

134th ANNUAL MEETING



Virginia Press Association

April 8, 2017

F Y 2 0 1 7 S t r a t e g i c P r i o r i t i e s

- 1 Increase revenues to improve long-term sustainability of VPA
- 2 Demonstrate the value of VPA membership by improving member services
- 3 Promote value of newspapers in society and engage the public in the work of the VPA

1

Increase revenues to improve long-term sustainability of VPA

- Develop a marketing campaign to decrease customer attrition and increase new advertisers
- Develop marketing campaign to increase the number VPA building rentals
- Create a PR and marketing campaign to bring in new press release customers
- Develop a campaign to obtain new and larger sponsors

2 Demonstrate value of VPA membership by improving member services

- Develop a strategic legislative program to achieve the best possible outcomes
- Improve professional development and training offerings
- Annual conference with dynamic speakers, training and networking opportunities
- Improve awards banquet to make it VPA's signature annual event
- Create a year-round Legal Hotline to provide advice on FOIA and other legal issues
- Improve communications between the ED/staff and the membership

- Reinvigorate the Virginia Press Foundation
- Develop and implement a statewide grassroots awareness campaign on public notices
- Public engagement to educate Virginians on the value and importance of newspapers

Virginia Press Services, Inc

April 2016 through March 2017

Display Advertising

- Over \$2.7 million dollars in advertising
- Including industries such as utility, banking, state, political/advocacy, senior care, public notices, etc.

VPS Networks

- 2016 Reward checks were sent out in February 2017.
- \$44,493.75 was divided among the 2x2 participating newspapers.
- \$20,900 was divided among the Statewide Classified participating newspapers.

Virginia Press Services, Inc

Looking Ahead

- Re-branding with fresh new marketing collateral.
- Compiling newspaper readership information to communicate to advertisers and agencies.
- Focusing on specific industries.
- Working on implementing new online network.
- Continue to remind members about instant commission by selling into VPA Networks.

Professional Development

Year in Review

- *Education, networking, engagement*
 - Sales/Advertising Conference
 - VPA Day
 - Community Journalism Workshop
 - Libel Workshop
 - 2017 Conference – tripled programmatic attendance
- *Member communications*
 - New online event registration management system
 - Added 800+ contacts to member database to increase and maximize communications with members
- *Technology*
 - New system to enable VPA to live stream and record trainings and events to increase access to professional development opportunities

Professional Development

Looking Ahead

- Listening sessions with members – what do you really want and need?
- Strategic Multi-Year Plan for Member Services
- New website with enhanced member resources
- New in-house webinar program
- New online peer communities and regional forums for advertisers, editors, publishers, and students

P u b l i c A f f a i r s

L e g i s l a t i v e U p d a t e

- FOIA Council Study – 2017 Legislation
- Police Information
- FOIA Officers Online Training
- Public Notice Battle – Foreclosure Notices

P u b l i c A f f a i r s

L o o k i n g A h e a d

- Keep Virginia Notified – Public Notice Campaign
- Public Notice Workgroup – Legislative/Local Government
- Local Government Public Notice Expenditures
- FOIA Data Collection – Anecdotes and Issues
- Trade Secrets – VPA Proposal

Member Services

Year in Review

Welcome new members:

- Alexandria Zebra (associate)
- Loudoun Now (associate)
- The Princess Anne Independent News (associate)
- Jennifer P. Cording (individual)

Welcome new long-term conference room renters:

- H H Hunt Homebuilders Sales Team (weekly)
- R. Jeffrey Peterson Sales Training (monthly)

Member Services

Looking Ahead

- Research to identify potential new members
- Research to identify potential renters for conference spaces
- Research to identify potential press release clients
- Continue as primary contact with members for news and advertising contests including updating rules packages and Omni contest system for 2017

R e v e n u e

G e n e r a l S u m m a r y

- The numbers on the “Consolidated Statements of Financial Position” and the “Business & Finance” reports, provided in the [AGENDA & REPORTS](#), come directly from fiscal year end audited financial statements.
- Total Assets as of 06-30-2016 = \$3,503,732
- Investment Funds as of 06-30-2016 = \$1,035,292
- Rental Income increased from \$21,395 for the year ended 06-30-2015 to \$77,670 for the year ended 06-30-2016. This \$56,275 increase (+263%) is largely attributable to the 5 year lease with Yukon Learning.

R e v e n u e & E x p e n s e s

Y e a r i n R e v i e w

Current Fiscal Year: 07-01-2016 through February 28, 2017
(First 8 Months - Reconciled but Not Audited)

REVENUES:

- Display Advertising is 1% over Budget and 5% over last year.
- SCAN Network is at 66.5% of Budget and 71% of last year.
- 2x2 Network is right on Budget and 7% over last year.

EXPENCES:

- Significant cost savings have been realized in Salaries and related payroll expenses versus both budget and prior year.
- Travel Expense is higher versus budget and prior year due to Executive Director attending national meetings and visiting with members in their hometowns.
- Legislative expense shows a cost savings versus both budget and prior year.

Virginia Press Association / Virginia Press Services

2017 - The Year in Numbers

Where the Money Comes From:

- Display Advertising Sales\$2,696,193
- Classified Advertising Sales.....\$ 406,141
- Conventions, Workshops and Contests.....\$86,871
- Membership Dues..... \$129,170
- Interest.....\$23,598
- Professional Development Seminars..... \$2,935
- Publications Income.....\$1,836
- News Release Service Income.....\$5,565
- VPA Building Rental Income.....\$77,670

Virginia Press Association / Virginia Press Services

2017 - The Year in Numbers

How VPA Members Benefit:

- Payments to Papers.....\$2,456,359
- AdNet Members Rebates/Sponsorships.....\$267,023
- Conventions, Workshops and Contests.....\$68,078
- VPA Committees.....\$11,392
- Legislative/Lobbying.....\$50,055
- Publications..... \$2,142
- Professional Development.....\$3,757
- VPA Conference Center Member Use.....\$3,300

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Thank you

