

TO: Ken
FROM: Darla
DATE: May 2, 2005
SUBJECT: **Office Management Report – April**

Bank Balance:

Our bank balance as of today is **\$58,907.63** in checking and **\$10,205.69** in savings.

Updates:

- **Convention** – I've gone over the Driskill Hotel's bill, tallied up attendees, and came up with a per-person cost that is not as low as Phil said it would be. We publicized a 33% reduction in costs for this year's convention, but it was actually only 5% lower.

I will go over the hotel rooms to make sure the \$4,394.00 in attrition charges was warranted, and I will go over all the numbers again to make sure this is correct before I bring you all the figures.

- **Advertising Survey** – This annual survey was mailed on April 8, and a reminder was mailed last week on April 28 with TDNA's fax number corrected. Although the deadline was initially this past weekend, we have only received four completed surveys so far. [*Six received by extended deadline of 5/6/05*]

In the past, this was a survey of advertising rates. Participation was good, but there were lots of explanatory footnotes and some complaints about the confusion. So a committee revamped it and turned it into a survey of advertising revenue. Last year was the first year we did the new survey and there were seven responses, compared to 27 responses in 2000 which was the last year covered by the old survey.

If we don't get a decent response this year perhaps the board, or another committee, should reevaluate this survey.

Possible reasons for not responding might be: the survey reveals too much about a paper's income, it's too complicated, it's not the information ad managers want.

- **Health and dental insurance rate increases** – New rates for United HealthCare and Guardian dental insurance coverage went into effect April 1. A comparison chart of 2004 and 2005 insurance costs is attached. As far as percentage changes, I'll start with the bottom line:

- Estimated total insurance cost for 2005 is \$49,828.81 – within the \$51,956.00 budgeted for this year – and 20% more than 2004's total insurance of \$41,763.71.
- Dental insurance rates went up 15% and health rates went up 22% on April 1 (compared to 4% and 15% in 2004).

- Phil’s rates have gone down during the past year, which I assume has to do with his and Judy’s ages and their Medicare coverage. Whether or not Phil works on the 2006 convention as a consultant will determine whether or not TDNA continues his health insurance coverage for another year. He has, though, dropped off of disability and other additional policies.
- Overall increases are impacted this year by the addition of your family insurance coverage which used to be deducted from your paychecks. So an overall increase of 19% for total insurance isn’t bad.

- **Miscellaneous Pending:**

- I need to go on with updating the TDNA website.
- I need to get e-mail lists together for all newspapers as requested by the board at the December board meeting. Helen and I will do this within the next two months so that it is completed before the summer board meeting.

I also plan to eventually (end of 2005/early 2006) create fax lists for all department heads. Right now we only have fax number lists for publishers and corporate offices (as well as associate members, board of directors, and bureaus for news releases). If we buy a new copier with built-in fax at the end of the year, we would then have the capacity to broadcast these additional fax lists (without having to dial each number individually).

When UT-Austin wanted us to publicize their award contest for mental health reporters, which was already at its deadline, we were not able to help them because our instant fax outreach to newspapers is only to the publisher’s office. We have no way of contacting editors/newsrooms other than by mail.