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## Publications Committee

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### **Agenda**

Administration Conference Room  
Wednesday, July 13, 2016  
10:00 a.m.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Notice of Quorum
3. Chair's Announcements
  - a. Introduction of Guests and Staff
  - b. Rules of Order
  - c. Chair's Report
4. Approval of Minutes
  - a. Minutes of May 12, 2016 (pp.1-4)
5. Shareholder/Member Comments – Agenda Items Only  
*(Limited to 3 minutes per person)*
6. Correspondence (none)
7. Unfinished Business
  - a. "Profiles" – Update
8. New Business
  - a. Draft 2017 Budget (pp. 5-18)
  - b. News Front Page and Spadea Advertising (p. 19)
  - c. Online News Translation
9. Policies (not applicable)
10. Staff Reports
  - a. Executive Director
  - b. Publications Manager
  - c. ITS Systems Analyst
11. President's Comments
12. Shareholder Member Comments  
*(Limited to 3 minutes per person)*

13. Committee Member Comments
14. Next Meeting – **Wednesday, August 10, 2016**
15. Adjournment



**PUBLICATION COMMITTEE MINUTES  
May 12, 2016**

The regular meeting of the Publications Committee, held on Thursday, May 12, 2016, was called to order at 1:00 p.m. by Chair Greer, in the Administration Conference Room, followed by the Pledge of Allegiance, led by Mrs. Greer.

**ROLL CALL**

Present:	Ms. M. Greer, Chair Mr. P. Hood Mrs. L. Perrotti	Mrs. J. Reed Ms. P. Snowden, Vice Chair Ms. R. Winkler, Ex-officio
Absent:	Mr. T. Bolton	
Staff and Guests:	Mr. R. Ankeny, Executive Director Ms. S. Massa-Lavitt, Mayor of Seal Beach Ms. K. Roberts, Publications Manager Mrs. D. Bennett, Recording Secretary Mrs. M. Greer, GRF Representative, Mutual Eleven Mr. B. Lukoff, GRF Representative, Mutual Fifteen Mr. P. Moore, GRF Representative, Mutual Seventeen Two Foundation Members	

**INTRODUCTION OF GUESTS AND STAFF**

The Chair welcomed the Committee members, staff, and shareholder/members.

**RULES OF ORDER**

The Chair asked that courtesy and respectfulness be acknowledged at all times, to wait until the Chair calls on you to speak, no cross talking and to silence your cell phone.

**APPROVAL OF MINUTES**

Chair Greer declared the minutes of the regular meeting of April 14, 2016, approved, as corrected.

**SHAREHOLDER COMMENTS**

No shareholders offered comments.

## **CORRESPONDENCE**

Chair Greer addressed an item submitted to the News that was amended prior to publication.

## **UNFINISHED BUSINESS**

### Spotlight Entertainment

The Publications Manager reported a good response to the publication; it is estimated that a profit of approximately \$10,000 was realized.

### "Profiles"

The Publications Manager presented a first draft of the layout of "Profiles". Twenty six interviewees have been identified. Comments were solicited on tag lines.

## **STAFF REPORTS**

### Executive Director

The Executive Director reported that a B section of the News is being explored.

### Publications Manager

The Publications Manager offer no further comments.

## **PRESIDENT'S COMMENTS**

The President spoke on the future of the publications, thanked the Chair for assuming leadership of the Publications Committee and welcomed the Publications Manager to the GRF Team.

## **COMMENT PERIOD**

### Shareholder / Member Comments

Three Foundation members spoke on items pertaining to the Committee's area of purview.

### Committee Member Comments

Five Committee members spoke on the organization of today's meeting and their appreciation of the News staff.

## **ADJOURNMENT**

The next monthly meeting will be determined after the elections.

The meeting was adjourned at 2:09 p.m.

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Mary Ruth Greer, Chair  
PUBLICATIONS COMMITTEE  
dfb 05.12.16

DRAFT

**RECAP OF THE COMMUNICATIONS COMMITTEE MEETING**  
**May 12, 2016**

**ACTIONS**

- Chair Greer declared the minutes of the regular meeting of April 14, 2016, approved, as corrected.

**GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
ITS – CC34**

GL CODE	LINE ITEM	DESCRIPTION	EXHIBITS																														
6100000 (61000)	Salaries & Wages	Total FTEs for 2017 shows a decrease of 1.0 FTEs due to the elimination of the IT Manager position. Total FTEs for 2017 is 2.0. The net decrease compared to the 2016 budget includes a decrease in overtime hours budgeted offset by performance based increases not included in the 2016 budget and a .5% pay for performance allowance for 2017.																															
6140000 (61400)	Payroll Taxes	<p>Calculations are based on the current rates established by Federal and State statute. 2015 and estimated 2016 rates are listed below.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>SS Max Salary</td> <td>\$118,500</td> <td>\$118,500</td> </tr> <tr> <td>SS Rate</td> <td>6.20%</td> <td>6.20%</td> </tr> <tr> <td>Medicare Rate</td> <td>1.45%</td> <td>1.45%</td> </tr> <tr> <td>SS &amp; Med. Rate</td> <td>7.65%</td> <td>7.65%</td> </tr> <tr> <td>UI Max Salary</td> <td>\$7,000</td> <td>\$7,000</td> </tr> <tr> <td>UI State</td> <td>3.3%</td> <td>3.4%</td> </tr> <tr> <td>UI Fed</td> <td>1.8%</td> <td>1.8%</td> </tr> <tr> <td>UI Total</td> <td>5.1%</td> <td>5.2%</td> </tr> <tr> <td>UI Max Total</td> <td>\$357</td> <td>\$364</td> </tr> </tbody> </table>		2015	2016	SS Max Salary	\$118,500	\$118,500	SS Rate	6.20%	6.20%	Medicare Rate	1.45%	1.45%	SS & Med. Rate	7.65%	7.65%	UI Max Salary	\$7,000	\$7,000	UI State	3.3%	3.4%	UI Fed	1.8%	1.8%	UI Total	5.1%	5.2%	UI Max Total	\$357	\$364	
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6142000 (61420)	Workers Comp Insurance	Premiums are calculated using rates assigned to four different classifications of job positions. These rates are based on the degree of physical activities involved with each position. Positions requiring more physical activities, such as inspectors and service maintenance crew have a higher rate compared to office staff positions requiring a lesser degree of physical activity. As such, some cost center budgets will show an increase higher than other cost centers. The 2017 budget assumes an 11% increase over 2016 actual rates and a 0% increase over 2016 budget.																															
6143000-6146000 (61430 - 61460)	EE Benefits	<p>According to our Healthcare Insurance Broker, healthcare insurance is expected to increase in 2017.</p> <p>Medical - 10% to 15% (budget will encompass a 15% increase)  Dental - about 5% (budget will encompass a 5% increase)  Life, LTD, Vision - about 5% (budget will encompass a 5% increase).</p>																															
6211000 (64810)	Continuing Education	<p>\$250 budgeted.</p> <p>Funds of \$250 are requested for an annual subscription to Treehouse. Treehouse provides online classes and tutorials for web and software developers.</p>																															
6215000 (64820)	Mileage	<p>\$50 budgeted.</p> <p>Minimal mileage expenses expected.</p>																															
6410000 (64100)	Office Supplies	<p>\$360 budgeted.</p> <p>Items include are CDs, labels, post its, pens, paper clips, filing and storage, and furniture modifications. The ITS department has relocated to the News department and will need to stock miscellaneous office supply items which were previously charged to cost center 31.</p>																															
6410005 (64102)	Building Supplies	<p>\$0 budgeted.</p> <p>n/a</p>																															
6410010 (64103)	Hospitality	<p>\$140 budgeted.</p> <p>Items include coffee, tea, stir sticks, sugar, and creamer. The ITS department has relocated to the News department and will need to</p>																															

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**GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
ITS – CC34**

		stock miscellaneous hospitality supply items which were previously charged to cost center 31.	
6410015 (64104)	Computer Supplies	\$6,000 budgeted. Items include miscellaneous peripheral, network, workstation, telephone, printer, and server equipment, as well as cables, storage devices, and surveillance equipment. The ITS department also needs to replace its general computing laptop and purchase backup Polycom phones for staff.	
6410030 (64111)	Printer/Copier Supplies	\$660 budgeted. Items include copier/printer paper and ink/toner. Estimated expenditures:  Ink / Toner            300 Paper <u>360</u> Total budget <u>660</u>	
6438000 (64380)	Other Professional Fees	\$108,924 budgeted. Includes invoices provided by Technijian. Services include health/hardware monitoring, patch management, proactive maintenance, virus protection, file / e-mail backup, and other miscellaneous services. This new account and increase will be offset by the elimination of the IT Manager position.	
6444000 (64440)	Equipment Rental	\$1,344 budgeted. \$112 per month for the department Konica printer.	
6472000 (64700)	Equipment Repair & Maint.	\$480 budgeted. This budget includes minor repair services for our network infrastructure.	
6478000 (64940)	Service Contracts	\$14,831 budgeted. See Exhibit A	A
6481000 (64780)	Computer Maint. & Software	\$42,481 budgeted. See Exhibit B	B
6485500 (64785)	Record Retention	\$1,800 budgeted. See Exhibit C	C
5385000	Other Income	Recovered costs from: Health Care Center (Computer Master Files)            948 Charles Briskey (IT Support Services) <u>600</u> Total Recovered Costs <u>1,548</u>	



GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
ITS – CC34

Exhibit A

<b>GL 6478000</b>	Konica	Lease for ITS Department copier	\$ 360
<b>SERVICE CONTRACTS</b>	Paychex	Annual maintenance and costs for timeclocks in Maintenance, Security (Main Office, North Gate, and St. Andrews Gate), and Transportation	\$ 1,800
	TelePacific	\$1,056 per month for wireless network connections	\$ 12,671
	Broadband	to Admin, Security, Maintenance, and Library	\$ 12,671
<b>TOTAL</b>			<b>\$ 14,831</b>

*\* Decrease due to ending contract with Mazztech (previous IT outsourcing company). TelePacific will replace FTS broadband at a lower cost for faster and more reliable/secure internet.*

GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
ITS – CC34

Exhibit B

<b>6481000</b>	Faronics Deepfreeze	Patron machine security software	\$360
<b>Computer Maint &amp; Software</b>	Vmware Support/Subscription	Virtual server software maintenance support.	\$2,000
	Video Insight Current	Surveillance system	\$1,575
	Video Insight Maintenance - Projected Add-ons	Additional cost for surveillance add-ons (20 licenses @ \$150)	\$3,000
	Network Solutions	Domain registrations	\$556
	DiscountASP.net	Hosting site for documents repository, onsite sales site.	\$380
	GoDaddy.com	Domain SSL Certificates \$14,500 Annual, support @	\$140
	Axxerion Annual Maintenance	150/hr	\$15,000
	Jenark Annual Maintenance	\$13,122 Jenark + \$3,215 Progress	\$17,571
	<b>TOTAL</b>		<b>\$42,481.92</b>

*\* Decrease due to the Mutual websites moving from AtHomeNet to WordPress. Web development is being performed in-house. Symantec.cloud endpoint protection services are provided by Technjian. DiscountASP services and Network Solution services were optimized to current Foundation needs.*

GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
ITS – CC34

Exhibit C

GL 6485500  
RECORD  
RETENTION

Corodata

Off-site storage of GRF records – \$150 x 12/mo.	\$ 1,800
<b>TOTAL</b>	<b>\$ 1,800</b>

**Golden Rain Foundation**  
**2017 Proposed Operating Budget - Cost Center 34 - Information Technology Services (Draft)**  
**Data as of May 31, 2016**

(A) GL Account	(B) GL Name	(D)	(E)	(D) - (E)	%	(F)	(G)	(D) - (G)	(H)	(D) - (H)	(I)	(D) - (I)
		2017 Total	2016 Budget	Variance	Change	2016 YTD Actual	2016 Projected	Variance	2016 Annualized	Variance	2015 Actual	Variance
<b>Expenses - Information Technology</b>												
6100000 34	Salaries & Wages - Info Technology	0	237,406	(237,406)	-100.0%	55,209	194,378	(194,378)	132,501	(132,501)	205,350	(205,350)
6140000 34	Employment Taxes - Info Technology	0	18,438	(18,438)	-100.0%	4,353	14,765	(14,765)	10,446	(10,446)	16,178	(16,178)
6142000 34	Workers' Compensation - Info Technology	0	6,382	(6,382)	-100.0%	2,206	5,163	(5,163)	5,293	(5,293)	4,466	(4,466)
6143000 34	Group Insurance - Medical - Info Technology	0	18,456	(18,456)	-100.0%	7,057	17,823	(17,823)	16,936	(16,936)	20,257	(20,257)
6143300 34	Group Insurance - Dental - Info Technology	0	648	(648)	-100.0%	153	531	(531)	368	(368)	551	(551)
6143500 34	Group Insurance - Vision - Info Technology	0	252	(252)	-100.0%	99	246	(246)	237	(237)	300	(300)
6144000 34	401(k) Match - Info Technology	0	2,064	(2,064)	-100.0%	1,161	2,371	(2,371)	2,787	(2,787)	3,389	(3,389)
6145000 34	Group Insurance - Life - Info Technology	0	1,128	(1,128)	-100.0%	263	921	(921)	632	(632)	955	(955)
6146000 34	Long Term Disability Insurance - Info Technol	0	1,320	(1,320)	-100.0%	210	980	(980)	503	(503)	758	(758)
	<b>Total Wages &amp; Benefits</b>	<b>0</b>	<b>286,094</b>	<b>(286,094)</b>	<b>-100.0%</b>	<b>70,711</b>	<b>237,178</b>	<b>(237,178)</b>	<b>169,703</b>	<b>(169,703)</b>	<b>252,204</b>	<b>(252,204)</b>
6211000 34	Continuing Education - Info Technology	250	500	(250)	-50.0%	0	375	(125)	0	250	349	(99)
6215000 34	Mileage - Info Technology	50	50	0	0.0%	0	50	0	0	50	0	50
6410000 34	Office Supplies - Info Technology	360	600	(240)	-40.0%	26	376	(16)	63	297	358	2
6410005 34	Building Supplies - Info Technology	0	0	0	0.0%	449	449	(449)	1,077	(1,077)	0	0
6410010-34	Hospitality - Info Technology	240	240	0	0.0%	0	140	100	0	240	0	240
6410015 34	Computer Supplies - Info Technology	6,000	6,500	(500)	-7.7%	7,599	11,394	(5,394)	18,237	(12,237)	4,875	1,125
6410030 34	Printer/Copier Supplies - Info Technology	660	660	0	0.0%	0	385	275	0	660	0	660
6432100 34	Audit Fees - Info Technology	0	0	0	0.0%	0	0	0	0	0	12,500	(12,500)
6438000 34	Other Professional Fees - Info Technology	108,924	0	108,924	100.0%	28,048	28,048	80,876	67,314	41,610	0	108,924
6444000 34	Equipment Rental - Info Technology	1,344	1,344	0	0.0%	558	1,342	2	1,340	4	1,340	4
6472000 34	Equipment Repair & Maintenance - Info Technol	480	500	(20)	-4.0%	26	326	154	62	418	681	(201)
6478000 34	Service Contracts - Info Technology	14,831	57,060	(42,229)	-74.0%	9,410	42,695	(27,864)	22,584	(7,753)	28,086	(13,255)
6481000 34	Computer Maintenance & Software - Info Technol	42,482	68,784	(26,302)	-38.2%	41,413	79,577	(37,095)	99,392	(56,910)	74,752	(32,270)
6485500 34	Record Retention - Info Technology	1,800	1,800	0	0.0%	626	1,676	124	1,501	299	1,378	422
6951000 34	Non-Budgeted Exp for Committee - Info Technol	0	1,000	(1,000)	-100.0%	0	1,000	(1,000)	0	0	0	0
	<b>Total Operating Expenses</b>	<b>177,421</b>	<b>139,038</b>	<b>38,383</b>	<b>27.6%</b>	<b>88,155</b>	<b>167,833</b>	<b>9,588</b>	<b>211,570</b>	<b>(34,149)</b>	<b>124,319</b>	<b>53,102</b>
	<b>Total Cost Center Expenses</b>	<b>177,421</b>	<b>425,132</b>	<b>(247,711)</b>	<b>-58.3%</b>	<b>158,866</b>	<b>405,011</b>	<b>(227,590)</b>	<b>381,273</b>	<b>(203,852)</b>	<b>376,523</b>	<b>(199,102)</b>



**Golden Rain Foundation**  
**2017 Proposed Operating Budget - Cost Center 34 - Information Technology Services (Draft)**  
**Data as of May 31, 2016**

(A)	(B)	(D)	(E)	(D) - (E)	%	(F)	(G)	(D) - (G)	(H)	(D) - (H)	(I)	(D) - (I)
GL Account	GL Name	2017 Total	2016 Budget	Variance	Change	2016 YTD Actual	2016 Projected	Variance	2016 Annualized	Variance	2015 Actual	Variance
	<b>Other Cost Recovery</b>											
5385000 34	Other Income - ITS	1,548	1,548	0	0.0%	645	1,548	0	1,548	0	1,548	0
	<b>Total Other Cost Recovery</b>	<b>1,548</b>	<b>1,548</b>	<b>0</b>	<b>0.0%</b>	<b>645</b>	<b>1,548</b>	<b>0</b>	<b>1,548</b>	<b>0</b>	<b>1,548</b>	<b>0</b>
5330000 34	Income from / (Refund to) Mutuals	175,873	423,584	(247,711)	-58.5%	176,495	423,588	(247,715)	423,588	(247,715)	434,756	(258,883)
	<b>Total Cost Recovery</b>	<b>177,421</b>	<b>425,132</b>	<b>(247,711)</b>		<b>177,140</b>	<b>425,136</b>	<b>(247,715)</b>	<b>425,136</b>	<b>(247,715)</b>	<b>436,304</b>	<b>(258,883)</b>
	<b>Net Income / (Expense)</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>18,274</b>	<b>20,125</b>	<b>(20,125)</b>	<b>43,863</b>	<b>(43,863)</b>	<b>59,781</b>	<b>(59,781)</b>
	<b>PAPM</b>	<b>2.22</b>	<b>5.34</b>	<b>(3.12)</b>								
	<b>FTE</b>	<b>2.00</b>	<b>3.00</b>	<b>(1.00)</b>								

**GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
News Department – CC 36**

GL CODE	LINE ITEM	DESCRIPTION	EXHIBITS																														
6100000 (61000)	Salaries & Wages																																
6101000 (61010)	Commissions																																
6140000 (61400)	Payroll Taxes	<table border="1"> <thead> <tr> <th></th> <th>2016</th> <th>2017</th> </tr> </thead> <tbody> <tr> <td>SS Max Salary</td> <td>\$70,000</td> <td>\$70,000</td> </tr> <tr> <td>SS Rate</td> <td>6.2%</td> <td>6.2%</td> </tr> <tr> <td>Medicare Rate</td> <td>1.45%</td> <td>1.45%</td> </tr> <tr> <td>SS &amp; Med. Rate</td> <td>7.65%</td> <td>7.65%</td> </tr> <tr> <td>DI Max Salary</td> <td>\$7,000</td> <td>\$7,000</td> </tr> <tr> <td>DI Rate</td> <td>3.3%</td> <td>3.3%</td> </tr> <tr> <td>DI For</td> <td>1.8%</td> <td>1.8%</td> </tr> <tr> <td>DI Total</td> <td>5.1%</td> <td>5.1%</td> </tr> <tr> <td>DI Max Total</td> <td>\$3,500</td> <td>\$3,500</td> </tr> </tbody> </table>		2016	2017	SS Max Salary	\$70,000	\$70,000	SS Rate	6.2%	6.2%	Medicare Rate	1.45%	1.45%	SS & Med. Rate	7.65%	7.65%	DI Max Salary	\$7,000	\$7,000	DI Rate	3.3%	3.3%	DI For	1.8%	1.8%	DI Total	5.1%	5.1%	DI Max Total	\$3,500	\$3,500	
	2016	2017																															
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6142000 (61420)	Workers Comp Insurance																																
6143000 – 6146000 (61430-61460)	EE Benefits																																
6211000 (64810)	Continuing Education	Lynda.com for online technology and business training annual subscription will decrease to 2 licenses equaling \$800 in April. Additional Filemaker Pro Training \$1200.																															
6214000 (64821)	Meals & Special Events	Budgeted funds are to host one or two focus groups for readers of the News regarding digital content.																															
6215000 (64820)	Mileage																																
6410000 (64100)	Office Supplies																																
6410005 (64102)	Building Supplies	No funds were budgeted for this line item.																															

**GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
News Department – CC 36**

6410010 (64103)	Hospitality	Includes all supplies associated with coffee and tea, such as Styrofoam cups, creamer and sugar. Also included is bottled water.	
6410015 (64104)	Computer Supplies	Items include computer peripheral items such as keyboards, mice, monitors, etc. (2017 - \$100 for wireless keyboard and mouse for freelance workstation; external backup drive \$225; Flash drives)	
6410020 (64105)	Equipment Expense	Freelance workstation – either mac mini or iMac; new display if mac mini.	
6410030 (64111)	Printer/Copier Supplies	This includes ink and toner for all News printers (except for the Konica machine, ink and toner for which are included in the maintenance contract), as well as all paper for desktop printers and the newspaper proof printers. Budget is reduced based on new vendor pricing.	
6420100 (64200)	Electricity		
6422000 (64280)	Telephone		
6435100 (64350)	Bank Service Fees		
6444000 (64440)	Equipment Rental		
6471000 (64720)	Building Repair and Maintenance		
6472000 (64700)	Equipment Repair and Maintenance	Based on 2016 actuals to cover costs associated with printer Repairs.	
6478000 (64940)	Service Contracts		
6481000 (64780)	Computer Maintenance and Software	Creative Cloud \$600 for freelance station (January) Dropbox for Business \$1,200 (April) Adobe Creative Cloud \$3,600 (April renewal)	
6482000 (64830)	Dues, Memberships and Books	Professional news and news marketing organizations. \$250/qr Publications: -- The Register, \$540.81 annually, \$54.81 every 5 weeks --LA Times, \$161.20 annually --Tribune Content \$116.30 monthly --Press Telegram \$79.25 8 weeks --Ad Builder \$155 monthly	
6483500	Newspaper Distribution	No increase expected for this coming year, but it will increase for 2018.	



**GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
News Department – CC 36**

(64740)			
6483515 (64930)	Printing (newspaper)	Increase represents anticipated higher paper costs of approx. 8.5%.	
6483520 (64931)	Telephone Book Printing	8.5%% increase over 2016 forecast.	
6483525 (64932)	Navigator Book Printing	This line item covers the cost of both printing and distribution of the Navigator that is published in July. 8.5% increase over 2016 printing costs.	
6483530	Amphitheater Amplified Printing & Distribution	This covers the cost of both printing and distribution of the new Amphitheater Amplified . Includes 8.5% printing increase.	
6483535	Profile Printing and Distribution	This is a new budget line item for 2016. Cost is based on Spotlight printing and distribution including printing increase.	
6483540	Newspaper Spadea Printing	This is a new budget line item. It covers the cost of printing and assembling 2 spadeas in Q4 for Open Enrollment.	
6484500 (64860)	Postage	This line item covers the cost of postage for the printing of the newspaper. The cost is based on the 2016 actuals and the 2017 forecast. The cost is based on the 2016 actuals and the 2017 forecast.	
6731000 (67300)	Hazard and Liability Insurance	This line item covers the cost of hazard and liability insurance for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
6910000 (64890)	Uncollectible Accounts	This line item covers the cost of uncollectible accounts for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
6951000	Non-Budgeted Expense for Committee	This line item covers the cost of non-budgeted expenses for the committee. The cost is based on the 2016 actuals and the 2017 forecast.	
5385000 (53850)	Other Income	This line item covers the cost of other income for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
5397100 (55100)	Taxable Interest Income	This line item covers the cost of taxable interest income for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
5541000 (55400)	Discounts Earned	This line item covers the cost of discounts earned for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
561100	Late Charges	This line item covers the cost of late charges for the newspaper. The cost is based on the 2016 actuals and the 2017 forecast.	
5731000 (59300)	News- Classified Advertising	Based on 2016 actuals with increase based on selling Obituaries for \$25-35 (icon/photo).	
5731500 (59105)	News-Display Advertising	Based on 2016 actuals with increases based on conservative projections for digital display ads.	
5732000 (59460)	News- Navigator Book	Based on 2016 actuals.	

GOLDEN RAIN FOUNDATION  
2017 BUDGET ASSUMPTIONS  
News Department – CC 36

5732100	Amphitheater Amplified	Based on 2016 actuals for both display ads and sponsorships. Increase is based on popularity of first edition and anticipated interest by more vendors.	
5732200	Bus Clings/Wraps	Based on four clings on four windows of two buses for a year.	
5732210	Bus Route Cards	This is a new budget line item for 2016. The revenue projection is based on three advertisements on each of three different cards; each card will be printed 5,000 times.	
5732300	Newspaper Spadea	This is a new budget line item. The spadea represents premium position color advertisements appearing twice at Open Enrollment.	
5732400	Newspaper Front Footer Ads	This is a new budget line. The revenue projection is based on \$600 for a full-color ad running across the bottom of front page 1x per month.	
5732500 (59445)	News-Telephone Book	Telephone Directory ad sales to remain consistent with 2016 actuals.	

**Golden Rain Foundation**  
**2017 Proposed Operating Budget - Cost Center 36 - News Department (Draft)**  
**Data as of May 31, 2016**

GL Account	GL Name	2017 Total	2016 Budget	Variance	% Change	2016 YTD Actual	2016 Projected	Variance	2016 Annualized	Variance	2015 Actual	Variance
<b>Expenses - News</b>												
6100000 36	Salaries & Wages - News	0	386,055	(386,055)	-100.0%	140,947	367,255	(367,255)	338,273	(338,273)	379,101	(379,101)
6101000 36	Commissions - News	0	37,998	(37,998)	-100.0%	16,470	38,745	(38,745)	39,529	(39,529)	39,225	(39,225)
6140000 36	Employment Taxes - News	0	33,064	(33,064)	-100.0%	13,263	31,587	(31,587)	31,831	(31,831)	33,631	(33,631)
6142000 36	Workers' Compensation - News	0	11,638	(11,638)	-100.0%	4,023	9,416	(9,416)	9,654	(9,654)	8,021	(8,021)
6143000 36	Group Insurance - Medical - News	0	56,904	(56,904)	-100.0%	20,057	53,251	(53,251)	48,137	(48,137)	49,972	(49,972)
6143300 36	Group Insurance - Dental - News	0	1,356	(1,356)	-100.0%	523	1,314	(1,314)	1,256	(1,256)	1,275	(1,275)
6143500 36	Group Insurance - Vision - News	0	792	(792)	-100.0%	318	780	(780)	763	(763)	742	(742)
6144000 36	401(k) Match - News	0	12,340	(12,340)	-100.0%	5,239	12,472	(12,472)	12,574	(12,574)	12,244	(12,244)
6145000 36	Group Insurance - Life - News	0	2,016	(2,016)	-100.0%	502	1,678	(1,678)	1,205	(1,205)	1,210	(1,210)
6146000 36	Long Term Disability Insurance - News	0	2,352	(2,352)	-100.0%	541	1,913	(1,913)	1,299	(1,299)	1,277	(1,277)
	<b>Total Wages &amp; Benefits</b>	<b>0</b>	<b>544,515</b>	<b>(544,515)</b>	<b>-100.0%</b>	<b>201,883</b>	<b>518,411</b>	<b>(518,411)</b>	<b>484,521</b>	<b>(484,521)</b>	<b>526,698</b>	<b>(526,698)</b>
6211000 36	Continuing Education - News	2,000	2,875	(875)	-30.4%	1,750	1,825	175	4,200	(2,200)	3,263	(1,263)
6214000 36	Meals & Special Events - News	1,000	200	800	400.0%	0	200	800	0	1,000	154	846
6215000 36	Mileage - News	300	600	(300)	-50.0%	70	420	(120)	168	132	366	(66)
6410000 36	Office Supplies - News	2,784	2,800	(16)	-0.6%	745	2,445	339	1,787	997	4,095	(1,311)
6410005 36	Building Supplies - News	0	0	0	0.0%	0	0	0	0	0	91	(91)
6410010 36	Hospitality - News	225	288	(63)	-21.9%	13	181	44	31	194	158	67
6410015 36	Computer Supplies - News	450	600	(150)	-25.0%	783	1,133	(683)	1,878	(1,428)	1,919	(1,469)
6410020 36	Equipment Expense - News	1,600	600	1,000	166.7%	266	266	1,334	637	963	598	1,002
6410030 36	Printer / Copier Supplies - News	2,100	6,210	(4,110)	-66.2%	1,268	4,498	(2,398)	3,044	(944)	4,026	(1,926)
6420100 36	Electricity - News	7,005	6,424	581	9.0%	1,768	4,936	2,069	4,243	2,762	7,006	(1)
6422000 36	Telephone - News	0	0	0	0.0%	0	0	0	0	0	0	0
6435100 36	Bank Service Fees - News	0	6,650	(6,650)	-100.0%	3,458	7,250	(7,250)	8,300	(8,300)	7,660	(7,660)
6444000 36	Equipment Rental - News	1,508	1,521	(13)	-0.9%	558	1,519	(11)	1,340	168	1,504	4
6471000 36	Building Repair & Maintenance - News	0	100	(100)	-100.0%	2,315	2,365	(2,365)	5,555	(5,555)	5,327	(5,327)
6472000 36	Equipment Repair & Maintenance - News	500	320	180	56.3%	366	606	(106)	878	(378)	85	415



**Golden Rain Foundation**  
**2017 Proposed Operating Budget - Cost Center 36 - News Department (Draft)**  
**Data as of May 31, 2016**

GL Account	GL Name	2017 Total	2016 Budget	Variance	% Change	2016 YTD Actual	2016 Projected	Variance	2016 Annualized	Variance	2015 Actual	Variance
6478000 36	Service Contracts - News	0	384	(384)	-100.0%	2	226	(226)	5	(5)	322	(322)
6481000 36	Computer Maintenance & Software - News	4,440	5,350	(910)	-17.0%	4,679	4,679	(239)	11,230	(6,790)	2,034	2,406
6482000 36	Dues, Memberships & Books - News	5,040	2,722	2,318	85.2%	397	1,203	3,837	953	4,087	7,276	(2,236)
6483500 36	Newspaper Distribution - News	117,200	117,200	0	0.0%	54,629	125,103	(7,903)	131,110	(13,910)	99,255	17,945
6483515 36	Newspaper Printing - News	219,596	181,480	38,116	21.0%	72,702	180,892	38,704	174,485	45,111	201,333	18,263
6483520 36	Telephone Book Printing - News	16,512	20,000	(3,488)	-17.4%	15,218	15,218	1,294	36,523	(20,011)	19,755	(3,243)
6483525 36	Navigator Book Printing - News	11,246	10,000	1,246	12.5%	0	10,000	1,246	0	11,246	10,365	881
6483530 36	Amphitheater Spotlight Printing & Distribution	9,778	11,000	(1,222)	-11.1%	9,012	9,012	766	21,629	(11,851)	0	9,778
6483535 36	Profile Printing & Distribution - News	9,778	1,100	8,678	788.9%	0	1,100	8,678	0	9,778	0	9,778
6483540 36	Newspaper Spadea Printing - News	2,800	16,800	(14,000)	-83.3%	0	9,800	(7,000)	0	2,800	0	2,800
6484500 36	Postage - News	0	0	0	0.0%	0	0	0	0	0	0	0
6491000 36	Miscellaneous Writeoffs - News	0	0	0	0.0%	0	0	0	0	0	23	(23)
6731000 36	Property & Liability Insurance - News	19,762	19,762	0	0.0%	7,095	18,627	1,135	17,028	2,734	17,892	1,870
6910000 36	Uncollectible Customer Receivables - News	0	800	(800)	-100.0%	0	800	(800)	0	0	2,049	(2,049)
6951000 36	Non-Budgeted Exp for Committee - News	0	1,000	(1,000)	-100.0%	0	585	(585)	0	0	0	0
	<b>Total Operating Expenses</b>	<b>435,624</b>	<b>416,786</b>	<b>18,838</b>	<b>4.5%</b>	<b>177,094</b>	<b>404,889</b>	<b>30,735</b>	<b>425,024</b>	<b>10,600</b>	<b>396,556</b>	<b>39,068</b>
	<b>Total Cost Center Expenses</b>	<b>435,624</b>	<b>961,301</b>	<b>(525,677)</b>	<b>-54.7%</b>	<b>378,977</b>	<b>923,300</b>	<b>(487,676)</b>	<b>909,545</b>	<b>(473,921)</b>	<b>923,254</b>	<b>(487,630)</b>
	<b>Other Cost Recovery</b>											
5385000 36	Other Income - News	0	500	(500)	-100.0%	287	577	(577)	689	(689)	647	(647)
5397100 36	Taxable Interest Income - News	0	0	0	0.0%	0	0	0	0	0	0	0
5541000 36	Sales Discounts Net 10 - News	0	(624)	624	-100.0%	(179)	(543)	543	(431)	431	(574)	574
5611000 36	Late Charges - News	0	1,368	(1,368)	-100.0%	(32)	766	(766)	(76)	76	976	(976)
5731000 36	Classified Advertising - News	60,186	49,125	11,061	22.5%	21,760	51,587	8,599	52,225	7,961	54,111	6,075
5731500 36	Display Advertising - News	775,361	722,859	52,502	7.3%	266,981	705,348	70,013	640,754	134,607	768,444	6,917
5732000 36	Navigator Book Income - News	32,738	32,425	313	1.0%	0	32,425	313	0	32,738	32,738	0
5732100 36	Amphitheater Spotlight/Sponsorship - News	28,000	34,000	(6,000)	-17.6%	20,633	20,633	7,367	49,520	(21,520)	0	28,000
5732200 36	Bus Clings/Wraps - News	2,400	2,400	0	0.0%	500	1,900	500	1,200	1,200	0	2,400
5732210 36	Profile Advertising - News	10,000	1,800	8,200	455.6%	0	1,800	8,200	0	10,000	0	10,000

**Golden Rain Foundation**  
**2017 Proposed Operating Budget - Cost Center 36 - News Department (Draft)**  
**Data as of May 31, 2016**

GL Account	GL Name	2017 Total	2016 Budget	Variance	% Change	2016 YTD Actual	2016 Projected	Variance	2016 Annualized	Variance	2015 Actual	Variance
5732300 36	Newspaper Spadea - News	5,000	36,000	(31,000)	-86.1%	0	21,000	(16,000)	0	5,000	0	5,000
5732400 36	Newspaper Front Footer Ad - News	7,200	6,000	1,200	20.0%	0	3,500	3,700	0	7,200	0	7,200
5732500 36	Telephone Book Income - News	58,364	40,092	18,272	45.6%	58,364	58,364	0	140,074	(81,710)	63,997	(5,633)
	<b>Total Other Cost Recovery</b>	<b>979,249</b>	<b>925,945</b>	<b>53,304</b>	<b>5.8%</b>	<b>368,314</b>	<b>897,357</b>	<b>81,892</b>	<b>883,955</b>	<b>95,294</b>	<b>920,339</b>	<b>58,910</b>
5330000 36	Income from / (Refund to) Mutuals	(543,625)	35,356	(578,981)	-1637.6%	14,730	35,352	(578,977)	35,352	(578,977)	(142,268)	(401,357)
	<b>Total Cost Recovery</b>	<b>435,624</b>	<b>961,301</b>	<b>(525,677)</b>		<b>383,044</b>	<b>932,709</b>	<b>(497,085)</b>	<b>919,307</b>	<b>(483,683)</b>	<b>778,071</b>	<b>(342,447)</b>
	<b>Net Income / (Expense)</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>4,067</b>	<b>9,409</b>	<b>(9,409)</b>	<b>9,762</b>	<b>(9,762)</b>	<b>(145,183)</b>	<b>145,183</b>
	<b>PAPM</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>								
	<b>FTE</b>	<b>7.80</b>	<b>7.80</b>	<b>-</b>								





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## COMMITTEE ACTION REQUEST

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**TO:** KELLY ROBERTS, PUBLICATIONS MANAGER  
**FROM:** PUBLICATIONS COMMITTEE  
**SUBJECT:** FRONT PAGE AND SPADEA ADVERTISING  
**DATE:** JULY 7, 2016  
**CC:** FILE

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In order to increase advertising revenue for the Golden Rain News, I would like to start running front page ads:

1. 1 ½" tall Footer Advertisements that would run along the bottom of the page, below the Index
2. 1 ½" x 2 ¼" Advertisements that would run in the upper right hand corner of the paper to the right of the article teasers

The footer ads will be offered at \$600-\$700 dollars and the upper right-hand ads for \$500 per weekly insertion. We can run both at one time or stagger them so as to limit the number of front page ads per week. These are premium ad positions and as such, the projected monthly revenue would bring in an additional \$2,200 - \$4,800.

In addition to the front page advertisements, spadea wraps are another way to increase display ad revenue.

Spadea's are a ½ front page advertising wrap. They are highly visible and provide premium ad placement. Front page ads would be offered at \$1000 and back page ads anywhere from \$500 for a ¼ page ad and \$1000 for a ½ page ad. With a printing cost of \$1400, the projected revenue for running one spadea wrap would be \$1600.

I MOVE to recommend the GRF BOD approve advertising on the front page of the Golden Rain News for a trial basis of six weeks and to run one spadea wrap during the Q4 Open Enrollment season to gauge interest for possible long term strategic planning.