

SD10 Lions Magazine Report
4th Cabinet Meeting Report
April 23, 2010
Submitted By: Bruce LaBelle Co-Editor

The SD10 Lions Magazine began the 2009-10 Fiscal Year with \$1,383.17 with receipts totaling \$9,502.30 and disbursements of \$7,139.78 leaving a balance of **\$3,745.69** as of April 23, 2010.

The average cost of the Magazine this year is \$2,268.13 per issue; \$1,588.13 for publishing costs, \$665.79 for postage and \$14.20 for mailing labels. The cost of the postage is about 42% of the publishing costs. This equated to \$1.36/member/issue. The dues that the membership pays for the Magazine of \$2.00/year basically cover the cost of one issue.

Based on the average cost of \$2,268.13/issue; the projected balance at the end of the fiscal year will be \$1,477.56. If the District continued to publish five (5) issues/year, the Magazine would have spent \$790.57 more than the account has (overdrawn).

The magazine had 34 advertisers for a total advertizing income of \$5,962.50 in which all receipts have been received. The total projected revenue for the fiscal year was \$9,570; \$6,040 from advertising (34 venders) and an additional \$3,530 from the District for Membership Fee (\$2.00/member/year).

The Lions Magazine Committee has been looking at options to offset the price-hike due to mailing and publishing cost in order to keep the Single District 10 Lions Magazine viable. The options include (1) raising advertising costs or (2) increasing the number of advertiser. It has been several years since the magazine has adjusted advertising rates and it may become imperative to do so in the near future.

An additional concern is that most Lions Clubs send in little or no news. The majority of the articles the past few years have been written by the editor about District, State and International programs and projects as well as functions in the Delta-Menominee County areas. We are getting much from the other areas of the Upper Peninsula. It is imperative that the Cabinet members educate the clubs about submitting material and keep them excited about the magazine. Currently the editor needs to call clubs when an article doesn't make sense, or when more information is needed about a photo. It is impossible to look at a photo and magically know what the event is, or why it was held. The magazine does not employ reporters to attend club events. If clubs want their information published, they have to send stories and photos to the editor. As you visit clubs, please tell them how to get their stories and photos published in the magazine. If you would like copies to take with you I have promotional packets available. It would be ideal if every club would assign a writer for the clubs activities or have a person in each zone that would write for a number of area Lions Clubs.

A continuing problem is that the Lions Members and/or the Club Secretaries are not reporting the members correct mailing addresses or change of addresses with result in an increase in cost as the Magazine pays to mail the issues out and if not deliverable, we are charge \$0.50/magazine for the returned issue as well as the member does not receive that issue.

The magazine continues to look for general information articles; please send any you come across. The magazine will print these stories when club news is sparse. We can use articles that are printed in local newspapers as long as we have permission from the media. Lions Clubs can have the media forward the article and pictures to the editor for use.

The magazine will be looking for additional advertisers for the upcoming year as we are losing 4-5 venders at the end of this year. Anyone wishing to advertise should send their ad to editor@district10lions.org or mail a business card to Bruce LaBelle N15884 D-1 Road Wilson, Michigan 49896-9604. Any new ads will be prorated for the number of remaining issues.

The months of publishing are September, December, March and June. The Magazine will go to the publisher on the 1st of the month; I.E. September 2010 issue will go to press on September 1st. It is requested that any article be submitted by end of the 3rd week for publication. The issues are put together as the information is received so the clubs can submit articles as soon as the event is completed.

Magazine Goals:

1. Get articles from more clubs.
 - a) Receive more stories and fewer captions from clubs
 - b) Encourage clubs to send articles and photos about community service projects, and things they are doing, rather than people giving out plaques.
 - c) Attempt to get photos that give the story more impact and presence.
2. Educate clubs on the kind of stories the magazine is looking for.
 - a) A story is more than two sentences
 - b) It says something about what the activity is for, what it supports, and why the club participates.
 - c) A photo with the names of the people in it is not an article

Attached Documents:

1. 2009-10 Lions Magazine Financial Report
2. 2009-10 Lions Magazine Summary Report
3. 2009-10 Lions Magazine Cost/Issue Report

Single District 10 Lions Magazine
 FY2009 - 2010 Financial Summary Report
 Period July 1, 2009 - April 23 2010

Register Beginning Balance July 1, 2009 **\$1,383.17** Begin Balance

<u>SD10 Lions Magazine Income</u>	<u>Proposed</u>	<u>Actual</u>
Membership Revenue	\$3,566.00	\$3,530.00
Advertiser Revenue	\$6,040.00	\$5,962.50
Other Revenue		
Interest	\$12.00	\$9.80
Total Receipts	<u>\$9,618.00</u>	<u>\$9,502.30</u>

\$10,885.47 Subtotal

<u>SD 10 Lions Magazine Disbursements</u>	<u>Proposed</u>	<u>Actual</u>
Publishers Expenses (Luft's Advertiser)	\$6,016.40	\$4,764.40
Postage (Magazine Issues)	\$2,771.60	\$1,973.38
Postage (Invoicing & Receipts)	\$10.00	\$8.80
Postage (Returned)	\$30.00	\$24.00
Mailing Labels	\$135.00	\$0.00
Additional Mailings Postage		\$7.48
Office Supplies	\$10.00	\$6.35
Equipment (Batteries)		\$15.94
Software	\$300.00	\$274.43
Postal Permit	\$65.00	\$65.00
	<u>\$9,338.00</u>	<u>\$7,139.78</u>

Register Ending Balance April 23, 2010

\$3,745.69 Ending Balance

Income - Expenses Year to Date Total: \$2,362.52

Single District 10 Lions Magazine Account

April 23, 2010

Period: July 1, 2009 - April 23, 2010

Receipts			Beginning Balance	<u>\$1,383.17</u>
Membership Revenue (per capita)	1765 members @ \$2.00/ea	\$3,530.00		
Advertiser Revenue	2009 - 10	\$5,962.50	\$5,962.50	Ads
Interest	July 2009 - March 2010	\$9.80	\$9.80	Interest
Total Receipts		\$9,502.30	Balance	<u>\$10,885.47</u>

Disbursements			
Supplies	No. 10 Envelopes (Qty 100)	\$6.35	\$305.52
	Book of Stamps (Billing)	\$8.80	
	Adobe InDesign CS4 Software	\$274.43	
	Rechargeable Duracell AA Batteries for Camera	\$15.94	
Postage	Mailing to International Director Marson	\$2.58	\$7.48
	Mailing to Bay Cliff Health Camp	\$4.90	
Postal Permit		\$65.00	\$65.00
September 2009 Issue	Publisher Expenses (1670 copies @ 36 pages)	\$1,486.30	\$2,141.17
	Postage (1658 copies)	\$649.87	
	Postage Returned Issues (10)	\$5.00	
December 2009 Issue	Publisher Expenses (1680 copies @ 40 pages)	\$1,646.40	\$2,316.69
	Postage (1672 copies)	\$663.29	
	Postage Returned Issues (14)	\$7.00	
March 2010 Issue	Publisher Expenses (1665 copies @ 40 pages)	\$1,631.70	\$2,303.92
	Postage (1655 copies)	\$660.22	
	Postage Returned Issues (24)	\$12.00	
Total Distributions:		\$7,139.78	

Ending Balance: \$3,745.69

