

From: Ken Whalen
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Subject: FW: TDNA March e-Bulletin
Date: Thursday, March 20, 2008 4:36:17 PM

From: Ken Whalen [mailto:kwhalen@tdna.org]
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Subject: TDNA March e-Bulletin



eBulletin

Texas Daily Newspaper Association

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TDNA Annual Meeting Ends On Successful Note

The 2008 TDNA Annual Meeting ended March 11 with two well-received programs – one featuring a lively discussion of the Texas Free Flow of Information Act and the other a discussion of online issues facing newspapers.

During the President's Dinner on March 10, *New Braunfels Herald-Zeitung* Publisher Doug Toney was named the 2007 Taggart Award winner. Doug's family and *Herald-Zeitung* colleagues were in attendance to see the newspaper veteran win the prestigious award because of his commitment to his community and to journalistic excellence.

The other award winners included Keven Ann Willey of the *Dallas Morning News*, the Frank Mayborn Award for Community Leadership; Dave Rogers of the *Baytown Sun*, the Fred Hartman Excellence in Sportswriting Award; and Matt Dulin of the *Beaumont Enterprise*, the John Murphy Award for Excellence in Copy Editing. The Bright Idea Awards went to the *San Antonio Express-News*, the *Austin American-Statesman*, the *Wichita Falls Times Record News*, the *Bryan-College Station Eagle* and the *Seguin Gazette-Enterprise*.

Thanks go to everyone who helped make the 2008 Annual Meeting a success. Special thanks go to host publisher Tom Stephenson of the *Express-News*, who helped with the programs and golf outing and stepped in to deliver the keynote address when George Irish could not attend due a death in the family.

Photos from the Annual Meeting have been posted on the TDNA website. If there are any photos you would like to have printed after viewing them on the website, please let us know.

The 2009 Annual Meeting will be held again next year at the Four Seasons Hotel in Austin. The convention dates for 2009 are March 21-24.

TDNA/TPA Public Notice Website Now Online

The public notice website that TDNA has been developing in conjunction with the Texas Press Association is now online. The site can be accessed at <http://www.texaslegalnotices.com>

The website is a response to an effort by a North Carolina company last legislative session to have the state contract with it to create a public notice website. Though that effort failed, the boards of TDNA and TPA agreed unanimously that we will be in a better position to defend public notices continuing in newspapers if we develop our own website.

As you know, press associations around the country have faced similar legislation in recent years and one thing that has helped them stem the tide has been having their own public notice website. This will be an ongoing fight into the foreseeable future.

TDNA has sent out the first fax notice asking for your participation and asking you to send a fax back to us with the information we need to add your newspaper. If you have not received that form, please contact us and we will get it to you as soon as we can

We would love to have 100 percent participation from Texas newspapers. This is an extremely important issue for our industry.

2008 Sunshine Week Runs Through This Sunday

There is still time for your newspaper to participate in the 2008 Sunshine Week

Resources are available via the Sunshine Week Web site —sunshineweek.org. There, visitors will find print and Web ads in both English and Spanish along with "Vote for Sunshine" marketing materials, a portfolio of editorial cartoons, a full color, tri-fold brochure titled "Sunshine Week 2008: the Sunshine Campaign," and many other items. All are free for use during the week (March 16-22).

Sunshine Week is a national campaign to emphasize the importance of open government and the Freedom of Information laws. The initiative, led by the American Society of Newspaper Editors (ASNE), provides newspapers with a unique opportunity—and an arsenal of free tools—to promote citizen access to government in their communities and to raise public awareness of the importance of citizen participation in governmental business.

The annual event brings together the press, online and broadcast media, public officials, celebrities, civic groups, non-profit organizations, libraries, schools, religious leaders and others. It is primarily funded by a challenge grant from the John S. and James L. Knight Foundation.

New postal rates effective May 12

From The Newspaper Association of America

The U.S. Postal Service on Feb. 11 announced an increase in postage rates, which will go into effect on May 12, 2008.

The Postal Service also indicated that it will raise rates each year in May. Given the fact that the Postal Service is facing a \$1 billion loss in revenue in fiscal year 2008 due to structural and cyclical factors, it is not surprising that it would like to raise rates on an annual

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basis. NAA predicted that -- under postal reform -- mailers will see smaller, but more frequent rate increases.

Under the new postal reform law, the Postal Service has new flexibility to raise or lower rates so long as the average price for a particular class of mail stays below the rate of inflation, as measured by the Consumer Price Index. The rate of inflation used by the Postal Service was 2.9 percent and was provided by the Postal Regulatory Commission. The rate increase for the entire class of Standard Mail is 2.8 percent.

For Standard Enhance Carrier Route flats -- mail service used by newspapers to send Total Market Coverage products to non-subscribers -- the rates are as follows:

High Density ECR entered at the DDU (local post office) - 15.9 cents, up from 15.4 cents.

Saturation ECR entered at DDU - 14.0 cents, up from 13.6 cents.

High Density ECR entered at SCF (central facility) - 16.8 cents, up from 16.3 cents.

Saturation ECR entered at the SCF - 14.9 cents, up from 14.5 cents.

The rate increase for the entire class of Periodical mail is 2.7 percent. Rates for periodicals mail vary depending upon sorting, handling, weight and where the mail is drop-shipped. For example, for Within-the-County Periodicals the rates increase vary from a 2.4 percent increase for ECR, High Density and 1.7 percent increase for ECR Basic.

Branham Leaves UT Journalism for Syracuse

Lorraine Branham will leave as director of the School of Journalism at the University of Texas at Austin to become the new dean of Syracuse University's S.I. Newhouse School of Public Communications, effective July 1.

Branham has been on the faculty of the School of Journalism at UT since 2002, after a 25-year career as a newspaper editor, editorial writer and reporter. She was previously the assistant to the publisher of the *Pittsburgh Post-Gazette* and senior vice president and executive editor of the *Tallahassee Democrat* and held several positions at the *Philadelphia Inquirer*, including associate managing editor for features.

Branham was selected from among 60 applicants during a seven-month nationwide search. She succeeds David M. Rubin, who has served as Newhouse dean since 1990.

Carmage Walls Leadership Forum Set for May 18-20 in San Antonio

Registration has begun for this year's Carmage Walls Leadership Forum, to be held May 18-20 in San Antonio. The program will be an updated version of the program conducted last May at the University of Georgia.

The Carmage Walls Leadership Forum is designed to provide senior newspaper managers at small newspapers with tools to improve their company's performance. The tools will focus on three areas: strategy, organization and leadership.

The tools are drawn from best-practice research that has already

been applied successfully at smaller newspaper companies. Each tool will be introduced in the context of a smaller-newspaper specific exercise. And, each exercise can be "taken home" for use with key lieutenants.

For more information, go to the SNPA website at <http://www.snpa.org>

Study Shows Federal FOI Requests Still Backlogged

Despite ordering improvements more than two years ago, President Bush has barely made a dent in the huge backlog of unanswered requests under the Freedom of Information Act.

The Archive, a private research group, recently released its audit of 90 government agencies. It found mixed results from Bush's executive order in 2005 to agencies to clear the backlog and be more responsive to requesters. The archive found that unanswered requests government-wide dropped just 2%, from 217,000 to 212,000, from the end of 2005 to the end of 2007. Of those agencies with backlogs, 31% saw pending requests rise during the two years, including some agencies that significantly reduced very old unanswered requests but saw gains wiped out by a surge of new requests.

The audit praised Bush for requiring each agency to set up an FOIA Service Center that people can call to track the progress of their requests; an FOIA Public Liaison to take complaints and an FOIA officer to manage agency efforts.