

ADMINISTRATIVE REPORT

TDNA Board of Directors Meeting
July 19, 2007 - Headliners Club, Austin

Now that the legislative session is over, the Texas Daily Newspaper Association staff will concentrate on member services during the second half of 2007, while looking toward the 2009 session.

Member services include day-to-day activities like fielding calls from publishers on legal and advertising-related issues. Standing programs like the summer intern program, lineage and circulation reports, job listings on our website, and campus visits program will continue to be a focus. The Membership Services Report will provide more details about these activities.

We will also meet with as many publishers as possible during the last half of 2007. We'll be meeting with member newspapers to remind them of what TDNA does and with non-member publishers to persuade them to join TDNA.

From a financial standpoint, TDNA continues to be in a very strong position. There are more details in the Finance Report, but the short version is that TDNA's financial outlook is the best it's been in many years. TDNA ended 2006 with a surplus of about \$81,500, and we are on track to add another \$80,000 to the surplus by the end of 2007.

The projected \$80,000 surplus for 2007 is based mainly on under spending on the expense side and a slight increase in revenue based mainly on investment income. Much of the reduction in spending is due to the reduction in one staff member that was done in 2005. Our account with Frost Bank Financial Services has helped us maximize our income while keeping a fairly liquid position.

One area that we have addressed is the TDNA pension plan. The old defined benefit plan, created in the 1980s mainly to benefit Phil Berkebille, was liquidated and a new 401 (k) plan through Merrill Lynch was created. We've been pleased with Merrill Lynch's administration so far.

The single area that has been disappointing is the 2007 Annual Meeting. The meeting itself was a success, with a lot of positive feedback about the programs and host hotel. Attendance continues to be a problem, however, and we were hit with attrition charges for not meeting our room guarantees. We will continue to look at ways to boost attendance and I think we are on the right track despite the disappointing attendance.

Along with meeting with publishers, staff will also be laying the groundwork for the 2009 legislative session by meeting with as many legislators as we can between now and the start of the next legislative session. The Legislative Report will give you more details about what we accomplished in the 2007 regular session.

Simply put, our legislative program is the most important thing TDNA does. With the same staff in place for several sessions, we are known around the Capitol in a positive way and will continue to build on that.

One issue that we will be discussing with members is public notice. We were able to fend off a bill this session that would have created a state-sponsored public notice website but more work remains to be done. We'll be discussing what that work might entail later in the meeting.

The job of protecting our public information and public notice laws gets harder every session and is not unique to Texas. A certain percentage of legislators are hostile to us and our issues, but that remains a decided minority. Meeting with members outside of Austin, hopefully with their local publisher, helps establish a working relationship.