

PAN AMERICAN ROUND TABLES OF TEXAS

2011-2013 State Publications Committee

Report to State Executive Board

March 22, 2013

It was a real privilege and honor to serve as your State Publications Chairman for 2011-2013. Thanks to State Director Sarah Jane Wise for my appointment.

The first of the three issues, published in the fall of 2011, followed the same successful format used by the previous Publications Chairman. She utilized color to enhance the publication for the first time in its history and created an additional insert to include more photos and information about the Tables' events.

In the second and third issues of *The Texana*, however, I made some changes; the most prominent being the newsletter heading. I also created additional pages in digital format and submitted them on-line to all Table Directors and Electronic Committee Chairmen. This brilliant idea, suggested by State Director Sarah Jane Wise, allowed for inclusion of all contributions submitted by the Tables, with no additional expense. It was delightful to create individual pages for each of the Tables, without excluding any for lack of space. What a great way to keep up with events and learn from each others' activities.

Previous State Director Elsie Perez and members of the State Board deserve kudos for increasing the budget for printing of the publication from \$3,000 to \$3,500. This made it possible to continue printing the four main pages in full color plus a black and white insert.

Below is an accounting of my expenses for *The Texana*:

Printing:

Amount budgeted: (Printing \$3,500.00 and Potage \$250) **\$3750.00**

First issue: 1400 copies \$1,215.00

Second issue: 1200 copies 1,166.00

Third issue: 1100 copies 947.00

Total printing cost 3,328.00

Postage:

\$218.00 average for each of 3 mailings 654.00

Total Costs **3,982.00**

Total expenditure over budget **\$232.00**

My recommendations: Leave the amount budgeted for printing at \$3,500, but print no more than 1,050 copies of four pages, in color. This may allow for printing the insert, in color, as well. Increase postage to \$650. Or, create a digital publication, only. This may be the answer to a shrinking budget, and the way of the future.

Respectfully submitted by:

Lily Torrez

State Publications Chairman, 2011-2013

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