and be paid for the same article. She asked if paying the students would have an adverse effect on the budget. Fisher replied that there would be only a minimal effect on the budget. Gandert said pay might encourage higher quality work and active participation from C&J students. Gassaway suggested the instructor of C&J 375 be approached with this question. Demarco said she would speak to the instructor. Gassaway asked if anyone on the Board had any objection to paying students for the articles. No one raised an objection.

Gassaway encouraged the Board to adopt the New Mexico Open Meetings Act, which he said requires the board to conduct its meetings in public view and requires 48 hours, public notice given prior to the meeting. He said that the act only applies to committees and boards with actual decision-making authority, which he said applied to the Student Publications Board. Gassaway asked if there was a motion to adopt the New Mexico Open Meetings Act. Gandert made a motion to adopt the New Mexico Open Meetings Act, Donovan seconded the motion. The motion passed.

Gassaway asked for the Student Publications financial report. Jim Fisher said there were many accomplishments were made over the summer within the department. He said a computer firewall was introduced to protect the department computer network from worms and viruses. He said the Lobo switched from Quark to Adobe InDesign for ad and news production. Fisher said the Lobo's subscription to The Associated Press has been increased to allow access to photos and graphics. Fisher said the Lobo printing contract was put out to bid over the summer. He said the bid accepted included \$15,000 worth of equipment for the department. He said the contract required a three-year commitment, with a two-year option to renew. Fisher said that the Lobo advertising staff had created a new coupon book, which launched in August and grossed \$10,000. Fisher said there are many upcoming projects including working with the UNM archivist to create searchable PDF archives for all Daily Lobos published back to the 1800s. He said the labor for such an effort might come from the women's prison in Grants. Fisher said a company has been contracted to begin digital delivery of the paper by the end of the year. He said the digital edition will include all editorial content as well as advertising. He said the digital paper will be free to students with a UNM e-mail account. Fisher then said that he was looking into hiring a part-time person to develop a Lobo alumni network. Fisher said Barbara Lovato, the Student Publications office manager, is retiring at the end of January. Fisher said that last year's financial reports and a proposed budget for this school year have been distributed to the Board. He said he is anticipating a 1 percent decrease in revenue and a 5 percent increase in expenses for the 2004 – 05 school year. Gassaway explained to the board that the Lobo receives about \$40,000 a year in student fees. He said there have

been several attempts over the years to withhold this money from the Lobo, since the Lobo shows a surplus of funds. Gassaway said that it is important to maintain the surplus as a hedge against unforeseen difficulties. He commended Fisher for planning ahead and creating this emergency fund.

Gassaway asked if there was any new business. Jim Fisher said that he thought the board may want to consider composing a mission statement for the department. Fisher said he would bring a rough draft to the next meeting. Gandert then said that the Dean's List University College November Symposium would be a good resource for CSW and BSE, a chance to recruit and gather material. Gassaway asked Martin to consider the possibility of including a photo essay in the next issue of Best Student Essays.

Gassaway scheduled the next meeting for Tuesday, October 26, at 5 p.m. The following meeting was scheduled for November 30 at 5 p.m.

Gassaway gave a welcome to new board members and adjourned the meeting at 5:55 p.m.