

**AGENDA**  
**COMMUNICATIONS COMMITTEE**  
**Administration Conference Room**  
**Thursday, September 11, 2014 – 1:00 p.m.**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Regular Meeting Minutes of August 14, 2014
5. Chair's Announcements
6. Correspondence
7. **STAFF REPORTS**
  - a. Media Manager
  - b. ITS Manager
  - c. Executive Director
8. **COMMENT PERIOD**
  - a. Foundation Members
  - b. Committee Members and Ex Officio Member
9. **UNFINISHED BUSINESS**
  - a. Approve 2015 Budget for Cost Center 36, News Office
  - b. Golden Rain Foundation Masthead
10. **NEW BUSINESS**
  - a. Launch of New Website
11. Next meeting: Thursday, October 9, 2014 – 1:00 p.m.
12. Adjournment

\*\*\*Agenda Is Subject To Change\*\*\*

**Golden Rain Foundation  
2015 BUDGET FOR  
NEWS  
DEPARTMENT - 36**

**Draft**

(A) TITLE	(B) ACCT.	(C) ADOPTED BUDGET		(E) BUDGET CHANGE		(G) 2013 Actual	(H) Aug 2014 Actual	(I) Sep to Dec Budget	(H) + (I)	
		2014	2015	\$	%				Projected 2014 Totals	2014 Annualized
SALARIES AND WAGES	61000	384,510	383,790	(720)	-0.2%	384,024	251,186	128,172	379,358	376,779
COMMISSIONS	61010	72,874	34,517	(38,357)	-52.6%	68,901	26,091	24,292	50,383	39,137
PAYROLL TAXES	61400	38,420	32,613	(5,807)	-15.1%	35,293	23,952	12,808	36,760	35,927
WORKERS' COMPENSATION	61420	6,616	8,935	2,319	35.1%	6,358	4,925	978	5,903	7,388
GROUP INSURANCE-MEDICAL	61430	74,504	58,248	(16,256)	-21.8%	68,094	36,223	24,836	61,059	54,335
GROUP INSURANCE - DENTAL	61433	1,622	1,319	(303)	-18.7%	3,722	1,367	540	1,907	2,050
GROUP INSURANCE - VISION	61435	1,132	733	(399)	-35.2%	1,442	606	376	982	909
RETIREMENT FUND	61440	13,268	12,984	(284)	-2.1%	15,905	9,364	4,424	13,788	14,046
GROUP INSURANCE-LIFE	61450	1,155	1,897	742	64.2%	1,165	823	384	1,207	1,235
LONG TERM DISABILITY INS.	61460	2,140	2,214	74	3.5%	1,882	950	712	1,662	1,426
TOTAL WAGES & BENEFITS		596,241	537,250	(58,991)	-9.9%	586,788	355,488	197,522	553,010	533,232
OFFICE SUPPLIES	64100	10,630	1,260	(9,370)	-88.1%	8,783	5,546	3,544	9,090	8,318
BUILDING SUPPLIES	6410005	0	2,400	2,400	100.0%	0	0	0	0	0
HOSPITALITY	6410010	0	600	600	100.0%	0	0	0	0	0
COMPUTER SUPPLIES	6410015	0	1,200	1,200	100.0%	0	0	0	0	0
EQUIPMENT EXPENSE	6410020	0	1,200	1,200	100.0%	0	0	0	0	0
LUNCH ROOM SUPPLIES	6410025	0	0	0	0.0%	0	0	0	0	0
PRINTER/COPIER SUPPLIES	6410030	0	3,600	3,600	100.0%	0	0	0	0	0
ELECTRICITY	64200	5,297	5,100	(197)	-3.7%	4,697	3,829	1,764	5,593	5,744
TELEPHONE	64280	2,400	0	(2,400)	-100.0%	2,096	559	800	1,359	838
CREDIT CARD FEES	64350	0	2,400	2,400	100.0%	0	1,208	0	1,208	1,812
EQUIPMENT RENTAL	64440	1,800	1,495	(305)	-16.9%	404	747	600	1,347	1,120
EQUIP. REPAIR & MAINT.	64700	0	1,200	1,200	100.0%	0	0	0	0	0
BLDG. REPAIR & MAINT.	64720	600	600	0	0.0%	0	0	200	200	0
NEWSPAPER DISTRIBUTION	64740	96,000	97,300	1,300	1.4%	95,656	59,859	32,000	91,859	89,789
EMPLOYEE RECRUITMENT	64750	0	0	0	0.0%	0	0	0	0	0
COMPUTER MAINT. & SOFTWARE	64780	0	900	900	100.0%	0	18	0	18	26
OTHER OUTSIDE SERVICE	64790	0	0	0	0.0%	0	0	0	0	0

**Golden Rain Foundation  
2015 BUDGET FOR  
NEWS  
DEPARTMENT - 36**

**Draft**

(A) TITLE	(B) ACCT.	(C) ADOPTED BUDGET		(E) BUDGET CHANGE		(G)	(H)	(I)	(H) + (I) (J)	(K)
		2014	2015	\$	%	2013 Actual	Aug 2014 Actual	Sep to Dec Budget	Projected 2014 Totals	2014 Annualized
CONTINUING EDUCATION	64810	600	0	(600)	-100.0%	79	75	200	275	113
MILEAGE	64820	3,200	2,700	(500)	-15.6%	3,171	491	1,068	1,559	736
MEALS	64821	0	0	0	0.0%	285	0	0	0	0
DUES MEMBERSHIPS & BOOKS	64830	2,350	5,200	2,850	121.3%	2,108	1,382	784	2,166	2,073
POSTAGE	64860	0	0	0	0.0%	140	226	0	226	339
UNCOLLECTIBLE ACCOUNTS	64890	2,196	1,900	(296)	-13.5%	4,731	0	732	732	0
PRINTING	64930	140,000	150,000	10,000	7.1%	161,100	96,853	46,668	143,521	145,280
TELEPHONE BOOK PRINTING	64931	19,900	20,000	100	0.5%	19,901	20,318	0	20,318	30,477
NAVIGATOR BOOK PRINTING	64932	6,350	6,400	50	0.8%	6,353	8,705	0	8,705	13,058
SERVICE CONTRACTS	64940	0	800	800	100.0%	16	320	0	320	481
STATE & FEDERAL TAXES	67200	1,200	0	(1,200)	-100.0%	1,200	0	400	400	0
HAZARD AND LIABILITY INS.	67300	13,561	22,521	8,960	66.1%	9,975	12,512	4,520	17,032	18,768
DEPRECIATION	81000	2,330	0	(2,330)	-100.0%	1,965	2,361	776	3,137	3,542
COMMITTEE NON-BUDGTD EXP	6951000	0	1,000	1,000	100.0%	0	0	0	0	0
<b>TOTAL OPERATING EXPENSES</b>		<b>308,414</b>	<b>329,776</b>	<b>21,362</b>	<b>6.9%</b>	<b>322,661</b>	<b>215,008</b>	<b>94,056</b>	<b>309,064</b>	<b>322,512</b>
<b>TOTAL COST CENTER EXPENSES</b>		<b>904,655</b>	<b>867,026</b>	<b>(37,629)</b>	<b>-4.2%</b>	<b>909,449</b>	<b>570,496</b>	<b>291,578</b>	<b>862,074</b>	<b>855,744</b>

**Golden Rain Foundation  
2015 BUDGET FOR  
NEWS  
DEPARTMENT - 36**

**Draft**

(A) TITLE	(B) ACCT.	(C) ADOPTED BUDGET		(E) BUDGET CHANGE		(G)	(H)	(I)	(H) + (I) (J)	(K)
		2014	2015	\$	%	2013 Actual	Aug 2014 Actual	Sep to Dec Budget	Projected 2014 Totals	2014 Annualized
<b>INCOME</b>										
OTHER INCOME	53850	(1,200)	0	(1,200)	-100.0%	(1,065)	(698)	(400)	(1,098)	(1,047)
TAXABLE INTEREST INCOME	55100	0	(2,500)	2,500	-100.0%	0	(2,209)	0	(2,209)	(3,313)
DISCOUNTS EARNED	55400	0	1,600	(1,600)	-100.0%	36	1,074	0	1,074	1,611
NEWS-DISPLAY ADVERTISING	59105	(830,600)	(840,000)	9,400	1.1%	(714,361)	(519,438)	(276,868)	(796,306)	(779,156)
NEWS-CLASSIFIED ADVERTISING	59300	(54,000)	(54,000)	0	0.0%	(48,179)	(34,721)	(18,000)	(52,721)	(52,082)
NEWS-TELEPHONE BOOK INCOME	59455	(95,800)	(95,800)	0	0.0%	(66,446)	(76,019)	0	(76,019)	(114,028)
NEWS-NAVIGATOR BOOK INCOME	59460	(21,450)	(21,450)	0	0.0%	(21,588)	(26,766)	0	(26,766)	(40,149)
<b>TOTAL INCOME FROM OTHER SOURCES</b>		<b>(1,003,050)</b>	<b>(1,012,150)</b>	<b>9,100</b>	<b>0.9%</b>	<b>(851,603)</b>	<b>(658,776)</b>	<b>(295,268)</b>	<b>(954,044)</b>	<b>(988,163)</b>
<b>TO BE REFUNDED TO THE MUTUALS</b>		<b>(98,395)</b>	<b>(145,124)</b>	<b>46,729</b>	<b>47.5%</b>	<b>0</b>				
<b>PER APT. PER MONTH</b>		<b>-1.24</b>	<b>(1.83)</b>	<b>(0.59)</b>	<b>-47.6%</b>					

PLANNED CAPITAL EXPENDITURES \$ 7,100 \$ -  
 PLANNED RESERVE EXPENDITURES \$ - \$ -

FULL TIME EQUIVALENT EMPLOYEES 7.60 7.80 0.20

GOLDEN RAIN FOUNDATION  
2015 BUDGET ASSUMPTIONS  
News Department – CC 36

GL CODE	LINE ITEM	DESCRIPTION	EXHIBITS																														
61000	Salaries & Wages	Total FTEs for 2015 will increase slightly from 7.60 to 7.80. The additional 0.20 FTE is for front desk/classified ad coverage on Wednesdays. Currently there is no coverage which impacts the workload on other staff members. Decrease in salaries is based on lower new hire salaries than projected in 2014.																															
61010	Commissions	Commissions will decrease in 2015 based on new commission policies adopted in 2014.																															
61400	Payroll Taxes	<p>Calculations are based on the current rates established by Federal and State statute. 2014 and estimated 2015 rates are listed below.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">2014</th> <th style="text-align: center;">2015</th> </tr> </thead> <tbody> <tr> <td>SS Max Salary</td> <td style="text-align: right;">\$113,700</td> <td style="text-align: right;">\$117,000</td> </tr> <tr> <td>SS Rate</td> <td style="text-align: right;">6.20%</td> <td style="text-align: right;">6.20%</td> </tr> <tr> <td>Medicare Rate</td> <td style="text-align: right;">1.45%</td> <td style="text-align: right;">1.45%</td> </tr> <tr> <td>SS &amp; Med. Rate</td> <td style="text-align: right;">7.65%</td> <td style="text-align: right;">7.65%</td> </tr> <tr> <td>UI Max Salary</td> <td style="text-align: right;">\$7,000</td> <td style="text-align: right;">\$7,000</td> </tr> <tr> <td>UI State</td> <td style="text-align: right;">3.7%</td> <td style="text-align: right;">3.3%</td> </tr> <tr> <td>UI Fed</td> <td style="text-align: right;">1.2%</td> <td style="text-align: right;">1.8%</td> </tr> <tr> <td>UI Total</td> <td style="text-align: right;">4.9%</td> <td style="text-align: right;">5.1%</td> </tr> <tr> <td>UI Max Total</td> <td style="text-align: right;">\$343</td> <td style="text-align: right;">\$357</td> </tr> </tbody> </table>		2014	2015	SS Max Salary	\$113,700	\$117,000	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	3.7%	3.3%	UI Fed	1.2%	1.8%	UI Total	4.9%	5.1%	UI Max Total	\$343	\$357	
	2014	2015																															
SS Max Salary	\$113,700	\$117,000																															
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	3.7%	3.3%																															
UI Fed	1.2%	1.8%																															
UI Total	4.9%	5.1%																															
UI Max Total	\$343	\$357																															
61420	Workers Comp Insurance	According to the insurance broker, we should anticipate a 32.7% increase over the 2014 budget. However based on our 2014 audit, we anticipate a \$40K refund in 2015 due to lower actual vs. estimated wages in 2014. This reduces the anticipated increase in 2015 to 26.6%. 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.																															
61420 - 61460	EE Benefits	<p>According to our Healthcare Insurance Broker, healthcare insurance is expected to increase in 2015. The projected 2014 rates were lower than expected due to a change in our healthcare plan and employer/employee cost sharing changes. Therefore, in most cases, there will be a decrease in healthcare costs in 2015 compared to the 2014 budget.</p> <p>Medical - 9% to 12% (budget will encompass a 12% increase) Dental - about 5% to 9% (budget will encompass a 9% increase) Life, LTD, Vision - about 5% (budget will encompass a 5% increase)</p> <p>Although the budget change may vary by department, the total overall company employee medical benefits decreased by 13.6% over the 2014 budget.</p>																															
64100	Office Supplies	Typical items charged to this account include envelopes, folders, labels, paper clips, etc. The 2014 budget also included hospitality items, computer supplies and printer/copier supplies. The 2015 budget breaks out these items into separate budgeted line items. The net change from 2015 for all these items reflects a net decrease of \$370 from the 2014 budget.																															

**GOLDEN RAIN FOUNDATION  
2015 BUDGET ASSUMPTIONS  
News Department – CC 36**

6410010	Hospitality	Includes all supplies associated with coffee and tea, such as Styrofoam cups, creamer and sugar. Also included is bottled water.	
6410015	Computer Supplies	This category typically includes computer monitors, but since monitors will be included in a 2015 technology capital request, they are not included here.	
6410030	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.	
64200	Electricity	SCE projects an increase of 8.5% for medium commercial rates in the 20KW-200KW range most GRF rates fall into this category. The 2015 budget assumption includes an 8.5% increase over the 2013 actual expenditures.  Although the budget shows a decrease of 3.7% over the 2014 budget for this cost center, the total company 2015 electricity budget reflects an overall increase of 6.11% over the 2014 budget.	
64280	Telephone	The total company 2015 budget assumes a 1% increase over the annualized actual expenses of 2014, is an increase of 6.10% over the 2014 budget and a 2.66% increase over 2013 actual expenses.  The budget was changed from \$2,345 (presented in August) to \$0. The one line the News department uses is no longer under Verizon, and is now included in the Superwire contract (FTS).	
64350	Credit Card Fees	Since News will be covering the bank fees for the credit-card processing project, this figure is based on an estimated 4% fee anticipated sales @ \$5,000 per month for individual credit-card transactions. The use of credit cards was implemented mid year 2014. The 2015 budget is based on three months of initial usage.	
64440	Equipment Rental	Covers the Konica machine, the newspaper's primary proof printer and is based on the contract of \$111.64 per month and the annual post office box rental of \$155 for receiving advertising payments.	
64700	Equipment Repair and Maintenance	\$1,200 is requested for the temporary repair of the HP Laserjet 5000 printer in the newspaper's graphics and layout area.	
64700	Building Repair and Maintenance	0% increase over 2014 forecast.	
64740	Newspaper Distribution	A \$1,300 increase over the 2014 budget is requested to offset the anticipated increase in the cost of distributing News issues larger than 40 pages.	
64750	Employee Recruitment	No budget is requested for this line item.	
6213100	Temp Agency Fees	No budget is requested for this line item.	
64780	Computer Maintenance and Software	<p><b>Web Quality Control Monitoring Software</b></p> <p>InSpyder Insight (four licenses): \$240 InSpyder Insight is a set of web quality-assurance monitoring software.</p> <p>InSpyder Sitemap Creator (four licenses): \$160 Produces standards-compliant sitemap files for websites to improve lwsb.com's search engine results (SERP) placements</p> <p>InSpyder PowerSearch (four licenses): \$200</p>	

GOLDEN RAIN FOUNDATION  
2015 BUDGET ASSUMPTIONS  
News Department – CC 36

		<p style="text-align: center;"><del>Collects business and technical information from competitors' web sites.</del></p> <p>Photoshop Extensions Nik and OnOne are software extensions of Adobe Photoshop and are used for deadline-based image production for web and print. 3 licenses for \$900</p> <p>Budget reduced by \$5,741 from August presentation.</p>	
64790	Other Outside Service	No budget is requested for this line item.	
64810	Continuing Education	Reduced from \$2,350 to \$0;	
64820	Mileage	0% increase over 2014 forecast.	
64821	Meals	No budget is requested for this line item.	
64830	Dues, Memberships and Books	<p>Reduced from \$9,707 to \$5,200;</p> <p>Books, white papers: --SEO (search engine optimization), web marketing and web-log data analysis publications. \$600</p> <p>Software subscription: --Annual subscription to Adobe Creative Cloud software services. All Adobe products are available only by download through subscriptions; no physical disks are available. \$3,600</p> <p>E-Marketing service subscription: --Annual subscription to the Constant Contact e-marketing service. \$500</p> <p>Professional news and news marketing organizations. \$500</p>	
64860	Postage	The 2014 budget and actual expense for the rental of the post office box were included in this line item. For 2015, the box rental expense has been reclassified to Equipment Rental (64440).	
64890	Uncollectible Accounts	Decrease is anticipated due to greater appeal of being able to settle up in full with a credit card.	
64930	Printing (newspaper)	Increase represents anticipated higher overall printing and delivery charges.	
64931	Telephone Book Printing	Increase represents anticipated higher overall printing and delivery charges.	
64932	Navigator Book Printing	Increase represents anticipated higher overall printing and delivery charges.	
64940	Service Contracts	Covers Verizon data plans for the two News advertising iPad minis used in the NCR pilot.	
67200	State & Federal Taxes	If the final budget shows the News department as a profit center with significant profits, then we may need to adjust this.	
67300	Hazard and Liability Insurance	This line item represents the News department's allocation (25%) of the errors and omissions annual insurance policy.	
81000	Depreciation	As a result of the reserve study to be implemented in 2015, major assets will no longer be capitalized but rather be included as a replacement item. As such, there will no longer be a budget line item for depreciation.	

GOLDEN RAIN FOUNDATION  
2015 BUDGET ASSUMPTIONS  
News Department – CC 36

6951000	Non-Budgeted Expense for Committee	Funds in the amount of \$1,000 per committee has been budgeted for 2015 per Policy 5516 adopted by the GRF board at its meeting on April 22, 2014. These funds are set aside for unbudgeted expenditures authorized at the committee level.	
53850	Other Income	In 2014, other income included late fees on delinquent advertiser accounts receivables offset by discounts (2%) on news advertising when customers paid their account within 10 days. For the 2015 budget, these two items will be split into their own separate budget line items.	
55100	Taxable Interest Income	Income from late fees on delinquent advertiser accounts receivables @ 1.5% on delinquent balances or 18% annual.	
55400	Discounts Earned	A 2% discount is given to advertisers who pay their statement balance within 10 days.	
59105	News-Display Advertising	Sales goals have been increased by 1.13%.	
59300	News-Classified Advertising	0% increase over 2014 forecast.	
59445	News-Telephone Book	0% increase over 2014 forecast.	
59460	News-Navigator Book	0% increase over 2014 forecast.	