

TO: Ken
FROM: Darla
DATE: May 31, 2005
SUBJECT: **Office Management Report – May**

Bank Balance:

Our bank balance as of today is **\$17,604.13** in checking and **\$10,205.69** in savings.

A revision to my cash flow summary last month: I reported that the \$4,000 deposit returned from the Bee Cave office benefited this year's rent budget, but I have since realized that the deposit had already been included in the 2004 budget projection as miscellaneous income so that's where it has been posted.

2004 Year-End Budget Balance:

A year-end budget sheet is attached showing how 2004 turned out. This is not quite final but probably won't change much.

The financial report made to the board of directors in December predicted a net budget profit of **\$6,612** for 2004, but there was actually a net loss of **\$-3,314**. (This is still better than the budgeted deficit of **\$-4,051**.)

The main problem was in Associate Dues – \$6,160 less than budgeted was received, or \$3,160 less than projected. A final billing has been mailed to those who did not pay, so there is a slight chance some of that money could still come in.

The remainder of the loss came from expense categories that went over budget.

A detailed summary of 2004 finances will be included in the July board meeting books.

Updates:

- **E-Mail List** – Every person listed in the TDNA directory is being asked for his or her personal e-mail address and fax number. We plan to complete these mailings and to have compiled the contact lists for various newspaper departments by mid-summer.
- **Subscription billing survey** – *Midland Reporter-Telegram* circulation director Gary Wamsley wants to know if any newspapers bill their customers weekly – in four-week increments – rather than monthly. We will mail a brief survey to all circulation directors this week.
- **Mayborn Graduate Institute mailing** – At the request of director Mitch Land, we will do a mailing within the next few days publicizing their Writers Conference of the Southwest to be held July 22-24, 2005. We have already received a packet of brochures that we will include in the mailing.

TDNA will also send an e-mail reminder to editorial departments closer to the time of the conference (a test run of our new e-mail contact list, as soon as we have it up and running).

- **Advertising Survey** – Only six newspapers participated this year, submitting their daily average circulation income for the 2004 year. The results were shown dollars per-1,000-circulation. The cover letter accompanying the results asked for comments. One circulation manager responded by saying that the survey doesn't give them any information they don't already have from other sources, including TDNA's monthly Advertising Linage Report.

- **Miscellaneous Pending:**
 - **Awards contests** – I am going to give our awards posters a new look and rewrite the guidelines to hopefully give more practical and helpful advice for putting entries together. In the past, the posters were produced by commercial printers on heavy poster-board. In recent years we've produced them in-house in MS Publisher and printed or copied them on legal-size paper. The new "posters" will be Word documents that can be distributed as e-mail attachments.

 - **www.tdna.org** – update still stalled. Will get started on this again soon, possibly incorporating e-mail links.