

Fiscal/Calendar Year 2019

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 2019 but our geographic scope is intended to be international. During 2019, we estimate our journalistic services reached an estimated audience of more than 20,000 people. (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. Our donor policy 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 2019, we signed with a motion picture distribution and sales agent, who then pitched our newly-completed documentary, *The Queens*, to several dozen film distributors. We then began negotiations with one of the four distributors who made offers. *The Queens*, which explores the transgender subculture of competitive female impersonation, was accepted into 12 film festivals during 2018 and 2019, including fests in Philadelphia, Pennsylvania (qFLIX), Melbourne, Australia (Melbourne Documentary Film Festival), New York, New York (Festival of Cinema), Ramsgate, England (Ramsgate International Film & TV Festival), Las Cruces, New Mexico (Borderscene), Belgrade, Serbia (Merlinka), Palm Springs, California (Cinema Diverse), Valencia, Spain (South Europe International Film Festival), Atlanta, Georgia (Out on Film), Sheffield, England (Transforming Cinema), and Chicago, Illinois (Reeling). The film was

nominated for Best Documentary three times.

The film was also shown at the University of Iowa and Texas Tech University, as well as at theaters or events in 13 American cities, including Minneapolis, Seattle, Portland, St. Louis, and Tulsa.

Preparing the film for widespread release entailed extensive work, including copyright registration with the US copyright office, transcribing the film for dialogue continuity (needed for subtitles and closed captions), a title search report, hiring attorneys to conduct a fair use legal opinion letter, errors and omissions insurance, music cue sheets for ASCAP/BMI, creating a new trailer, filming new bonus features, compiling info for a press kit, seeking out personal release waivers for everyone who appears in the film, obtaining clearances for content we didn't own, etc.

More information about the film, including the trailer, film clips, photos, background info and press coverage can be found on our website at:

<https://www.thereporters.org/project/the-queens/>

Also in 2019, we continued work on our documentary series about wrongful convictions. The film will profile several major cases across the country, including cases

in Minnesota, Wisconsin, North Carolina and California. We shot the prison releases of two men believed to be wrongfully convicted in connection with the mysterious death of Tom Monfils in a Green Bay paper mill in 1992. We spoke exclusively with them in on-camera interviews immediately afterwards.

We debuted a rough cut of the Audrey Edmunds episode of the series at the Minnesota Innocence Project's Wrongful Conviction Day event at Hamline University in St. Paul, Minnesota. Edmunds was a stay-at-home mom accused of "Shaken Baby Syndrome" in the death of a child she cared for in Wisconsin in the 1990s.

PBS stations across the country have expressed their support and interest in airing the completed production and we've 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.

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

<https://www.thereporters.org/project/guiltyuntilproveninnocent/>

We also began work on a min-documentary about the attendees at political rallies. Aiming for a fall 2020 release.

2019 Total Cost of Documentary Production: \$2,874.11

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 Articles page of our website (<https://www.thereporters.org/articles/>). Past articles can be found by using our Search bar at the top of every page of our website.

In 2019, The Reporters published dozens of articles, essays, commentaries, book excerpts, investigations and news analyses. The topics presented: the Los Angeles

Teachers Strike, refugee resettlement issues, Millennials seeking public office, homeless living in cars at rest stops, becoming politically active in retirement, a musical made up of wrongfully convicted men, revamping public education, transgender performance artists, racism in higher education, race, gender and class in media, opioid abuse affecting seniors' pain medication options, underground radio stations in Central America, innovations by disability organizations to improve staff retention, and the racist impact of the War on Drugs.

We expanded the reach of our articles by “boosting” our Facebook posts promoting the articles. We also increased our presence on Instagram, LinkedIn, Twitter, Vimeo and YouTube.

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

Analytics from The Reporters Inc.'s website, www.thereporters.org, from the past three years:

| | <u>2017 Total</u> | <u>2018 Total</u> | <u>2019 Total</u> |
|---------------------------|----------------------|-----------------------|----------------------|
| New Visitors | 9,023 (90.5%) | 11,174 (92.3%) | 7,406 (91.9%) |
| Returning Visitors | 944 (9.5%) | 936 (7.7%) | 649 (8.1%) |
| Page Views | 20,086 | 22,041 | 15,342 |
| Sessions | 11,617 | 13,431 | 9,046 |
| Users | 9,087 | 11,273 | 7,458 |

The Reporters Inc.'s monthly e-newsletter with MailChimp now reaches more than 5,200 subscribers. It has an open rate of 15.0%.

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

2019 Total Cost of Digital Publishing: \$1,423.92

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.

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/>

2019 Total Cost of Video Storytelling Services: \$0

How the Books Look:

Functional Expense Allocation

| | |
|-------------------------|-----------------|
| Program Services | 4,298.03 |
| Fundraising | 0 |
| Management | 1308.40 |

Balance Sheet

| | Beginning of 2019 | End of 2019 |
|-----------------------------|--------------------------|--------------------|
| Cash, Savings, Investments | 159.73 | 1,877.87 |
| Land and Buildings | 0 | 0 |
| Other assets | 0 | 0 |
| Total Assets | 159.73 | 1,877.87 |
| Total Liabilities | 0 | 0 |
| Net assets or fund balances | 159.73 | 1,877.87 |

| | A | B | C | D |
|----|---|-----------------|-----------------|-----------------|
| 1 | Reporters Inc. 2019 Budget FINAL | Actual | Budgeted | Variance |
| 2 | | | | |
| 3 | Carry Over from 2018 | 159.73 | | |
| 4 | Individual Public Donations | 1,706.97 | 2,500.00 | (793.03) |
| 5 | GIVE MN (K Foundation) Mighty Cause | 1,545.00 | 2,000.00 | (455.00) |
| 6 | Crowdfunding | 0.00 | 0.00 | 0.00 |
| 7 | Amazon Smile | 68.94 | 0.00 | 68.94 |
| 8 | Facebook | 2,460.97 | 2,500.00 | (39.03) |
| 9 | Benevity | 9.71 | 0.00 | 9.71 |
| 10 | Newsbank & Newstech | 51.11 | 0.00 | 51.11 |
| 11 | Give Gab NewsMatch | 1,481.87 | 1,000.00 | 481.87 |
| 12 | TOTAL INCOME | 7,484.30 | 8,000.00 | (515.70) |
| 13 | | | | |
| 14 | EXPENSE | | | |
| 15 | Salaries | 0.00 | 0.00 | 0.00 |
| 16 | Phone/Internet | 673.44 | 1,000.00 | 326.56 |
| 17 | Office Supplies | 31.05 | 100.00 | 68.95 |
| 18 | Postage/Mailings | 80.78 | 100.00 | 19.22 |
| 19 | Dues/Subscriptions | 338.86 | 500.00 | 161.14 |
| 20 | Tech Support | 100.00 | 100.00 | 0.00 |
| 21 | Graphic Design | 137.64 | 200.00 | 62.36 |
| 22 | Dropbox | 121.89 | 200.00 | 78.11 |
| 23 | Miscellaneous | 399.52 | 0.00 | (399.52) |
| 24 | Social Media Promotion | 449.49 | 500.00 | 50.51 |
| 25 | Mailchimp | 424.43 | 500.00 | 75.57 |
| 26 | Producer/Editor Fees/Writer Fees | 1,000.00 | 1,000.00 | 0.00 |
| 27 | Tape Logging Fees | 150.00 | 200.00 | 50.00 |
| 28 | Article Writers | 550.00 | 500.00 | (50.00) |
| 29 | Grant Writing Fees | 0.00 | 0.00 | 0.00 |
| 30 | Grant Entry Fees | 0.00 | 0.00 | 0.00 |
| 31 | Travel Expenses | 32.16 | 100.00 | 67.84 |
| 32 | Potential Donor Meeting Meals | 184.27 | 0.00 | (184.27) |
| 33 | "The Queens" Copyright | 55.00 | 0.00 | (55.00) |
| 34 | "The Queens" Clearance Fees | 650.00 | 1,000.00 | 350.00 |
| 35 | Court Filing Fees | 227.90 | 0.00 | (227.90) |
| 36 | TOTAL EXPENSE | 5,606.43 | 6,000.00 | 393.57 |
| 37 | NET INCOME | 1,877.87 | | |
| 38 | | | | |

THE REPORTERS inc.

Powerful Multimedia Storytelling

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

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<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

Twitter:

https://twitter.com/inc_reporters

YouTube:

<https://www.youtube.com/channel/UC05kVMPSEfyVqcAP0xhDROQ>

Vimeo:

<https://vimeo.com/user7144654>

Instagram:

https://www.instagram.com/the_reporters_inc/