

2019/2020

Annual Report





Above l-r: Intern Sheku Nafisi & supervisor Shaleeta Harrison, Link Magazine

Right l-r: intern Meagan Black & supervisor Jessica Johns, ROOM

MAGSBC

The Magazine Association of BC is a member-run organization.

We unite a diverse network of member magazines and professionals, and develop strategic partnerships, projects and programs that strengthen our industry.

The Magazine Association of BC (MagsBC) was founded in 1993 to represent, connect and promote the British Columbia magazine industry. Our membership and affiliate base consists of publishers, editors, writers, designers, salespeople, printers and developers who work for magazine titles that range from literary and lifestyle, to business and news, and are in both online and in print formats.



THANK YOU TO OUR 2019-2020 FUNDERS AND SPONSORS

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Magazines
Canada

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P A

Alberta Magazine
Publishers Association

LETTER FROM THE PRESIDENT



Dear members,

2019 was an outstanding year for our British Columbian magazine community, but it seems remiss to start this letter without acknowledging the challenges that the first six months of 2020 have brought. With economic and personal stress due to COVID-19, and racial injustices happening both in Canada and south of the border, it has been a time for difficult but important conversations for many of our member magazines. But as past president Jane Hope acknowledged in her letter from the president last year, magazine publishers know the power of community. I echo this sentiment and I am confident that against the backdrop of hardship, the importance and vitality of our industry will only become stronger.

I look forward to working with MagsBC and many of you on how our association can better foster this sense of community, as well as supporting our publishers in affecting important social change. Organizations like MagsBC feel more important than ever, because amidst all of this difficulty, communication, truth, and stories remain integral to our industry and the world at large, and as publishers we have the ability to advocate for and amplify the voices of those who are working to make a better future. So while we look back on and celebrate the successes of 2019, I encourage us all to look forward to the ways we — both as members and as an organization — can better our community, in publishing and in British Columbia and Canada as a whole.

In 2019, we proudly welcomed new members to the association, representing a diversity of publishing interests, and also a passion for their communities. We hosted a series of professional development events in-person and online, including our MagsWest conference, as well as co-hosting initiatives with our friends at the Association of Book Publishers of BC. While our 2020 conference was postponed, we are continuing to strategize about the ways we can provide important information and access to expertise to our members.

Our member magazines received prestigious award nominations, including multiple National Magazine Awards shortlists, and continue to remain important parts of our national newsstands. Further, representatives from our member magazines were invited to weigh in on important discussions with funding bodies such as Creative BC on the ways they can better help our industry grow.

Looking forward to 2020, we remain dedicated to our work to build a safer, healthier industry with our work on inclusivity, including anti-harassment initiatives, supporting better diversity in publishing, and accessibility. We are also opening a dialogue on what constitutes a “magazine” so we can best represent our membership, as their work grows and diversifies into other mediums, like podcasts.

Publishing is difficult, often under-funded, and under-appreciated work. But the dedication I see in our membership to providing platforms for important voices, as well as providing information and joy to their readerships, inspires me. I know that as a magazine community we will see us emerge from this time even stronger — and I know the vital role each of you play in forging and connecting with your own communities of readers. Thank you all for your hard work.

Warmly,
Jessica

Jessica Key
President, Board of Directors
Magazine Association of BC



Above l-r: Steve Drinkwater of Canadian Aviator & Isabelle Southcott of Powell River Living with James Hewes, President & CEO, FIPP, at FIPP 2019

Right l-r: supervisor Shaleeta Harrison & intern Lauren Edwards, Link Magazine

OF NOTE

New members since last year:

Full:

1. Asparagus
2. Canadian Aviator
3. Calibre
4. Island Parent

Associate/supporting:

1. Amanda Follett Hosgood
2. Lindsay Macintosh
3. Shaleeta Harrison

With the financial support of Creative BC, MagsBC was able to subsidize five BC magazine delegates to attend the **FIPP 2019 World Congress** in Las Vegas, November 12-14.

Isabelle Southcott, *Powell River Living*, Carmen Broder, *NUVO*, Steve Drinkwater, *Canadian Aviator*, Jessica Johns, *ROOM*, and Leanne Johnson, *Pacific Rim Magazine* attended a

wide variety of sessions and events, met magazine publishers and professionals from around the world, and reported back on their findings. A summary of these is on our News webpage.

MagsBC subsidized **11 internships** from March 2019 to March 2020 at member magazines in Vancouver, Burnaby, Victoria, and Smithers.. We also compiled data for a report on former interns.

In March, our executive director Sylvia Skene created a comprehensive **national survey** in both English and French on the **impact of the COVID-19 pandemic** on our sector with input and help from Suzanne Trudel, Alberta Magazine Publishers Association, Melanie Rutledge, Magazines Canada, and Nicolas Rondeau Lapierre, AQEM.



All of us encouraged magazines across Canada to tell us how the pandemic was affecting them.

We heard from 154 publishers representing 394 magazines (about one-sixth of those published in Canada), including many of the largest, about how their ad revenues have decreased up to 90%, the layoffs their staff is facing, and other impacts.

"I anticipate survival, but [the] true cost is not known." - survey respondent

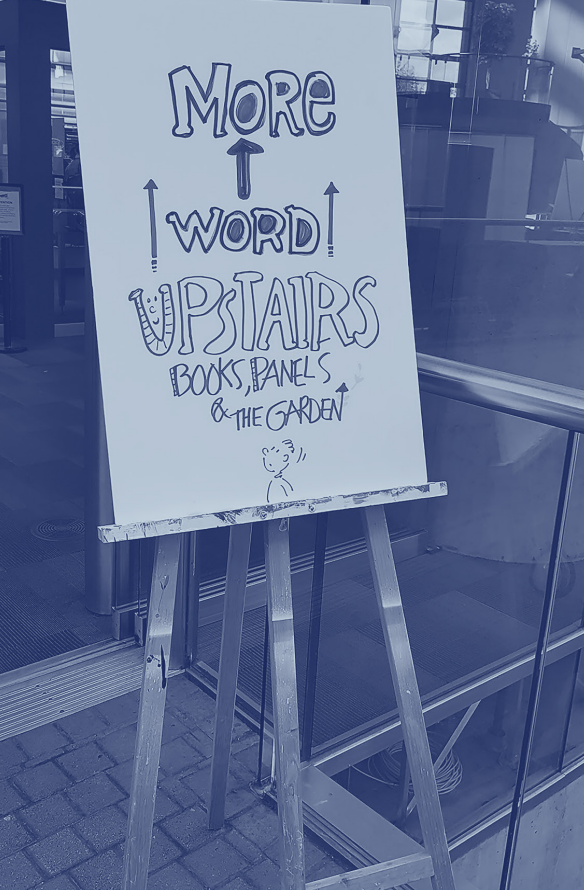
With financial assistance from AMPA and Magazines Canada, MagsBC also hired **David McKie**, a nationally recognized and well-respected data journalist, to do an **extensive analysis of the survey feedback**.

The main results as well a **list of COVID-19 resources** for organizations and individuals in the magazine and related sectors can again be found on our News webpage.



David McKie

MagsBC has also been **advocating for and discussing various kinds of support** with provincial and federal bureaucrats and politicians, much of this again with other magazine associations. We are especially grateful that **Melanie Rutledge**, executive director of Magazines Canada, has taken a lead role in advocating at the federal level while working with regional associations collaboratively about priorities and messaging.



MagsBC exhibited at **WORD Vancouver 2019** on September 29. Organizers experimented with putting some of us on the top two floors of the Vancouver Library Central branch. Unfortunately, it didn't pan out, as the number of people who visited our display on the top floor was down significantly from WORD 2017.



Yilin Wang

In May 2019, **Yilin Wang** created a comprehensive list of resources for our **Inclusivity In Publishing** workshops. This list has been added to, and the following **Resource sections** created on the MagsBC website:

- Accountability – Codes of Conduct & Policies
- Accountability in Publishing
- Disabled Writers & Accessibility
- Diversity & Inclusivity
- Diversity in Publishing – Overview, Organizations & Initiatives, and Studies & Stats
- Representation & Appropriation in Publishing
- Sexual Harassment, Abuse & Discrimination in the Literary Community



Above l-r: supervisor Jacquelyn Ross, intern Fatima Aamir & mentor Matea Kulic, The Capilano Review

Left: sign to WORD 2019 programming and exhibitor tables at the Vancouver Public Library, Central Library, September 29, 2019

Four Langara College Library & Information Technology students—Amanda Michalak, Rujipa Laosin, Serena Dang and Leah Vecchione—did their practicums remotely with the association in April and May of this year.

The students updated and added valuable links to our Resources section, metadata tags to our website for greater discoverability of our members and our association, information and organization of our COVID-19 resources blog, and records for over 300 BC magazines in our database for use by the association, its members, the BC magazine industry, students and funders. We wish them and our interns success in their careers!



Left, Rujipa Laosin, above, Serena Dang

Both, Langara College Library & Information Technology practicum students

PITCHING INTENSIVE



MagsBC was pleased to present our first two-part pitching intensive.

The February 18, 2020 pitching seminar with Anicka Quin, Canada Wide Media, and Tim Querengesser, freelance writer was packed with eager freelancers wanting to learn more.

"Great tips and great refresher for those of us who've been writing a long time."



"Lots of information in a relatively short amount of time."

Magazine editors Fiona Bramble, Kerry Slavens, Stacey McLachlan, Glenn Alderson, and Bianca Bujan volunteered their time at our Pitchfest, March 4, 2020 to listen to story pitches and work with writers on refining their delivery and concepts.



"Great event! Helpful when editors explain the editorial process and themes of their magazines."

Left column from top: Bianca Bujan, WestCoast Families; Kerry Slavens, Page One Publishing; Anicka Quin, Canada Wide Media; Fiona Bramble, Here Magazine

Right column from top: Glenn Alderson, BeatRoute; Stacey McLachlan, Canada Wide Media; Tim Querengesser



Below: Anicka and Tim presenting the pitching seminar at the VSO School of Music in Vancouver, February 18, 2020





My internship allowed me to engage with community partners in a way I could never have imagined ... This also expanded my understanding of racism and what it takes to work with diverse communities.

- Avie Olarte, intern at Here Magazine



Top l-r: supervisor AnnMarie MacKinnon & intern Anson Ching, Geist; intern Avie Olarte & supervisor Fiona Bramble, Here Magazine

Centre l-r: interns Emma McIntosh, National Observer & Délani Valin, Culturally Modified

Bottom l-r: supervisor Kerry Slavens, intern Laura Brougham & mentor Athena McKenzie, Page One Publishing; supervisor Stacey McLachlan & intern Jusneel Mahal, WL & Vancouver Magazine, Canada Wide Media





**Financial Statements
December 31, 2019
(Unaudited)**

*Prepared by
Quantum Accounting Services Inc.*



NOTICE TO READER

We have compiled the Balance Sheet of **Magazine Association of BC** as at December 31, 2019 and the Income Statement for the year then ended from the information provided by Management. We have not audited, reviewed or otherwise attempted to verify the accuracy or completeness of such information. Readers are cautioned that these statements may not be appropriate for their purposes.

Quantum Accounting Services Inc.

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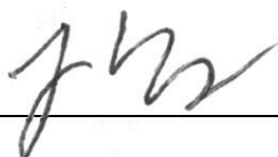
Vancouver, British Columbia
May 29, 2020

Magazine Association of BC
Statement of Financial Position
As at December 31, 2019
(Unaudited)

	2019	2018
ASSETS		
Current Assets		
Cash	34,161	18,316
Accounts Receivable	9,257	14,864
Prepaid Expenses	-	2,192
	<hr/>	<hr/>
Total Current Assets	43,418	35,372
Capital Assets		
Computer Equipment	9,654	9,685
Comp.Equip. Acc.Depreciation	(7,587)	(7,071)
	<hr/>	<hr/>
Total Fixed Assets	2,067	2,615
	<hr/>	<hr/>
TOTAL ASSETS	45,485	37,987
	<hr/>	<hr/>
LIABILITIES		
Current Liabilities		
Accounts Payable	401	6,675
Visa Payable	1,043	7,059
Deferred Revenue (see Note 3)	58,355	35,835
	<hr/>	<hr/>
TOTAL LIABILITIES	59,799	49,569
EQUITY		
Member's Equity, beginning of year	(11,582)	(19,395)
Current Surplus (Deficit)	(2,732)	7,813
	<hr/>	<hr/>
TOTAL EQUITY	(14,314)	(11,582)
	<hr/>	<hr/>
TOTAL LIABILITIES AND EQUITY	45,485	37,987
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Approved by the Board of Directors:





Statement of Revenues and Expenses
For the Year Ended December 31, 2019
(Unaudited)

REVENUES	2019	2018
Earned Revenue		
Conference Registration Fees	3163	-
Interest and Other Income	87	170
In-Kind Ad. Contribution	4,763	3,528
In-Kind Expert Consultants/Internships	-	930
In-Kind Fees & Salary	5,175	950
In-Kind Magazine Contribution	39,920	24,985
In-Kind Marketing & Promotion	700	750
In-Kind Sponsorship	1,666	312
Membership Dues	7,931	8,156
Misc. Revenue	1,562	1,300
Professional Development Seminar Fees	1,857	790
Sponsorships	500	4,232
Subscription Services	-	5,987
Total Earned Revenue	67,323	52,090
Public Sector Revenue		
Canadian Heritage: Canada Periodical Fund	120,485	109,206
Creative BC - Operating	35,000	35,000
Creative BC - Projects	34,036	10,000
In-Kind City of Vancouver	50,000	-
Total Public Sector Revenue	239,521	154,206
TOTAL REVENUE	306,844	206,295
EXPENSES		
Operating Expense		
Advertising	64,770	22,374
Catering	4,359	508
Design and Production	1,479	1,383
Equipment Rental	764	166
In-Kind Magazine Contribution	39,920	24,985
In-Kind MagsBC Volunteers	250	-
Internships	58,046	44,461
Meals	1,373	894
Meeting Expenses	22	117
Printing	2,492	312
Professional Development	9,786	-
Professional Fees	83,489	68,969
Local Travel	875	474
Travel & Accommodation	15,082	7,655
Venue Expenses	5,922	3,395
Total Operating Expense	288,629	175,693
Administrative Expense		
Administrative Support	5184	3,356
Amortization	517	747
Bad Debt	1,094	1,525
Bursary	50	-
Computer Software - Leases	1,226	1,172
Incorporate & Society Filing Costs	40	-
Insurance	3,218	3,066
Legal and Accounting	3,802	5,781
Licenses and Dues	332	249
Office Supplies	2,044	2,173
Other Admin Expenses	167	55
Postage & Courier	395	1,180
Registration Charges	354	364
Rent	713	710
Repairs & Maintenance	492	676
Service Charges	660	849
Sponsorship	145	377
Telephone	515	508
Total Administrative Expense	20,947	22,789
TOTAL EXPENSES	309,576	198,482
NET INCOME	(2,732)	7,813

Magazine Association of BC
Notes to the Financial Statements
For the Year Ended December 31, 2019

Note 1. PURPOSE OF THE ORGANIZATION

Magazine Association of BC (MagsBC) was founded in 1993 as a not-for-profit association of member magazines and professionals working to unite, promote and strengthen the province's magazine industry

Note 2 SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The Society prepares its financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). The unrestricted net balance accounts for the society's program delivery and administrative activities.

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions related to general operations are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collections is reasonably assured.

Non-cash donations

Contributions of assets, supplies and services that would otherwise have been purchases are recorded at fair value at the date of contribution, provided a fair value can be reasonably determined.

Depreciation

The Society depreciates its capital assets over their estimated useful lives as follows:

Computer Equipment	45% Declining Balance
Office Equipment	20% Declining Balance

Note 3 DEFERRED REVENUE

Externally restricted funds received in the current year consist of the final portion of a three year grant from the Canada Periodical Fund - Collective Initiatives. This funds the project "Sowing Success: Developing the Community of Learning and Growing". The project will run until September 30, 2020.

OUR MEMBERS



Asparagus	Island Parent	ROOM
BAZOOF!	K: Magazine	Rungh
BC Broker	Langara Journalism Review	Service Truck
British Columbia History	Link Magazine	Small Farm Canada
Calibre	Loose Lips Magazine	Spruce Magazine
Canadian Aviator	The Malahat Review	subTerrain
The Capilano Review (TCR)	Mountain Sledder	Tow Canada
Collision Quarterly	National Observer	Tree Service Canada
Common Ground	Pacific Rim Magazine (PRM)	Vancouver Magazine
Culturally Modified	the Pacific Rim Review of Books	the Verdict
Dance International	Portal Magazine	Watershed Sentinel
Douglas Magazine	Powell River Living	Western Living (WL)
EVENT	PRISM international	WordWorks
Geist	PULP Literature	YAM: Victoria's Lifestyle Magazine
Here Magazine	Ricepaper Magazine	

ASSOCIATES

Amanda Follett Hosgood
Shaleeta Harrison

AFFILIATES

The Association of Book Publishers of BC
Canadian Media Circulation Audit
Magazines Canada
Mitchell Press
Publishing @ SFU

2019-2020 BOARD OF DIRECTORS

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Jessica Key

Vice-President

Lauren Dembicky

Treasurer

Felice Bisby

Secretary

Danielle Cunningham

Members-at-Large

Josué Menjivar
Lindsay Macintosh
Shaleeta Harrison

Executive Director & Internship Coordinator

Sylvia Skene

PHOTO/IMAGE CREDITS: Front cover member magazine montage & overall annual report design, Josué Menjivar; photos p. 3: Jessica Key by Megan Toriglia; p. 4: FIPP 2019 by unknown, provided by Isabelle Southcott; David McKie by Deirde McKie; p. 5: Rujipa Laosin self-portrait Yilin Wang by Joy M. Kaegi Maurer; Serena Dang by Tiffany Dang; p. 6: Anicka Quin by Evaan Kheraj, Bianca Bujan self-portrait, Kerry Slavens by Jeffrey Bosdet, Glenn Alderson by Shimon Karmel, Fiona Bramble by John-Evan Snow; Stacey McLachlan by Andy Fang, Tim Querengesser by unknown; p. 7: Emma McIntosh by Elizabeth Cameron, Délani Valin by anonymous; all other photos p. 2, 4-7, back cover by Sylvia Skene.

L-r: supervisor TeLani Koochin & intern Fateme Moosavi, BAZOOF!



I am confident that against the backdrop of hardship, the importance and vitality of our industry will only become stronger.

*-- Jessica Key, President, Board of Directors
Magazine Association of BC*



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