

# 2016/2017 ANNUAL REPORT

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**2016 Board of Directors:**

**Dan Post**  
*President*

**Jane Hope**  
*Vice President*

**AnnMarie MacKinnon**  
*Member-at-large*

**Natasha Sanders-Kay**  
*Diversity Initiative / Sponsorship*

**Shashi Bhat**  
*Member-at-large*

**Aarti Gupta**  
*Treasurer*

## President’s Message

It has been my honour to serve as President of the Magazine Association of BC throughout 2016/2017 and my privilege to work alongside such a passionate and talented group of people.

This year, the Association took yet another step forward in building public trust, stabilizing our finances, and making stronger connections with our membership. A strong advocacy mandate helped propel the Association further into its role as industry leader, which gave us many opportunities to contribute significantly to important conversations surrounding the creative economy in BC. Our programming became even more focused on developing talent and helping our members access skill-development opportunities and resources, and an essential investment in our communications materials has unlocked greater ways to reach our members and attract more investment.

Most of all, I am humbled by the work the Association continues to do in moving forward vital conversations around publishing in this country, specifically those related to diversity and inclusivity. It is a privilege to work with a Board of Directors who share a vision for a healthy, unprejudiced and dynamic magazine industry, and I am truly proud to be a member of this Association.

I have no doubt that MagsBC will continue to thrive and grow, using its endless creativity and unparalleled commitment to find new ways of strengthening and uniting magazine professionals (and lovers) across the province.

Sincerely,  
  
Dan Post  
*LINK magazine*

# 2016/2017 overview

## SUSTAINED GROWTH.

In many ways, 2015 saw the Association at its most scrappy. Having found its feet, our programming returned despite the work still required to normalize operations. We approached 2016 with a good deal of optimism and the board met to get clear on priorities and motivations.

We discovered, through the leadership of *Geist's* AnnMarie MacKinnon, that we wanted to preserve what was best about magazines: engaging stories, committed communities and positive engagement with the digital revolution. That understood, we began to map out programming that would help us become the association we needed to be.

Led by *subTerrain's* Natasha Sanders-Kay, we developed a new diversity initiative. With a desire to listen rather than lead, we reached out to members of our community and hosted two major events designed to encourage conversations around privilege and publishing.

Our MagsWest keynote was given by #DiverseCanLit founder Léonicka Valcius. At WORD Vancouver 2016, we hosted a panel discussion by Thursday's Writing Collective founder Elee Krajili Gardiner, writer and broadcaster Jen Sookfong Lee, and *Room* magazine's Chelene Knight and Jónína Kirtón on equitable access to publishing and literary expression. (The last two also held a session at our conference.) Both events were thought-provoking and well-attended, and videos of both are available on our YouTube channel.

As we move into 2017, we are excited to keep amplifying this much-needed conversation. Look for announcements this fall on a February 2018 workshop on "Inclusivity and Accountability in Canadian Publishing" which MagsBC and other organizations, publishing professionals and academics are spearheading.

Ensuring the financial stability of the organization is also paramount. We worked hard to retain our level of grant funding, allowing the return of our popular internship subsidy program and the MagsWest conference. Furthermore, we continued our commitment to advocating for our industry in Victoria, meeting with MLAs at Creative Industries Week and BC Book Day.

Our thanks to Executive Director Sylvia Skene for doggedly pursuing grant funding and other revenue generation efforts. We also expended considerable effort this year updating our constitution and regulatory practices to modernize the association and allow for nimble management of MagsBC.

Lastly, under the leadership of board president Dan Post of *LINK* magazine, we undertook a lengthy project to update and transform our website and digital communications. Funded by Creative BC, the discoverability and industry initiatives projects resulted in a clean, contemporary new website in early 2017.

With the capable help of *SAD Mag* board member Taryn Hardes and former DigiBC executive director Patrick Sauriol, we also devised, mapped out and implemented social strategies and inbound marketing goals tied to this new site. We also aim to communicate more enthusiastically with our members and the wider community in 2017. If you haven't checked out your magazine's page on our website, please do so!

Thank you so much for being a member of the Magazine Association of British Columbia. We're proud to be part of a community bringing BC stories to British Columbians and the world and we're excited for the future.

— Jane Hope  
Vice President

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*"we are excited to  
keep amplifying  
this much-needed  
conversation"*



# advocacy & programming highlights

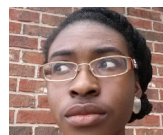
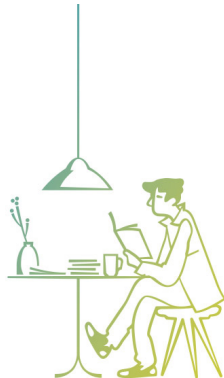


- Met with Magazines Canada (twice) about federal government lobbying;
- Attended the Access Copyright AGM;
- Reached out to BC's political parties with questions about their platforms and goals around growing the creative economy;
- Attended various meetings with funders, particularly CreativeBC;
- Attended Congress and spoke to MLAs in support of BC magazines;
- Sent letter to BC Arts Council (BCAC) about low funding levels and the onerous application process;
- Invited BCAC and Canada Council to give free info & Q&A sessions at the MagsWest conference;
- Hosted a "Canadian Heritage Consultation session on Digital Content;" collected and submitted comments and concerns to government officials;
- Attended a meeting with Creative BC in concert with a number of other magazine publishers about support for our industry and maybe setting up an advisory group;
- Met with Magazines Canada CEO Matthew Holmes, Melanie Rutledge, and Barb Zatyko at MagNet alongside Suzanne Trudel (AMPA) and Louis Audet (Magazines du Québec) about sharing information and considering collaborative projects;
- Met with Creative BC to talk about advocating for the creative sector and coordinating Creative Industries Week;
- Attended several meetings with smaller Creative Industries groups (AMPA, CMPA-BC, MusicBC, DigiBC) to have a frank discussion with Spencer Chandra-Herbert, (NDP MLA Culture Critic) about the kinds of support each of our industries need;
- Participated in BC Book Day (organized by the ABPBC), during which we spoke with many MLAs, staffers and aides, and gave out a number of member magazine subscriptions so to keep us top of mind every time they receive an issue.

  
Mags  
West  
2016

A Western Canada  
Magazine Conference  
November 3-4

Magazine BC  
association of



# funding & financials overview

We're pleased to welcome our **new treasurer, Aarti Gupta**, who has already made suggestions on improving financial processes and has also assisted with our financials, so we anticipate being more on top of our budget and realizing some modest savings as her recommendations are brought into play.

Although our Access Copyright Foundation funding has been spent, we are still committed to finishing the research and recommendations this year on major **digital content delivery systems** such as Issuu that Kaitlyn Gendemann and Alyssa Schwartz began in late 2015.

The British Columbia Historical Federation continues to contract its **subscription services** with MagsBC for member magazine *British Columbia History*. This contract provides me with additional hours to top up my part-time work for the association. Unfortunately, because the BCHF did not get its grant from the CPF Aid to Publishers program for 2017/2018, we had to drop our overhead charge of \$175/month starting March 2017 in order for them to afford to remain with us.

This year's **MagsWest conference** saw a drop in registrations and attendees. For MagsWest 2017, scheduled for October 12-13 at UBC Robson Square, we will try again to find a high-profile keynote speaker as we did in 2015 to help bring these numbers back up. In the good news column, board member Natasha Sanders-Kay was able to increase our conference sponsorships threefold.

There has ended up being little demand for **bursaries** for out-of-town members to attend MagsWest and our AGM over the past 2 years, so it is not included in this budget. However, if staff from any member magazine wishes to attend either event, they are welcome to contact me and I'll see what I can do.

After a few years of limping along, our two old Macs finally started to fail, so the association purchased a **new Mac**, and, with the help of Joseph McLean of Full Solution Computers, we were able to recover, transfer and back up the association's files. This expense contributed \$6K to the deficit, as regrettably Creative BC could only offer us \$35K in operating funding for 2016, the same as in 2015, despite us hoping for more in order to cover off this and other anticipated expenses.

This year we will be going to **Creative BC** with a more modest increased ask of **\$42.9K** through the Industry Initiatives Program, and separating out project costs from basic operating costs in the hopes of finding more funding from various "pots".

## 2016 Financial Statements

In the 2016 Balance Sheet, \$49,990 of the \$58,808 in **Accounts Receivable** and most of the \$45,066 in **Accounts Payable** is related to our 2016/2017 CPF grant funding being delayed. Final funding approval of the revised application and budget was in February 2017, with most funding following soon after. The Bank Overdraft of \$9,474 relates to other invoices still outstanding as of December 31, 2016.

As some of you already know, the association has been slowly paying off a couple of **debts**. The first is an invoice from **Canada Wide Media** for inserting flyers in Westworld magazine, a direct advertising campaign in late 2012, just before we found ourselves in a serious debt situation.

The second is from a **Canada Periodical Fund audit** in late 2015 of a large multi-part project called Building Momentum 2 that started in 2010. Unfortunately, many expenses claimed had no invoices or records attached. Since then, our financials have been much more rigorously maintained and tracked, but we still had to pay back CPF's portion of these undocumented expenses.

## New Programs

**Creative BC** generously offered us an **additional \$20K** in project funding for the 2016/2017 fiscal year through their Industry Initiatives program and Western Economic Diversification fund. These funds subsidized our **new and improved website** and attendance at conferences.

The funds also supported a new initiative, the **Discoverability Project**, which teamed MagsBC and member magazine Geist with an in-bound marketer, a social media expert, and a website developer to enhance/upgrade and raise the profile of these organizations internationally as well as at home.

## The Future

In addition to our conference and internship subsidies, I will be seeking funding from the Canada Periodical Fund (CPF) for a **Travelling Consultants Program**, similar to what Magazine Canada and the Alberta Magazine Publishers Association offer, with consultants assigned to a half or full day with a member based on demand.

We also have a **membership campaign** slated for later this year, along with **transit shelter ads** in July through the City of Vancouver, aiming to reverse the downward trend of member dues and support, promote and advocate for more great BC magazines.

Finally, we are working closely with the Association of Book Publishers of BC and potential tenants to find a building and set up a society for a **Literary Arts Centre**. This centre would provide affordable office, storage and function space, as well as shared amenities for a variety of book and magazine publishers and related groups.

Although our own space needs are modest, we feel this centre could be an exciting hub and catalyst for the literary and publishing community in Vancouver and beyond, and we feel pleased to be a part of this.

— Sylvia Skene  
Executive Director

# 2016 financial statements

**Magazine Association of BC**  
**Income Statement**  
**For the Year Ended December 31, 2016**  
**(Unaudited)**

<b>REVENUES</b>	<b>2016</b>	<b>2015</b>
Canadian Heritage: Canada Periodical Fund	49,990	40,792
Access Copyright	4,310	3,091
Creative BC	35,000	35,000
In-Kind Donations	35,496	51,691
Membership Dues	7,478	8,435
Sponsorships	6,750	400
Subscription Services	11,463	10,996
Registration Fees	3,800	4,399
Interest and Other Income	235	650
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<b>TOTAL REVENUE</b>	<b>154,521</b>	<b>155,454</b>
<b>EXPENSES</b>		
Advertising and Promotion	653	509
Amortization	1,184	639
Bank Charges and Interest	1,474	1,122
Catering	2,519	2,178
Design and Production	-	940
Equipment and Venue Rental	6,070	1,375
In-Kind Administration Fees	-	379
In-Kind Advertising	15,959	5,068
In-Kind Professional Fees	19,537	31,062
In-Kind Magazine Contribution	-	15,182
Insurance	2,603	2,819
Internships	26,940	33,230
Licenses and Dues	599	339
Meetings/Conference	241	82
Office Expenses	6,119	5,477
Professional Development	-	976
Professional Fees	65,575	46,889
Rent	600	668
Travel	6,476	7,960
Website	6,304	1,857
WCB and Benefits	158	35
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<b>TOTAL EXPENSES</b>	<b>163,012</b>	<b>158,783</b>
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<b>NET INCOME</b>	<b>(8,491)</b>	<b>(3,330)</b>

**Magazine Association of BC**  
**Balance Sheet**  
**As at December 31, 2016**  
**(Unaudited)**

	2016	2015
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash	758	2,356
Accounts Receivable	58,808	34,264
Prepaid Expenses & Other Receivables	<u>2,192</u>	<u>2,353</u>
<b>Total Current Assets</b>	<b>61,758</b>	<b>38,973</b>
<b>Capital Assets</b>		
Furniture	898	898
Furniture Acc.Depreciation	(843)	(819)
Office Equip. Acc Depreciation	1,411	1,411
Office Equipment	(1,226)	(1,075)
Computer Equipment	9,654	5,858
Comp.Equip. Acc.Depreciation	<u>(5,617)</u>	<u>(4,608)</u>
<b>Total Fixed Assets</b>	<b><u>4,277</u></b>	<b><u>1,664</u></b>
<b>TOTAL ASSETS</b>	<b><u><u>66,035</u></u></b>	<b><u><u>40,637</u></u></b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts Payable	45,066	18,024
Visa Payable	9,393	7,711
Bank Overdraft	9,474	-
Deferred Revenue	<u>-</u>	<u>4,310</u>
<b>TOTAL LIABILITIES</b>	<b>63,933</b>	<b>30,044</b>
<b>EQUITY</b>		
Retained Earnings	10,593	13,923
Current Earnings	<u>(8,491)</u>	<u>(3,330)</u>
<b>TOTAL EQUITY</b>	<b><u>2,102</u></b>	<b><u>10,593</u></b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u><u>66,035</u></u></b>	<b><u><u>40,637</u></u></b>



# MAGAZINE ASSOCIATION OF BC

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