

Fiscal/Calendar Year 2016

Annual Public Information and Financial Information Report

Our Mission: <http://www.thereporters.org/our-mission/>

Our Board of Directors:
<http://www.thereporters.org/who-we-are/>

Our Geographic Area/Constituents Served: The Reporters Inc.'s services were primarily focused in the Minneapolis, Minnesota area in 2016 but our geographic scope is intended to be international. During 2016, we estimate our journalistic services reached an estimated audience of more than 30,000 people, more than double our 2015 total. (This is based on the reach of our work through our website, our social media endeavors, our video storytelling services, and our original reporting.)

Major Programs and Accomplishments:

1) Documentaries

We distinguish ourselves by investigating socially relevant topics through the extraordinary stories of ordinary people. We bring context, substance, perspective and

meaning to complex issues and injustices through the joys and the sorrows and the struggles of the human experience.

The Reporters Inc. goes beyond the traditional, the commercial and the banal, to encourage people to critically analyze their lives and the lives of others. Our work is designed to inspire and enlighten, to evoke emotion, deepen understanding and compassion, elicit meaningful dialogue, challenge the status quo, dispel stereotypes and prejudices, root out misinformation, compel viewers into action, and create societal change when needed.

Information about our past projects, as well as our projects that are in production or in development can be found at: <http://www.thereporters.org/our-projects/>

Send new project ideas to info@thereporters.org.

We retain complete editorial control over our documentaries. Our board, advisory committee and staff determine what subjects to cover and investigate, without consideration of outside influencers or donor preferences. We disclose the names of all donors who contribute to our projects, if asked.

We disclose the names of all contributors who donate \$1,000 or more during our fiscal (and calendar) year. The

2016 donors can be found in our donor policy, which in turn can be found in a PDF at the bottom of the About Us page of our website: <http://www.thereporters.org/our-mission/>

Contributions from those who wish to anonymously donate \$1,000 or more are considered only upon consultation with the board of the Institute for Nonprofit News (<http://inn.org>). We are a proud member of INN. The same standard applies to any donor organization that does not disclose the source of its funding.

Our projects do not support the views, interests or policies of any political party or political viewpoint, or that of any single religion or religious viewpoint. We apply the highest journalistic standards for accuracy and fairness that prevent conflicts of interest that compromise the integrity of our work. We follow a code of ethics largely created from the [Society of Professional Journalists](#) code. It can be found in a PDF at the bottom of the About Us page of our website: <http://www.thereporters.org/our-mission/>

We utilize the film festival circuit to initiate distribution of our work, which can then lead to more widespread theater distribution and, ultimately, video and television presentations. We also partner with public television to show our work. And we market many of our productions to schools, universities, workplaces, and religious venues

as a tool for conflict resolution, diversity training, and modern education.

In 2016, we continued to make significant progress on a documentary about a transgender subculture involving female impersonators. Titled *The Queens*, it was set to premiere at the Pride of the Ocean Film Festival in March 2017.

We created a Facebook page for the project this year and it currently has 775 likes/followers.

More information and four trailers for the film can be found on our website at: <http://www.thereporters.org/project/the-baton/>

Also in 2016, we continued work on a major documentary about wrongful convictions, which we're calling *The Innocent Convicts*. The film will profile several major cases across the country; in 2016 we shot elements in California, Minnesota and Wisconsin, connected to the cases of exonerees Uriah Courtney, Michael Hansen, Audrey Edmunds and the mysterious death of Tom Monfils in a Green Bay paper mill in 1992. Six men were convicted of his murder; one has been exonerated. The other five men remain behind bars but a new legal effort, in conjunction with the MN and WI Innocence Projects, is

underway to clear their names.

We have reached out to PBS stations across the country to gauge their support and interest in airing the completed production and received Letters of Intent from PBS stations in Texas, California, Arizona, New Mexico, Nebraska, Texas, Pennsylvania, Illinois, Kansas Wyoming, Minnesota and Maryland. Their support virtually guarantees national distribution.

To fund the project, we have sought out grants and received a major gift from the Minnesota Bar Association Foundation. We've also raised funds via a crowdfunding campaign with IndieGoGo.

We created a Facebook page for the project this year and it has 1,133 followers/likes.

More information, as well as three trailers for the film, can be found on our website at:

<http://www.thereporters.org/project/righting-wrongful-convictions/>

We are also developing plans to finish a historical documentary about life in South Africa after apartheid, tentatively called *Reaching for the Rainbow*. We shot half of the film in 2004. We now need to return to the country to re-interview our subjects, now that time has passed.

The goal is to showcase how attitudes among black and white South Africans have changed or evolved. More information can be found on our website at:

<http://www.thereporters.org/project/reaching-for-the-rainbow/>

2016 Total Cost of Documentary Production: \$12,575.00

2) Digitally published essays, commentaries, articles, news analyses, book excerpts, and investigations.

We regularly publish original in-depth written work from a broad and diverse range of voices. They're intended to create a community conversation online. We have the time, the space, the talent, and the experience to put the meat on the bones of a story.

Our work comes from people you wouldn't necessarily hear from in a traditional or mainstream media publication or website. The newest posts can be found on the home page, followed by links to our past work.

In 2016, The Reporters published 17 original articles, essays, commentaries, book excerpts, investigations and news analyses. The topics presented: the dangers of driving while under the influence of marijuana and what the impact will be as legalization spreads nationwide; the

power of social media as it pertains to social change; why some inmates' wrongful convictions claims will never be truly believed, how the Great Recession resulted in major life and career changes for many Americans; how a woman's wrongful conviction involving "Shaken Baby Syndrome" was overturned due to new research and studies debunking SBS; the dangers of portraying all urban Africa American neighborhoods as crime-infested and hopeless; how survivors of sex assault can heal through forgiveness and compassion; how a single child's unsubstantiated claims at a daycare led to the arrest and conviction of a daycare provider, an examination of U.S. gun deaths that maybe connected to a 2008 Supreme Court ruling, a comparison of presidential rhetoric to that of a repressive Eastern European regime, a wrongful conviction case involving a man who might have been framed by his own father, a police officer; middle age divorcees learning to love being single; misogyny fears among women following the election of Donald Trump; the concerns of Mexicans and Muslims post-election; the polarization of America post-election; becoming aware of white privilege; and the wrongful conviction of a southern Missouri father of three who, after his conviction was tossed out on a technicality, was then found not guilty during a second trial.

We expanded the reach of our articles by "boosting" our

Facebook posts promoting the articles. We also increased our presence on Pinterest, Instagram, LinkedIn and Tumblr.

Our articles continue to be syndicated through Newsbank and Newstex and shared with hundreds of other media organizations, online magazines, top blogs, etc.

At the end of 2016, The Reporters Inc. had 3,207 likes (up from 2,722 at the end of 2015) on Facebook (The Reporters Inc.) and 1,663 followers on Twitter (@thereportersinc) compared to 1,328 at the end of 2015.

Analytics from The Reporters Inc.'s website, www.thereporters.org:

	<u>2013 Total</u>	<u>2014 Total</u>	<u>2015 Total</u>	<u>2016 Total</u>
New Visitors	2,681 (63.9%)	6,984 (75.1%)	9,810 (81.2%)	18,138 (81.2%)
Returning Visitors	1,517 (36.1%)	2,312 (24.9%)	2,265 (18.8%)	4,209 (19.8%)
Page Views	12,084	18,117	19,989	33,481
Sessions	4,192	9,296	12,075	22,347
Users	2,705	7,032	9,884	18,264

*Compared to 2015, we had a 67.4% increase in page views, an 85% increase in users and an 84.7% increase in sessions. Those numbers are even more significant when compared to the 2013 and 2014 statistics.

The Reporters Inc.'s monthly e-newsletter with MailChimp now reaches nearly 4,159 subscribers. It has an open

rate of 15.8%. The (nonprofit) industry average open rate with MailChimp is 22.5%.

Please send news, feature and investigative story tips and ideas to info@thereporters.org.

2016 Total Cost of Digital Publishing: \$1,475.00.00

3) Branding, Messaging and Marketing Through Video Storytelling

In this increasingly fractured media universe, there's a growing need to take control of one's own story and messaging – or risk being lost in the clutter.

We help people and organizations create, define, present, and promote their stories. Whether it's a nonprofit, an organization, company, or a cause in need of help with its own social change and awareness efforts, we provide an authentic journalistic approach.

We create video strategies that meet both big and small needs— everything from short-form, “bite-sized” videos (best suited for social media posts and tweets) to long-form and documentary-style videos; they can be utilized for websites, in educational seminars, for training, marketing, publicity, fundraising, informational purposes, and much more.

Through research and interviews, our storytelling techniques are designed to inspire, motivate, and persuade viewers. We effectively communicate brands, concepts, and needs.

We put human faces on the facts and figures in a compelling, informative, and innovative fashion. The goal is make lasting, emotional connections with the intended audiences.

We also help the organizations we work with utilize and build on the momentum of our finished productions by showing them how to most effectively cultivate the attention of other media.

And though based in Minneapolis, Minnesota, we're set up to serve anyone, anywhere. Have camera. Will travel.

In 2016, we continued our relationship with Minnesota nonprofits Beacon Interfaith Housing Collaborative and Better Futures Enterprises to create several social media videos that tell the story of "Great River Landing," a proposed supportive housing development for men of color who've battled the challenges of homelessness, unemployment and incarceration. But now, they're committing themselves to becoming productive community members, employees, and fathers. They use this production during informational forums and

presentations to share their plans, goals, and vision for Great River Landing.

In 2016, we also continued our collaboration with Minnesota-based Restoration Counseling and Community Services. RCCS provides comprehensive community-based chemical health and integrated care services with a staff of Licensed Alcohol & Drug Counselors, Licensed Marriage & Family Counselors, mental health professionals, and through partnerships with North Memorial Clinics and Millennium Health Laboratories. We created a series of new training videos for them, and several social media videos.

The Reporters Inc. offers sliding scale fees to the people, organizations and causes that seek out our messaging and branding skills and expertise. We are set up to help—first and foremost--other nonprofits and organizations that are advocating for social awareness and change, regardless of their ability to pay. Plus, a portion of those program fees includes a tax-deductible donation to The Reporters Inc., which is utilized to fund our independent documentary projects.

Examples of our video storytelling services can be found on our website's Services page at <http://www.thereporters.org/what-we-do/>

2016 Total Cost of Video Storytelling Services: \$0

How the Books Look:

2016 TOTALS

	Actual	Budget	Variance
Board Member & Advisor Donations	5250.00	5000.00	250.00
Individual Public Donations	2983.45	1300.00	1683.45
Fees for Services	8145.00	9050.00	-905.00
Grants	0.00	2000.00	-2000.00
Events	0.00	0.00	0.00
Give to the Max Day	1608.10	1500.00	108.10
Crowdfunding	0.00	3000.00	-3000.00
Amazon Smile	10.05	0.00	10.05
TOTAL INCOME	17996.60	21850.00	-3853.40

EXPENSE

Salaries	0.00	0.00	0.00
Phone/Internet	1467.68	1800.00	332.32
Office Supplies	134.53	650.00	515.47
Postage/Mailings	368.17	650.00	281.83
Travel	1509.09	1900.00	390.91
Web Design/Maintenance	0.00	550.00	550.00
Dues/Subscriptions	285.63	650.00	364.37
Tech Support	55.00	600.00	545.00
Vimeo Pro	199.00	199.00	0.00
Graphic Design	0.00	0.00	0.00
Dropbox	79.92	79.92	0.00
Computer Related	35.88	35.88	0.00
Miscellaneous	72.00	600.00	528.00
Web Hosting	275.40	275.40	0.00
Social Media Promotion	259.22	650.00	390.78
Intern Lunches	17.46	50.00	32.54
Taxes	0.00	0.00	0.00
Mailchimp	510.00	510.00	0.00
Photographer Fees	5425.00	5425.00	0.00
Producer/Editor Fees/Writer Fees	1650.00	1650.00	0.00
Innocent Convict Producer Fees	2400.00	2400.00	0.00
Innocent Convicts Mugs & T shirts	0.00	0.00	0.00
FOIA Fees	58.43	40.00	-18.43
Tape Logging Fees	1609.80	1700.00	90.20

MN Council of NonProfits Fundraising Seminar	79.00	100.00	21.00
IC Archival Footage	500.00	500.00	0.00
Grant Writing Fees	100.00	100.00	0.00
Grant Entry Fees	25.00	25.00	0.00
Utilities	164.47	200.00	35.53
TOTAL EXPENSE	17280.68	21340.20	4059.52
NET INCOME	715.92	509.80	-206.12

Functional Expense Allocation

Program Services	14,600.77
Fundraising	0
Management	2,679.82

Balance Sheet

	Beginning of 2016	End of 2016
Cash, Savings, Investments	560.58	-206.12
Land and Buildings	0	0
Other assets	0	0
Total Assets	560.58	-206.12
Total Liabilities	0	0
Net assets or fund balances	560.58	-206.12

THE REPORTERS inc.

Powerful Multimedia Storytelling

A Nonprofit 501(c)(3) Journalistic Production House Advocating for
Social Awareness and Change

7032 Second Avenue South

Minneapolis, Minnesota 55423

(612) 333-3180

info@thereporters.org

www.thereporters.org

Twitter:

<https://twitter.com/TheReportersInc>

Facebook:

<https://www.facebook.com/The-Reporters-Inc-112602535494455/?pnref=lhc>

LinkedIn:

https://www.linkedin.com/company/the-reporters-inc-?trk=nav_account_sub_nav_company_admin