

MEMBERSHIP SERVICES REPORT

TDNA Board of Directors Meeting July 13, 2006 - Headliners Club, Austin

This report will give a glimpse of the behind-the-scenes work going on in the TDNA office by detailing some of the services being provided daily to Texas newspapers.

Front-and-center, of course, is TDNA's legislative work – the primary way in which we promote and protect the welfare of Texas newspapers – taking place at the state capitol, with TPA on the joint Legislative Advisory Committee, and in the coordination of publisher-to-legislator contact. The annual convention, where TDNA provides education on the latest newspaper industry news and innovations, is also visible evidence of the association's activities and purpose. Both of these two important services are covered in separate reports.

This report will explain less obvious ways in which TDNA benefits its members, both directly and indirectly.

An overview of standing TDNA programs begins next, followed by the project schedule for the rest of 2006 and a sampling of questions and requests for assistance received this so far year.

STANDING TDNA PROGRAMS AND ACTIVITIES

PUBLICATIONS

TDNA's annual Directory of Texas Daily Newspapers is a standard reference for newspaper staffs, their vendor firms, publicity and advertising firms, state agencies, libraries, legislators, university journalism departments, small businesses and a wide variety of other customers. Over 1,000 are printed each year. Most are sold, and between 200-300 are distributed free each year to member publishers and their business managers (to promote TDNA's associate member firms) and to associate members.

Sales income usually covers production costs. Directory income falls short of also paying for publicity costs, however, which keeps the yearly income tax bookkeeping in line with TDNA's 501-C-6 not-for-profit status. Most of the postage cost to mail orders is billed to buyers.

This year the former Directory of Associate Members was done away with and associate members were instead given a full page in the newspaper directory – a step

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that we think adds more value to the directory while doing a better job of promoting our supporting associate members.

The combined directory is now larger and easier to use. It contains email addresses, is spiral bound to open flat, and sports a full-color photo cover.

It contains expanded data on college journalism programs in Texas, including their school newspapers, and has a more thorough listing of bureaus and news services. And it now gives information on every owner of a Texas daily newspaper, whereas in the past only large corporate owners and companies owning at least two Texas newspapers were listed.

Improvements will continue for the 2007 edition.

Action Memos – urgent messages mailed on red-lettered stationery – are now used mostly for more routine notices to participants concerning TDNA's awards and intern programs. Their former use as legislative alerts and to spell out various advertising, telemarketing, etc. legalities has been replaced by electronic messaging and webpage links.

The handling of Legislative Reports has also changed somewhat. What was once a TDNA report is now sent from the TPA office on joint TPA/TDNA letterhead and is a collaboration of the two association staffs. These reports are published frequently during Regular Sessions of the Texas Legislature and on an "as-needed" basis during interim periods, and they are one method of communicating with all daily and weekly papers by the Legislative Advisory Committee. The LAC also makes quick contact with publishers and editorial writers via listserve e-mail.

WEBSITE JOB BANK

TDNA's job bank probably receives a majority of the association's website hits. This service is valued by both newspaper members and potential newspaper employees. This is a longtime member service that continues to put editors with job openings in touch with applicants and vice versa.

Now that job bank postings are handled in-house by the TDNA staff, they happen more quickly. A new webpage design allows for more detail and complete contact information. Use of the job bank is growing.

LINAGE REPORT

This monthly statistical report has been a useful tool to TDNA's member newspapers for over 20 years. Right now there are 20 participants representing all circulation sizes.

The Linage Report provides basically the same advertising lineage sales comparisons that it has reported for many years, but it has undergone numerous

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refinements. The latest upgrade, a year ago, turned it into an entirely electronic data form. Numbers are submitted by e-mail, or via a website form, and the report is disseminated by e-mail. The new e-mail version is sent in both alphabetical and circulation size order.

The Linage Report deals with three categories of advertising – national, retail and classified – giving a year-to-date total as well as the monthly total, and shows the percentage increase or decrease of each category over the same month in the previous year. Only those newspapers participating are allowed access to the report data.

CIRCULATION REPORT

This monthly report was created four years ago in response to member requests. It provides a monthly comparison of daily averages, for both daily and Sunday paid circulation, in five categories – home delivery, single copy, NIE, bulk/3rd party sales, and mail/miscellaneous. The numbers are compiled to show the month total, year-to-date average, and percentage changes from the same month in the previous year.

This is also an entirely electronic production, saving staff time and materials and delivering the data more quickly to the participants. There are currently 18 member papers participating in the Circulation Report. As with the Linage Report, the Circulation Report is confidential and is released only to the personnel of participating newspapers and their corporate offices.

ANNUAL AD REVENUE SURVEY

TDNA's ad rate survey was reinstated in a new format a couple of years ago. This survey was formerly called the "Major Ad Rate Survey" and it collected best rates given to large advertisers. Now it shows a per-day average of ad revenue, instead of rates, for the previous year.

The data provided is now in line with the revised Linage Report, reporting dollar averages to correlate with ROP lineage averages in three categories (national, retail, classified). Like the monthly Linage Report, this annual survey is confidential.

Response to the revised survey has been sparse. There were six participants last year and five this year.

INTERN PROGRAM

This program is another service that benefits our member newspapers through an influx of fresh talent while also benefiting a cadre of journalism and marketing students by expanding their learning with on-the-job experience.

Some facet of TDNA's Intern Program is in progress most of the year. We begin each fall by polling our members to find out which papers will be hiring interns for the next summer. Posters are printed promoting those internships and listing the papers

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with openings, and the posters are mailed to all Texas universities and colleges that have journalism programs.

By the end of the next May we are contacting member papers to gather the names of their interns, whether their interns were hired because of TDNA's publicity or through their own liaisons with local colleges, and every intern receives a certificate signed by TDNA's president acknowledging his or her job experience. Next the Fentress Award contest is announced and promotional information and entry guidelines are mailed to all intern supervisors. Entries are judged, award plaques are prepared, cash prize money for the winner and runner-up is contributed by Cox Enterprises, and a news release is sent to newspapers and wire services announcing the winners. By the time one year's Fentress Award contest is ending in the fall, the cycle has begun again in preparation for the next summer's interns.

Each year, by promoting our papers' summer jobs to Texas college journalism and advertising departments, we facilitate the placement of many interns in Texas.

CAMPUS VISITS

The Campus Visits program is another long-standing TDNA project that has generated a positive image for TDNA and its members by encouraging students to consider careers in the newspaper industry. Every year during the fall TDNA arranges for Texas daily newspaper executives to speak at those Texas colleges and universities who request a lecturer.

This is a flexible program, attempting to arrange a visit by the exact person requested – either specifically by name, or by the type of job.

AWARDS/HONORS

Annually TDNA offers six separate awards. In many years there are one or more one-time special recognition awards as well. The six standing awards are: the Pat Taggart Award for Newspaper Leader of the Year, the Frank Mayborn Award for Community Leadership, the Fred Hartman Excellence in Sportswriting Award, the John Murphy Award for Excellence in Copy Editing, the H.M. Fentress Award for outstanding news/editorial summer student interns, and the Bright Idea Awards presented to Texas daily newspapers in four separate circulation categories for promotions.

ANNUAL MEETING

TDNA's annual meeting held each year in March provides members and associate members a unique opportunity to conduct business meetings, hear from nationally-recognized newspaper speakers, socialize and play golf.

This year's convention at the Renaissance Worthington Hotel in Fort Worth featured industry-related program speakers who were publishers and editors as well as specialists in

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marketing and publishing finance. A full report of this year's annual meeting is included in the Convention Report section of the board books.

The 2007 Annual Meeting will be held March 18-20 at the Four Seasons Hotel in Austin.

TDNA'S WEB SITE

An increasingly valuable membership service is TDNA's website www.tdna.org. The association developed its first home page and went on line in late 1996. That initial entry into cyberspace was the result of a cooperative effort with Texas A&M University whose staff worked with us to develop our website (<http://agnews.tamu.edu/tdna/>), and for the first several months Texas A&M acted as our server. In July of 1998 we upgraded our website and went with a commercial server.

Over the past several months TDNA's website has been redesigned and updated in order to provide more assistance in a more efficient manner to members. TDNA was assisted on this important project by the technical staff of Belo and *The Dallas Morning News*.

Improvements and updates to www.tdna.org are ongoing. A section of journalism conference notices and links was created, and news releases are now posted on the website.

WORKSHOPS AND SEMINARS

Through much of its history and into the early 90's, TDNA was planning and sponsoring 12 to 15 seminars and/or workshops a year entirely hosted and conducted by TDNA on topics such as advertising, management skills, online reporting, and all aspects of newspaper operation. The board determined, however, that it was no longer necessary for TDNA to maintain such an aggressive schedule because of the proliferation of workshops being sponsored by numerous newspaper-related organizations (SNPA, NAA, NNA, SPJ, Inland, UT, ASNE, TCMA, etc.). Another factor in cutting back on the educational meetings was the fact that most of the groups who own Texas papers were providing their own workshops.

When TDNA began concentrating more heavily on the workshop/seminar business in the '80's, workshops would average 50 to 100 attendees and paid for themselves with modest registration fees. Beginning in the early 90's, however, because of the competition, attendance dropped to 25 or below causing deficits and a drain on the association budget.

TDNA still sponsors workshops on an "as-needed" basis.

MISCELLANEOUS

TDNA stands ready to become involved in membership service projects as needed. One area in which TDNA lends support to the newspaper industry is by

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signing on as a participant in appropriate amicus briefs. Two examples in recent years were Hearst Corporation v. Skeen handled by Jackson Walker L.L.P., and Forbes Inc. v. Granada Biosciences, Inc. by Vinson & Elkins L.L.P. Both were cases before the Texas Supreme Court.

One of TDNA's strengths is that it can immediately adapt to any membership or newspaper industry need. We can almost instantly gear up to deal with any topic or issue. Whether it's developing a statewide recycling program, initiating a lawsuit, sponsoring literacy programs, developing educational programs, or promoting and representing any aspect of Texas daily newspapers ... TDNA has proven time and again that it is equipped to effectively respond.

FROM NOW TO END OF YEAR

The TDNA staff will be busy during the remaining months of this year working on the following projects.

- Summer Intern Program
 - Papers have been asked for the names of their summer interns, to whom TDNA sends a certificate of recognition signed by the association president (Jeremy Halbreich's signature stamp).
 - Next, interns and their supervisors will be sent contest guidelines and entry forms for the F.H. Fentress Award
 - As this year's award entries are being judged, papers will be polled to find out what intern positions they will offer for the summer of 2007. A poster listing those papers and departments hiring interns will be sent to all Texas college journalism and advertising departments.
- Contest guidelines and entry forms will be sent to member papers for Taggart, Mayborn, Murphy, Hartman and Bright Idea awards.
- Board elections for 2007 officers will begin in September.
- Campus Visits Program – newspaper speakers will be offered to Texas colleges and universities in the fall.
- Process to update, print and promote the annual Directory of Texas Daily Newspapers will begin in October and last through the rest of the year.
- The next board of directors meeting will be held in late November or early December.
- 2007 auto "PRESS" decals will be sold to member editors in December.

MEMBERSHIP REQUESTS FOR ASSISTANCE

- Found speaker contact information on Karen Hughes for Aubrey Webb of *The Beaumont Enterprise*.
- Assisted John Roberts of *The Victoria Advocate* in obtaining legal advice when his photographers were barred from taking photos in a polling place. Consulted with Jackson & Walker and a staff attorney with the Secretary of State's Office Elections Division.
- Found legal advice for the *El Paso Times'* advertising staff concerning a classified ad giving physical descriptions of two people and offering a \$5,000 reward for information on a rape.
- Located historical photos of TDNA's 1965 president Fred Hartman.
- Distributed brochures and Action Memos on the 2005 Mayborn Literary Nonfiction "Writers Conference of the Southwest" to Texas daily newspapers.
- Helped to promote the 2005 Annual Convention of the Association for Education in Journalism and Mass Communication.
- Created a packet of information for journalism students attending this spring's Texas Intercollegiate Press Association Job Fair. Five hundred 23-page handouts were shipped to Fred Stewart of Texas A&M-Commerce, who was coordinating the TIPA convention. Packets contained web addresses to media law information, a TDNA directory order form, complete information on TDNA's intern program, and contact data on every daily newspaper in Texas including student intern coordinators and their email addresses. In the near future, TDNA staff will create a brochure for journalism students incorporating this type of information.
- Distributed flyers for the Circulation Master Strategies Seminar held at the Pennsylvania Newspaper Association offices.

In addition to the above calls for assistance in recent months, TDNA staff responded to the following requests in the previous year:

- Provided circulation list of Texas dailies to the *Fort Worth Star-Telegram*.
- Gave Alaskan attorney background and update on Texas public records in light of HIPAA regulations and in relation to Texas AG opinion.
- Assisted publisher Amy Miller of *Jacksonville Daily Progress* regarding retaliatory ad that local nursing homes wanted to place seeking to turn public opinion against JEDCO economic development corporation. Also reminded her that the *Daily Progress* is not currently a TDNA member.

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- Consulted Jackson & Walker on legality of employment ad for adult business specifying that applicants be 21 or older.
- Consulted Jackson & Walker on ad to be placed in *El Paso Times* by Philip Morris opposing an increase in the sales tax on cigarettes in Texas.
- Passed on information to *Abilene Reporter-News* circulation director Malcolm Brownell regarding street vendor problems experienced by the *Houston Chronicle*, *Corpus Christi Caller-Times* and *Bryan-College Station Eagle* and how those issues were resolved. Referred him to Houston attorney who was currently handling this case for several other papers.
- Found Newspapers In Education contact information for caller.
- Responded to requests for information on Texas from elementary students in Oregon and Washington.
- Did a Sunshine Project mailing for the *Houston Chronicle*. Letter on behalf of the American Society of Newspapers Editors, signed by editor Jeff Cohen and assistant managing editor Steve Jetton, asked other news executives to participate in Sunshine Sunday and Sunshine Week by featuring stories, cartoons and editorials on the importance of open government.
- Contacted the Attorney General's office and prepared to meet with them about the police scanner access issue in Wichita Falls. The issue was resolved locally.
- Worked with NAA on federal shield law legislation.
- **Miscellaneous:** Refer requests for network advertising or press release service to TPA on a regular basis; provide mailing lists and field frequent requests for various address/telephone/e-mail contact data for Texas newspapers; keep an index and map of downtown Austin hotels available for visiting publishers; and frequently provide contact data to job seekers and prospective interns.