



Our mission is to amplify the power of independent publications so as to foster a more just, open, and democratic society.



Contact our development department
at 415.445.0230 x105 or by email at
development@indypress.org

San Francisco Office
65 Battery Street, Suite 200
San Francisco, CA 94111-5547
+1.415.445.0230 x105
+1.415.445.0237 fax

New York Office
115 West 29th Street, Suite 606
New York, NY 10001
+1.212.279.1442
+1.212.239.8571 fax

indypress.org

The Independent Press Association: Media reform that gets results

The IPA was founded in 1996 by the editors and publishers of the nation's most respected independent publications. They recognized that something had to be done to turn the tide against the harmful social effects of corporate media consolidation. Moreover, they began to recast the media landscape so that it would better reflect the full range of people and ideas needed to foster a more just, open, and democratic society.

Since then, we have deployed a strategy that attacks the socially corrosive effects of corporate media consolidation at their root. By supporting the growth and development of a strong, diversified, and professional independent press, we are altering the media landscape by changing what's in it. We are replacing mainstream, corporate media in the role of presenting the insights and creating the conditions that shape societal attitudes and make positive transformation possible.

Has this been a successful strategy?

Nearly 10 million Americans think so. They enjoy the benefits of an independent, mission-driven press. Our strategy is battle-tested. We have grown from fewer than 20 titles when the association launched in 1996 to nearly 600 publications and 450 active members today.

Our mission is to amplify the power of independent publications so as to foster a more just, open, and democratic society.

The IPA works to:

Expand the range and diversity of voices in the media, so that they more fully reflect the true diversity of people and ideas in American society;

Strengthen the business infrastructure of the independent press, so that independent news, analysis, and opinion can survive in a media environment dominated by large, publicly traded, multinational, multimedia organizations;

Project the power of these voices into the mainstream media market, to offer a clear, accessible alternative to the narrow band of advertising- and entertainment-driven news and opinion offered by the corporate media establishment.

For every \$1 of funding, the IPA reaches three more Americans with relevant, independent, investigative media that matters!



A Tremendous Asset

Having an organization whose job it is to promote diversity and depth in the independent press is a tremendous asset.

IPA's revolving loan fund has helped us expand the magazine's circulation from 130,000 to 230,000 over five years, and newsstand sales have risen sharply since Mother Jones signed up with the IPA Indy Press Newsstand Services.

Jay Harris, publisher, *Mother Jones*

Our Key Programs

Voices That Must Be Heard is a weekly email newsletter that sends the best of New York's ethnic, immigrant, and community press out to nearly 25,000 opinion-shapers.

George Washington Williams Fellowship annually supports up to 25 talented writers who can bring diverse perspectives on public interest issues to the independent press.

Grassroots Media Project builds the capacity of the ethnic and community press to effectively cover the critical issues facing its readers, and to make these journalistic accomplishments visible to policy makers and officials.

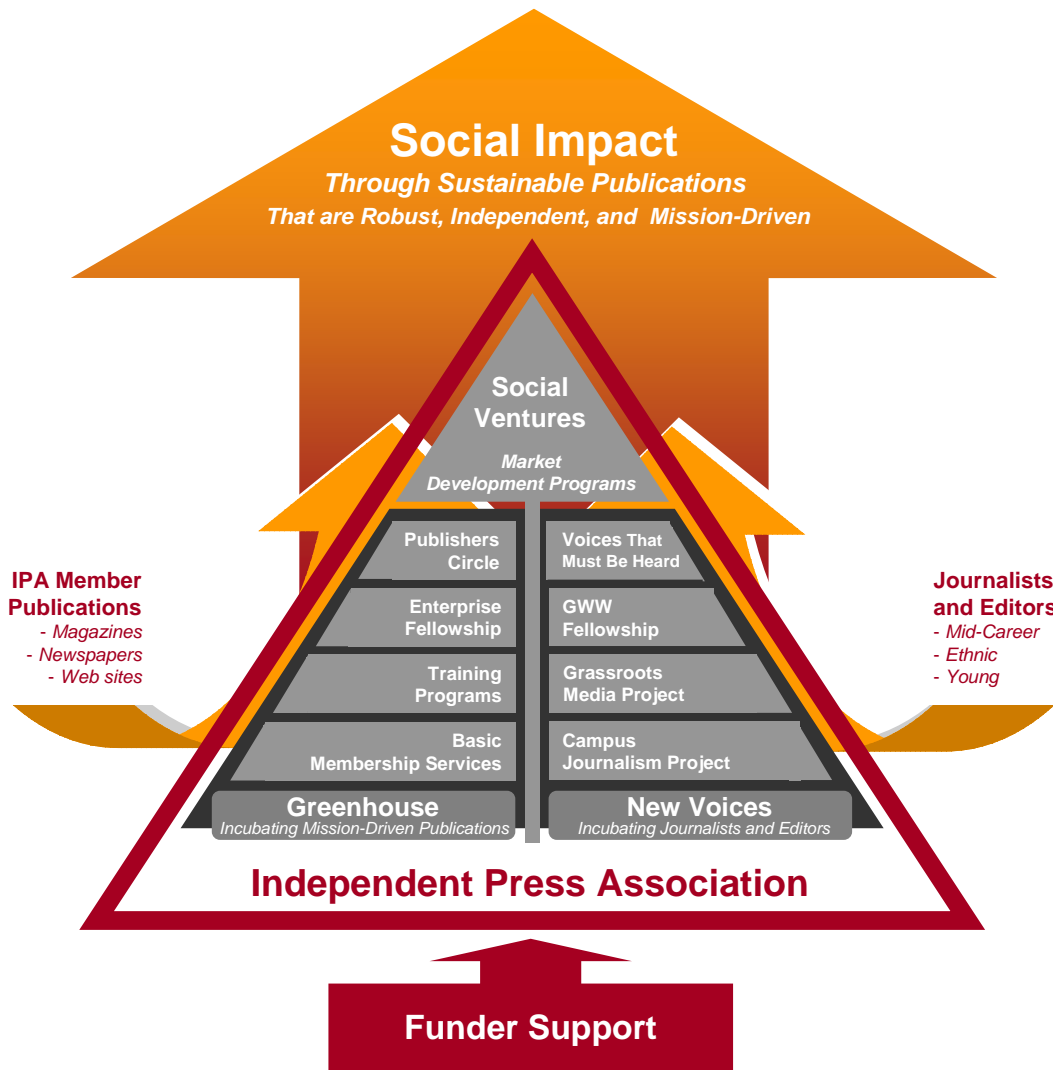
Campus Journalism Project delivers professional journalism training, mentoring, and networking nationally to over 200 students and 50 campus publications committed to public interest issues and a free press.

Independent Press Development Fund has created 50,000 new readers through direct mail efforts, attracted an estimated 100,000 more through other types of support, and made a literal life-or-death difference for dozens of periodicals.

Technical Assistance Program is the only sophisticated technical publishing assistance program for small publications.

Indy Press Newsstand Services (formerly BigTop) is the nation's only newsstand distribution broker that specializes exclusively in independent magazines, sells about 1.8 million magazine copies annually, and generates income of \$2.5 million for members.

IPA Media Network (formerly AIIICAS) supports the growth of foreign language, ethnic and community newspapers by helping them generate new advertising revenue streams.



Our Divisions

The IPA is structured in three orchestrated divisions that help ease editorial and journalistic challenges, operational demands, and market barriers faced by mission-driven independent publications.

New Voices

in Independent Publishing
Our journalistic and editorial leadership development programs expand the influence of independent ideas in the debate over our society's direction and values. We grow the next generation of influential, independent-thinking leaders and multicultural cohorts of journalists and editors. They are educated to practice the kind of enterprising, hard-nosed, fair, and accurate reporting that is so desperately needed today. They help the independent press sustain its mission by gaining skills, knowledge, access to information and networks, exposure and collective identity.

IPA Greenhouse

Our business capacity building programs strengthen the operational acumen, infrastructure, and overall economic viability of our smaller independent publications. We offer the consulting services and financial resources necessary to turn independent publications into long-term, sustainable enterprises.

IPA Social Ventures

Our market development programs provide access to distribution, advertising, and marketing to our members who are prepared for the challenges of broader reach. This includes Indy Press Newsstand Services and IPA Media Network.

Attacking the problems of media at their root.



A New Publisher's Dream

As a new publisher, we found IPA's tools on how to publish effectively very helpful. We were a new publisher taking over a title of national historical importance. Through IPA, we've been able to learn how the industry works and even create our own feminist publisher network.

Alicia Daly, associate publisher, *Ms. Magazine*

Pratap Chatterjee

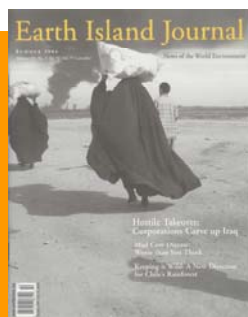
Not sanguine about the state of media



Pratap Chatterjee is not sanguine about the state of the media. As a longtime freelancer and now editor at *Corpwatch.org*, Chatterjee is concerned that “there is really no money in journalism these days. A major city paper recently bought a story from a *Corpwatch* author for \$50. That will buy lunch for one interview. You can’t survive on that.”

When a solid piece of investigative journalism can take up to six months to complete, it’s not a surprise that even progressive journalists turn to the mainstream to sell their stories. Chatterjee, whose new book *Iraq, Inc.*, just appeared this year, argues that “the best journalism on Halliburton came out of the *Wall Street Journal* because they have a budget, sources, better access.” At *Corpwatch*, he tries to compete by offering writers \$500 for each story—closer to a living wage, but still not enough to finance a freelance career.

One solution for indy press writers and publications seeking to finance in-depth investigative research is the IPA’s George Washington Williams Fellowship. The fellowships pay journalists a living wage to pursue an assigned in-depth investigative project, working directly with an editor at an IPA publication.



A Unique Opportunity

The IPA's fellowship helped me take the next step in my career toward advanced investigative journalism. It was great to have time with the research instead of having to turn all my findings around in a matter of days in order to meet a newspaper deadline. The fellowship allowed me to delve into a kind of reporting I'd never done before.

Pratap Chatterjee,
George Washington Williams Fellow
and editor of *CorpWatch*

Chatterjee is a case in point: his book, *Iraq, Inc: A Profitable Occupation*, is based on the investigative research he did as a George Washington Williams Fellow for IPA member *Earth Island Journal*. As a result of his research, Chatterjee has been cited as a source by *Time*, *The New Yorker*, *60 Minutes*, *Forbes*, *Fortune*, and the *New York Times*.

One Fellowship turned into a career-making boost for a socially conscious independent journalist; increased publicity and social impact for IPA member *Earth Island Journal*; and, most importantly of all, increased public awareness of the plundering of Iraq.

New Voices in Independent Publishing: Expanding Influence

New Voices expands the influence of independent ideas and meaningful information in the debate over our society's direction and values. These projects elevate the profile of the invisible majority—youth, ethnic, and immigrant groups, racial and cultural minorities—creating positive visions of their communities, and fostering coverage of the issues needed to bring about transformative social and public policy change.

Voices That Must Be Heard exposes our members' content to key opinion-shapers by distributing the best of New York's ethnic and community press, translated into English, via a weekly **digital newsletter**. We cull, translate, and disseminate the best reporting on human rights and social issues to mass-media editors and reporters, community activists, and public officials. As a result, the *New York Times*, *Los Angeles Times*, *National Public Radio*, and other mainstream media outlets routinely pick up these stories. Moreover, *Voices* is a weekly staple for all press secretaries at all of New York City's agencies, especially the Mayor's office.

Grassroots Media Project is a local-market initiative that enables the ethnic and community press to effectively cover the critical issues facing its readers. This includes the Ethnic Press Fellowship, which provides stipends to promising journalists working for ethnic newspapers and professional training to help them improve their coverage of civic affairs.

George Washington Williams Fellowship identifies talented mid-career journalists who contribute diverse perspectives on social issues, then pays them national magazine rates to write for IPA members. This is the fellowship that helped **Pratap Chatterjee** break one of the biggest stories of the war in Iraq, and take his career to the next level.

Campus Journalism Project is a national network of student journalists and campus publications committed to public interest issues and a free press. It provides mentorship, training and networking opportunities for the next generation of professional journalists. CJP reaches nearly 200 students and 50 campus publications.

Lisa Jarvis

A fresh voice for feminism



When Lisa Jarvis, Andi Zeisler, and Ben Shaykin launched ***Bitch: Feminist Response to Pop Culture*** as a black-and-white 'zine in 1996, the three entrepreneurs wanted to create a "fresh, revitalizing voice for feminism, one that welcomes complete arguments and refuses to ignore the contradictory and sometimes uncomfortable details that constitute the realities of women's lives."

After five years, *Bitch* proved too exhausting for the volunteers who published it. Just as *Bitch* was about to discontinue publishing in 2000, the Independent Press Association stepped in with advice and crucial technical assistance. Lisa established the basics of a fundraising program, improved *Bitch's* renewal cycle, and overhauled their accounting system to enable proper financial management and more accurate budgeting.

Having established a solid foundation, *Bitch* then borrowed \$20,000 from the IPA's Independent Press Development Fund for a direct mail campaign that generated an unexpectedly strong response. "We did not have the \$20,000 sitting around waiting to be spent on this campaign," said Lisa, "so we would never have done this without the IPA."



Thriving Because of the IPA

Before joining the IPA we learned everything by the seat of our pants and made a lot of bad decisions. Our professionalism has grown by leaps and bounds with the help of the IPA manuals, and hands-on assistance has been invaluable during our transition from volunteer-staffed 'zine to real quarterly magazine. Without IPA, we would probably not be publishing today.

Lisa Jarvis, publisher,
Bitch: Feminist Response to Pop Culture

In 2002, the IPA's loan fund underwrote a second direct mail campaign that proved even more financially successful. At the time of the first loan, the magazine's budget was \$185,000. At the end of 2003, it stood at \$415,000—growth that *Bitch* attributes directly to the support of the IPA.

IPA Greenhouse: Building Capacity

Although public hunger for fair and accurate content provided by influential independent publications swells, new media ventures often lack the resources and acumen needed to be sustainable businesses. Anne Field's recent *New York Times* article, "Odds No Deterrent, as Many Try to Start Magazines", (April 21, 2005) highlights this appetite and challenge. Field notes, "While any new venture is a gamble, magazines are considered especially risky. . . The reasons for their fragility are easy to discern: inexperience, the difficulty in getting loans and venture capital, fierce competition and high production costs."

IPA Greenhouse builds the business capacity of the independent press to succeed in the marketplace of ideas. Through in-depth assessment, tracking, training, and consulting, the IPA helps its members develop sustainable business practices and expand their social impact. The result is a more durable and influential independent press that controls a growing portion of the media economy.

We transform members through four layers of preparatory services to maturity, when they are then eligible for our loan fund and, ultimately, to participate in our Social Ventures division.

Basic Membership Services provide an assessment of new member publications and development of a tracking plan for improvement, including the technical assistance program.

Training Programs consist of a distance learning curriculum that includes a direct marketing course for acquiring subscribers.

Enterprise Fellowship provides participants with the integrative experiences and learning needed to develop a fundable independent publication business plan.

Publishers Circle gives qualified members IPDF (loan fund) participation and one-on-one mentoring by our more experienced member publications.

Independent Press Development Fund levels an uneven playing field by providing low-cost capital and technical assistance to help independent publications increase paid subscriptions. The IPDF has loaned more than \$1 million with a zero default rate in the last three years, and has successfully generated more than 100,000 paid subscriptions through marketing, advertising, increased distribution and infrastructure improvements. About 50% of the IPDF's client publications are published by nonprofit social justice organizations.