

# ADMINISTRATIVE REPORT

TDNA Board of Directors Meeting  
December 6, 2007

The good news for 2007 is that TDNA continues to be in a good financial position while maintaining a high level of member services.

The budget surplus for 2007 will be approximately \$73,000. Add that to the \$81,436 in our account at the end of 2006 and our overall surplus will surpass \$150,000 at the end of 2007. At this rate, we will be about halfway to the board's stated goal of building one year's operating budget by the end of 2008.

We've been able to build these surpluses while maintaining member services by cutting expenses where possible and doing more with less. Our standing programs such as the intern program, the college speaker's program and other member services have all operated as expected.

The revenue side has stayed steady, with decreases in associate member dues and convention income being offset by a big increase in investment income. We do our best to monitor our cash flow closely and make sure that any surplus funds be deposited in our money market fund by Frost Financial Services as quickly as possible.

One new project we are working on is the public notice website. Staff has visited with all the metro daily publishers about this project either in person or by phone because their participation will be key to its success. The response has been quite positive and we will continue selling this project as the launch of the site gets closer.

As you recall, the Board voted at its July meeting to move forward with creating a public notice website in conjunction with the Texas Press Association. Our goal is to eliminate the perceived need for a state-sponsored public notice website and keep this revenue stream for newspapers. A North Carolina company, Global Notice, attempted to create a public notice website in Texas and 11 other states this year but was not able to get legislation passed in any state.

We are convinced that other companies besides Global Notice will be trying to pass bills to create a state-sponsored public notice website next session. The best way to thwart that is to have our site up and running when the Legislature convenes in 2009.

We will begin the process of determining the makeup of the Legislative Advisory Committee and our legislative goals for 2009 during the first half of 2008. Fred Hartman of Hartman Newspapers has agreed to serve as LAC chairman again next session, which is good news considering the outstanding job he did this year taking over for Donnis Baggett. As you know, our legislative program is probably the most important one we have at TDNA in terms of value to member newspapers.

The planning process for the 2008 Annual Meeting (March 9-11) is well underway. Several programs have already been finalized and a keynote speaker, George Irish of Hearst Newspapers, has been confirmed. We are confident that another outstanding program will boost attendance, especially with the meeting being held at the Westin Riverwalk Hotel in San Antonio. The Alamo City has been a good draw in the past.

Staff has also been meeting with publishers through the last half of 2007, both to discuss the public notice website and remind them about the services offered by TDNA. This year we visited San Antonio, San Marcos, Waco, Big Spring, San Angelo, Abilene and Sweetwater. We got a new member as Sweetwater agreed to join TDNA for 2008. We will continue to recruit both newspapers and associate members in 2008.

TDNA answers questions and provides assistance on a daily basis to its member newspapers, other journalists and the general public on a wide range of topics. We also routinely provide mailing lists and lists of newspapers by circulation size to its members and to other journalists. Helping the Victoria Advocate with a legal question through our hotline and giving background information to the Houston Chronicle on real estate sales price disclosure are just two examples of the many questions TDNA answered in the last half of 2007.

In summary, 2007 has been a good year overall for TDNA and we look forward to more of the same in 2008.