

## **MEMBERSHIP SERVICES REPORT**

Setting up **e-mail** for everybody ... completed for most publishers and editors, next circulation and advertising ... then will get associates, bureaus, wire services, corporate offices, journalism departments

By soliciting these names, e-mail addresses and fax numbers, we have received much updated information that makes us realize how quickly the TDNA directory becomes outdated and inaccurate ... still pondering the possibility of periodically providing **up-to-date electronic lists of newspaper staff data** for an extra fee as an optional add-on to the sale of each directory, but we are not yet to the point of being able to handle that

Have began establishing relationship with **journalism organizations** holding conferences (such as SPJ and Mayborn Institute), mailed press releases for ... and ..., putting notices on website,

Next, TDNA will use those journalism contacts to **solicit resumes** for website's **job bank** ... receipt of resumes has tapered off, apparently because applicants can contact papers with job openings listed on our website ... TDNA will also attempt to attract **bi-lingual reporters** to the job bank to comply with an inquiry made earlier this year

**Website** maintenance and revamping has been the one project continually pushed aside for legislative work and more pressing day-to-day membership services ... updates are still being farmed out ... plan to focus on website in second half of this year, to turn more attention toward keeping newspaper/associate firm listings current and to **pump up the job bank** for the benefit of Texas newspapers as well as for establishing a stronger liaison with Texas universities

These days TDNA's website should be the focal point and **beacon** for members and the public – like a flag in front of a building, or the logo on our stationery – and we will devote more time to that effort in the next few months ... a more highly functioning website will augment member service by offering better publicity of programs and access to TDNA

Member interest and participation in **linage and circulation reports** remain strong ... circulation report was a new service just a couple of years ago, and this year it was improved by further breaking out one item of data ... there are 20 papers participating in the circulation report, and 26 papers in the linage report

The **Ad Revenue Survey** does not seem to be as popular as the Ad Rate Survey that it replaced ... the old survey used to have a couple dozen participants every year – along with lots of detailed notes and some crapping about the diversity of the data being reported ... but now that we've supposedly fixed that problem, very few papers are submitting their data ... I assume because circulation managers want to see what rates

everybody else is charging, but don't want to tell everybody else what they themselves are actually making ... we will continue to conduct this survey annually, and feedback is welcome as always

**Intern program** is now in progress (as it is most of the year) ... sending out certificates to this summer's interns stamped with Larry Walker's signature and TDNA's logo on a gold seal

**Campus visits** has not had much university participation in the last few years (some universities already have contacts at their local papers that they prefer to use as classroom speakers) ... this program, too, can be better publicized on our website and should benefit from a strengthened relationship between TDNA and Texas journalism departments

**Sales of directories, Law & the Press In Texas and Reporter's Handbook on Media Law** are not as strong as they were 5 or 10 years ago ... directory information is increasingly accessed from our website, and law booklet editions are a couple of years old and papers seem to buy them from TPA (so we have been selling them to TPA)

Likewise, the demand for **auto window PRESS decals** is not as great as in the past but we make the available every year

Nothing has changed in TDNA's **award programs** – although I hope it will within the next year ... plan to redesign each award poster somewhat to make the instructions more helpful, encompass web editions where applicable, and to add a photo of H.M. Fentress to the intern award poster ... also, I'd like to make you aware of offer by associate member *American Profile* to sponsor an award (would provide plaque and gift and would participate in presentation at Annual Meeting)

The biggest job TDNA has always performed for its member papers has been **day-to-day response** to telephone calls and e-mails asking for help or information ... most of these are to check the legality of classified ads, but we also assist papers in many ways ... a list of recent requests are listed at the end of your Membership Services Report:

For instance ... we had a call from an attorney in Alaska needing some information on Texas public record laws ... we passed on some useful information and contacts to a newspaper whose street vendors were getting chased off the streets by the cops ... we helped publicize Sunshine Week ... and Ken has worked in the Newspaper Association of America on federal shield law legislation

... and we're always prepared to do a spur-of-the-moment survey on something you need to know, or get you phone numbers of hotels in downtown Austin ...

... **just give us a call**

## **MEMBER STATUS REPORT**

Membership numbers/dues

Drops

New – *Rumbo de San Antonio* 2<sup>nd</sup> class postal permit status

*Katy Courier* begins publishing August

Potential members