

2010

**In The Life Media, Inc.**  
**Standard Annual Report**

Please see attached SAR Quick User's Guide and separate 2010 LGBT Movement Financial and Operating Overview

**IMPORTANT NOTE TO THE READER**

Standard Annual Reports help donors understand LGBT organizations' effectiveness and efficiency; give organizations comparative information to fine tune their own performance; and track movement finances to inform actions to improve the movement's financial capacity and health. The organizations supply all data, mostly from audited financials.

Please DO use these reports for a quick glimpse of each organization's goals, priorities, staying power and financial needs. Please DO NOT use these reports as a sole basis for funding decisions.

**Snapshot**

<i>Founded</i>	<i>Geographic Scope</i>
1994	International
<i>Fiscal Year</i>	<i>Type</i>
Jul - Jun	Research and Public Education
<i>2010 Budget</i>	<i>Total Paid Staff</i>
\$1,460,591	11
<i>Tax Status*</i>	
501(c)(3)	100%

\* Percent of latest FY revenue

**Mission**

In The Life Media produces change through innovative media that exposes social injustice by chronicling lesbian, gay, bisexual, and transgender life and by providing our audience with effective ways to advance equality within and beyond our communities.

**Key Planned Accomplishments**

One-year Key Planned Accomplishments for FY2011

1. **Production**

IN THE LIFE series—In October 2010, we launch our 19th season of *IN THE LIFE*, a milestone that affirms our position as the first and longest running LGBT public affairs program on television. We plan to produce 8 new half-hour episodes, 2 reversions and 2 repeats. The timely series *IN THE STATES* continues with a focus on LGBT issues in FL and IA. The series *A Conversation With* also continues this season with pairings of LGBT Movement leaders and icons. Pending the outcome of contractual arrangements, we will produce *IN THE LIFE* content for the website to promote episodes in advance of air dates. This is part of our continuing push to drive traffic to our content-rich website.

New media—This year marks 10 years that *IN THE LIFE* has been online and part of the booming Internet; In The Life Media (ITLM) is now available worldwide, 24/7 to 500+ million households. During FY2011, we will focus department resources on creating an improved online experience for users of the ITLM website and social media elements. Restricted funding resources will allow us to create and produce 2-4 original new programs for the website. In addition to airing monthly online episodes to a worldwide audience, we plan to build on last year's successes by creating at least 2 web-exclusive segments per month. Plans are underway to augment the online visitor experience by implementing Convio fundraising software as an advocacy and constituency management tool on the ITLM website. By using Google Adwords, we can harness the power of Internet search engines to drive traffic to the ITLM website. We plan to bring ITLM to a mobile smart-phone platform with SMS text sign up and donation functionality at special events and other gatherings—online and at various other points of interaction.

2. **Communications**—In FY2011, the communications department will launch the new ITLM brand, which is designed to build recognition and awareness of ITLM as a proven media leader in the LGBT movement. To broaden the educational reach of ITLM content, we will expand our organizational partnerships to include non-LGBT-specific social justice organizations. To fulfill our aspirations of becoming a national model for community education and corporate responsibility, we will host, in conjunction with corporate or community partners, a minimum of 4 screening events. We will manage relationships with bloggers in an effort to secure regular, ongoing coverage of *IN THE LIFE* episodes and to drive traffic to the ITLM website. We will significantly increase ITLM activity on Facebook and Twitter to leverage a ricochet effect around news and events on social networking sites and to drive traffic to the ITLM website. We also plan to use existing and new partnerships to secure earned media placement in major dailies that are local to the states featured on our *IN THE STATES* series which highlights the struggle for equal rights at the state level. Through advertising on social network sites and blogs, we plan to enhance online activism.

3. **Development**—The leading goal for the development department in FY2011 is to smartly direct activities that will generate resources for ITLM. Our slogan, Membership Makes the Movement, reflects our goal to increase membership contributions by 33% in the coming year. Our new media and communication goals outline the tactics that will drive the success of a dynamic membership campaign for the year, which will focus on applying acquisition and conversion tactics to online viewers. Our development plan identifies multiple opportunities through which we can convert *IN THE LIFE* viewers to members, including via public television, YouTube and the ITLM website. We have successfully beta-tested an online pride drive fundraising campaign, which we will launch at calendar year end of 2010.

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Riding on the success of previous *In Your Life* hosted screening and fundraising events, we are planning 6 events to coincide with LGBT film festivals or special events in major cities. We will launch a volunteer program to organize and activate ITLM's dedicated viewers by engaging local community supporters and LGBT centers to host preview screenings of *IN THE LIFE* episodes. We will give this program a corporate dimension as we create a value-added initiative with corporate partners in the coming year, offer *IN THE LIFE* DVDs for affinity and diversity groups and equality training in the workplace, and provide entrée to corporate relationship building.

4. **Finance and operations**—In FY2011, finance and operations will continue to minimize financial risk through best practices. One of our key planned accomplishments for FY2011 is to achieve full compliance with state and federal regulatory entities by year-end. We also plan to form an independent audit committee.  
We will continue to focus on making ITLM a place of choice at which to work. By instituting comprehensive shared department work plans, we expect to continue to improve communication and productivity organization-wide.
5. **Organizational**—In FY2011, the executive director and Board of Directors are committed to growing the size, diversity and resources of the ITLM Board of Directors by 100%. ITLM will continue to dedicate resources to produce change for the LGBT community through best practices and by examining our organizational structure and effectiveness.

#### Key Accomplishments in FY2010

##### 1. **Production**

**Series**—ITLM successfully met its goal to produce 8 new, hard-hitting, investigative *IN THE LIFE* episodes, 2 repackages and 2 repeats, which aired on 250 public television stations nationwide. We reached important milestones by launching the *IN THE STATES* series, created in partnership with Equality Federation. The premiere installment of *IN THE STATES* focused on OH; Equality Ohio used the video as a fundraising tool and to raise awareness for a lobby day campaign. The first *IN THE LIFE PRESENTS* acquisition of a special introductory version of the film, *PREACHER'S SONS*, garnered 15,000+ unique visitors to the ITLM website and netted a television audience of 250,000+ during its premiere month of November 2009.

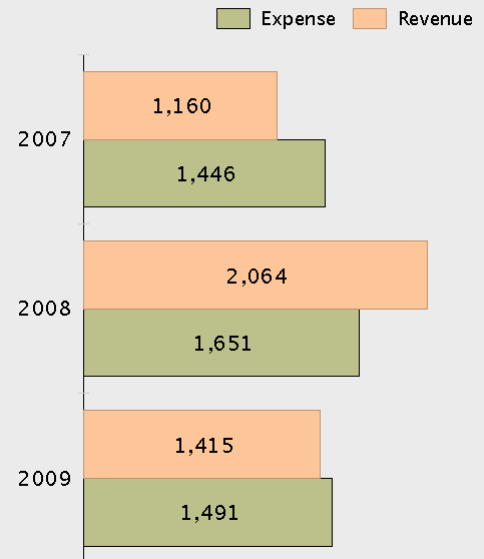
2. **Online technology** (new media)—Thanks to website improvements over the past fiscal year, more visitors have sought us out online and we have been able to provide new ways for those visitors to engage with the stories we produce. Some of our other significant accomplishments this past year include the launch of an online interactive media player that makes ITLM website content an interactive experience—visitors can comment, share content with friends and take action on segments. ITLM produced 28+ web-exclusive videos, an element that has helped us build visitor loyalty—evident in the higher numbers of repeat visitors and the increased length of time visitors spend on the site. ITLM significantly boosted website traffic—online viewers of monthly content increased 107%, the number of visitors taking action was up 46% and the time visitors spent on our site rose 19% per visit. As a way to develop new earned-income sources, ITLM produced a number of promotional videos for LGBT and allied organizations, including Lambda Legal, the International Gay & Lesbian Human Rights Commission, and the Arcus Foundation.
3. **Distribution** (communications)—In FY2010, our communications department's primary goals were to increase visibility, distribution and viewership. We developed and maintained strategic partnerships with 90 LGBT and allied organizations, and worked creatively with them to form value-added relationships. We helped them increase organizational visibility through various media sources and heighten their presence on social media platforms by distributing relevant *IN THE LIFE* episodes to their constituents and by offering meaningful ways for viewers and visitors to take action on the ITLM website through the Education = Action pages. The year also marked our transition from print to a dynamic and eco-conscious e-newsletter, and our introduction of screening events to bring corporate and community partners together. We also created a new community-based screening and fundraising event, *In Your Life*, at events in Washington, D.C., and Ft. Lauderdale, FL.
4. **Organization development**—To address areas of organizational structure and talent in FY2010, ITLM hired a post-production editor to help the new media department better achieve desired goals, a communications coordinator to facilitate website utilization and social media networking efforts, and an experienced development director. ITLM continues its efforts to minimize financial risk through best practices on all levels.

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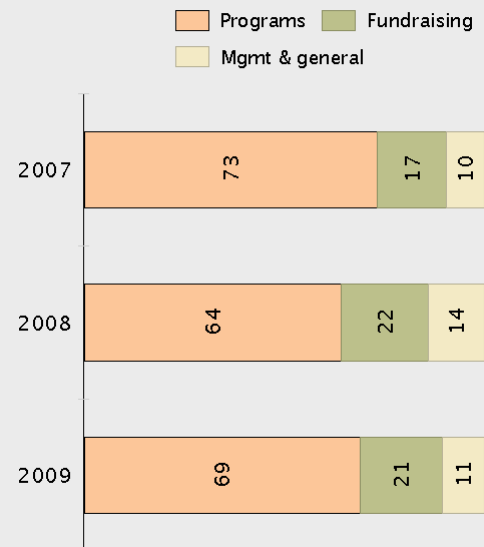
**Indicators of Financial Health & Efficiency**

<u>Ratios of Financial Health</u>	For the fiscal year ending June 30		
	2007	2008	2009
Liquidity ratio	1.7	1.3	0.6
Days of working capital	45	44	55
Working capital (\$000)	\$170	\$177	\$198
Average daily cash expense (\$000)	\$3.8	\$4.0	\$3.6
Fundraising expense (cash only) to raise \$1	\$0.22	\$0.17	\$0.22
Total revenue raised through development efforts (\$000)	\$1,143	\$2,049	\$1,388
<u>Indicators of Contributor Base</u>			
Number of individual donors who gave > \$35	2,328	1,602	1,737
Number of individual donors who gave > \$1,000	93	89	83
Donor turnover (gave > \$35 in prior FY & not this FY)	20%	17%	39%
Number of individuals attending fundraising events (paid > \$100 per person)	128	100	294
Percent of total revenue from top 10 contributors	70%	41%	66%
Number of unique contactable names currently in fundraising and e-action databases		<u>Current</u> 41,496	

**Revenue -vs- Expense (\$000)**



**Expense Percentage**



**Statement of Cash Flows**

	<u>Audited</u> 2007	<u>Audited</u> 2008	<u>Audited</u> 2009
Cash and cash equivalent balance at beginning of year	\$132,727	\$103,013	\$61,783
Net cash provided (used) by operating activities	-25,194	-134,883	-26,319
Net cash provided (used) by investing activities	-4,520	-6,347	-5,905
Net cash provided (used) by financing activities	0	100,000	0
Net increase (decrease) in cash	-\$29,714	-\$41,230	-\$32,224
<b>Cash and Cash Equivalent Balances at End of Year</b>	<u>\$103,013</u>	<u>\$61,783</u>	<u>\$29,559</u>

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### Statement of Financial Position

	<i>Audited</i> 2007		<i>Audited</i> 2008		<i>Audited</i> 2009
<b>Assets</b>					
Cash and cash equivalents	\$103,013		\$61,783		\$29,559
Investments	0		0		0
Other current assets	128,310		162,705		219,605
Net fixed assets	313,567		265,317		221,108
Other long-term assets	48,010		610,201		548,242
<b>Total Assets</b>	<b>\$592,900</b>		<b>\$1,100,006</b>		<b>\$1,018,514</b>
<b>Liabilities</b>					
Current liabilities	\$61,615		\$47,315		\$50,936
Long-term debt	0		100,000		100,000
Other long-term liabilities	136,254		145,019		135,903
<b>Total Liabilities</b>	<b>\$197,869</b>		<b>\$292,334</b>		<b>\$286,839</b>
<b>Net Assets</b>					
Unrestricted	176,858		110,341		21,464
Temporarily restricted	218,173		697,331		710,211
Permanently restricted	0		0		0
<b>Total Net Assets</b>	<b>\$395,031</b>		<b>\$807,672</b>		<b>\$731,675</b>
<b>Total Liabilities and Net Assets</b>	<b>\$592,900</b>		<b>\$1,100,006</b>		<b>\$1,018,514</b>

### Statement of Activities

	<i>Audited</i> 2007		<i>Audited</i> 2008		<i>Audited</i> 2009	
<b>Support &amp; Revenue</b>						
Individual contributions	\$526,462	45%	\$1,036,909	50%	\$238,029	17%
Foundation contributions	528,100	46%	850,160	41%	934,621	66%
Corporate contributions/Non-event sponsorships	755	0%	10,657	1%	3,418	0%
Government funding	0	0%	0	0%	0	0%
Bequests	0	0%	0	0%	0	0%
In-kind contributions	0	0%	120,000	6%	135,745	10%
Program income	11,334	1%	11,557	1%	18,186	1%
Dues	0	0%	0	0%	0	0%
Fundraising event income	99,212	9%	33,175	2%	113,525	8%
Less costs of direct benefit to donors	-12,391	-1%	-5,355	-0%	-38,201	-3%
Net fundraising event income	\$86,821		\$27,820		\$75,324	
Merchandise sales (net of cost of goods sold)	0	0%	0	0%	0	0%
Investment income	0	0%	0	0%	0	0%
Other revenue	7,015	1%	6,624	0%	10,091	1%
<b>Total Revenue</b>	<b>\$1,160,487</b>		<b>\$2,063,727</b>		<b>\$1,415,414</b>	
<b>Expenses</b>						
Program services	1,009,286	70%	1,012,025	61%	893,683	60%
Fundraising	246,960	17%	355,839	22%	301,551	20%
Management and general	132,128	9%	108,625	7%	110,318	7%
Total cash expenses	\$1,388,374		\$1,476,489		\$1,305,552	
Non-cash expenses						
In-kind	0	0%	120,000	7%	135,745	9%
Depreciation	57,661	4%	54,597	3%	50,114	3%
Total non-cash expenses	\$57,661		\$174,597		\$185,859	
<b>Total Expenses</b>	<b>\$1,446,035</b>		<b>\$1,651,086</b>		<b>\$1,491,411</b>	
Capital campaign net revenue	0		0		0	
<b>Change in Net Assets</b>	<b>-\$285,548</b>		<b>\$412,641</b>		<b>-\$75,997</b>	

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Board Members						Locations & Contact
<b>Total</b>	<b>Gender Identity</b>			<b>Identify As Transgender</b>		
	<i>Male</i>	<i>Female</i>	<i>Genderqueer/Other</i>			
6	50%	50%	0%	0%		
<b>African American/ Black</b>	<b>Asian/Pacific Islander</b>	<b>Caucasian</b>	<b>Hispanic/Latino(a)</b>	<b>Native American</b>	<b>Other</b>	
0%	0%	100%	0%	0%	0%	
<b>Fundraising Requirements</b>						
\$10,000 per fiscal year						
<b>Senior Management Profile</b>						
			<b>Lowest</b>	<b>Average</b>	<b>Highest</b>	
Tenure with the organization			0.2	3.3	7.8	
Compensation			\$55,000	\$65,500	\$85,000	
<b>Paid Staff</b>						
<b>Total</b>	<i>Full-Time</i>	<i>Part-Time</i>	<b>Gender Identity</b>			<b>Identify As Transgender</b>
			<i>Male</i>	<i>Female</i>	<i>Genderqueer/Other</i>	
11	11	0	36%	64%	0%	0%
<b>African American/ Black</b>	<b>Asian/Pacific Islander</b>	<b>Caucasian</b>	<b>Hispanic/Latino(a)</b>	<b>Native American</b>	<b>Other</b>	
18%	9%	73%	0%	0%	0%	
Note: Board and staff data as of 6/30/10						

In The Life Media, Inc.  
184 Fifth Avenue, 4th Floor  
New York, NY 10010  
212-255-6012  
www.inthelifetv.org

Additional Locations

None

Legal Names

In The Life Media, Inc. - 501(c)(3)

Contact

Michelle Kristel  
Executive Director  
mkristel@inthelifetv.org

**Organization's Notes and Advisories**

- Organization history** - The first 3 seasons of *IN THE LIFE* (1992-1994) were produced under the umbrella of Media Networks, Etc. In The Life Media was incorporated in 1994 and received 501(c)(3) status in May 1995.
- FY08 Expense percentage** - In FY2008, we concluded a year-long engagement with Fiscal Management Associates which included a review of expense allocations. The fundraising expense is higher than prior years because of implementation of a more conservative functional expense allocation methodology.
- Organizational reach** - In addition to 41,496 contactable names in our databases, *IN THE LIFE* is seen by more than 5 million viewers annually through our monthly broadcasts on public television stations nationwide (based on Nielsen Ratings).
- In-kind contributions** - We received in-kind donations of legal services in FY2009 for assistance with various contracts and ITLM's video archive.
- Temporarily restricted net assets** - The balance reflects a bequest from the estate of Ric Weiland payable over a period of eight years; the full amount of the bequest was recorded as revenue in FY2008.
- Revenue (FY2008-FY2009)** - In looking at the two years, FY2009 appears to reflect a substantial decrease in revenue from the prior year. This is the result of booking the full amount of the Ric Weiland bequest in FY2008.