NB MEDIA CO-OP

independent media by and for New Brunswickers

Annual Report
2016-2017

Highlights

- Presented timely and popular events including a talk by Jennifer Brant on recent scholarship of missing and murdered indigenous women as part our 8th Annual General Meeting; a talk by Kevin Donovan, author of *The Jian Ghomeshi Affair*, with Goose Lane; and a fake news workshop with Erin Steuter, a Mt. Allison University sociologist who studies the media.
- Hosted a successful membership drive. Raised $1,500, almost doubled our annual membership and had a fun fake news trivia night.
- Expanded our social media presence. Facebook likes up from 1,620 last year to 1,816 this year. Twitter followers up from 1,434 last year to 1,513 this year. Some of our forest stories have a reach of 15,000-20,000 on Facebook. Marilyn Merritt-Gray's story on Petitcodiac residents shutting down a JD Irving presentation on glyphosate had a Facebook reach of over 21,500 and 822 comments/likes/shares. Susan O'Donnell's story, "Are Fredericton taxpapyers subsidizing a 'fake clinic'?" had a Facebook reach of over 15,500.
- Published the 80th edition of *The Brief* in July-August 2017. Amy Martey is now distributing *The Brief* on Fredericton's north side.
- Our most popular story on our website this year: Dallas McQuarrie's story on forest spraying (over 30,000 views). Forest spraying is our most popular topic this year, including a breaking story by Matthew Hayes on JD Irving intimidating a salmon conservation group over their opposition to forest spraying. This story had a reach of 15,400 on Facebook and 494 comments/likes/shares.
- NB Federation of Labour passed a resolution to support the NB Media Co-op.

Challenges

- Getting more folks to write news stories for us
- Still looking for someone to tweet for us and getting more social media engagement
- Increasing the number of our members and donors
- Finding distributors of *The Brief*, including on UNB/STU campus

Special Thanks

Thanks to the labour unions and organizations that supported us this year: Canadian Union of Postal Workers (CUPW) Atlantic & Fundy, Conservation Council of New Brunswick, Fredericton District Labour Council, Faculty Association of the University of St. Thomas (FAUST), Mount Allison Faculty Association (MAFA), Sisters of Charity, UNB Faculty of Arts and UNB History. Thanks to the Association of UNB Teachers (AUNBT) and St. Thomas University Department of Sociology for donations made just after this financial year.

Thanks to this year's board of directors (Sarah Kardash, Asaf Rashid, Josephine Savarese, Tracy Glynn, Abram Lutes and Deanna Price) and editorial board (Matthew Hayes, Sophie Lavoie, Chris George and Tracy Glynn). Thanks to JP Arp for website assistance. Thanks to distributors of *The Brief.*



Gerry McAlister (Fredericton's distributor of *The Brief*) and board members Asaf Rashid and Abram Lutes at UNB Arts Orientation day at Odell Park in Sept. 2016.

Goodbyes

Gloria Paul, a long-time supporter of the NB Media Co-op, passed away in March 2016.

NB Media Co-op
180 Saint John St. Fredericton, NB E3B 4A9
Web: nbmediacoop.org / **Email**: info@nbmediacoop.org / **Facebook:** NB Media Co-op / **Twitter:** @nbmediacoop