

# MEMBERSHIP STATUS REPORT

## TDNA Board of Directors Meeting December 6, 2007 - Headliners Club, Austin

TDNA expects to receive \$404,103 in member dues for 2007 – \$390,623 from newspapers and \$13,480 from associate members. All other income combined is projected to total \$10,918 for this year. That means dues are 97% of this year's projected income.

As usual, most of the year's dues income had been collected by the end of September from both newspapers and associate members.

As of September 31, newspaper members had paid \$318,664 of the \$390,623 budgeted for the year. Associate member dues received during the same period totaled \$11,320 of the \$15,480 budgeted.

TDNA staff continually collects data on potential associate members for future membership recruitment efforts.

Further details on dues and on TDNA members are in the rest of this membership report followed by these attachments:

- *Regular Dues budget projection*
- *Regular Dues 2007 adjustments*
- *2007 newspaper dues list*
- *Dues formula*
- *List of non-member papers*
- *Benefits of TDNA membership to newspapers*
- *Associate Dues budget projection*
- *Associate Dues 2007 adjustments*
- *2007 associate dues list*
- *Benefits of TDNA membership to associate firms*

## **Newspapers**

If all current members pay in full, regular newspaper dues income will end the year as budgeted.

There are two new newspaper members, but neither one impacts the 2007 budget. The *Mount Pleasant Daily Tribune* joined late in 2006, and the *Sweetwater Reporter* joined recently and will be billed only for 2008 dues.

There are currently nine non-member daily papers in Texas. The list that follows this report contains publisher names, phone numbers, ownership, membership history, and amount of dues for each of those papers.

## **Associates**

There is one new member so far this year – TXU Power in Dallas – which was approved at the July board meeting. Tom Kleckner of TXU Media Relations initiated the membership and he attended the March convention in Austin.

Some associate members are billed for the year on the anniversary date of their joining, which means they are billed at various times during the year. So the Zinser Law Firm was just billed in September, and that payment is expected but has not yet been received.

Two associate members dropped when called about delinquent dues. Konica Minolta Graphic Imaging USA (rep is Pat Gear in Pearland) dropped, and Landon Media Group (rep is Melissa Prince in Plano) dropped because they no longer have clients in Texas.