

Mother Jones

At various key moments in the history of our republic, the country was literally saved by muckraking, crusading journalists. Today there is nobody else doing what *Mother Jones* does.

—BILL MOYERS

ANNUAL REPORT

MOTHER JONES AND THE FOUNDATION FOR NATIONAL PROGRESS

OUR MISSION *Mother Jones* produces revelatory journalism that, in its power and reach, seeks to inform and inspire a more just and democratic world.

The nonprofit Foundation for National Progress publishes *Mother Jones* magazine and MotherJones.com, directs the Mother Jones Internship Program, and sponsors The Media Consortium, a network of independent media organizations.

Mother Jones

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WHAT WE DO

MOTHER JONES MAGAZINE

The flagship project of the Foundation for National Progress, award-winning *Mother Jones* magazine was launched 31 years ago to provide a diverse national audience with investigative journalism and thoughtful, progressive analysis of critical issues. Paid circulation for *Mother Jones* magazine is 230,000.

MOTHERJONES.COM

In 1993, *Mother Jones* became the first general-interest magazine on the Internet. From its inception, MotherJones.com has broadened the reach and impact of *Mother Jones* magazine through its blend of original content and coverage of topics first presented in print. A winner of multiple Webby awards for its coverage of politics, MotherJones.com reaches over 2 million unique visitors a year.

MOTHER JONES INTERNSHIP PROGRAM

Since 1980, *Mother Jones* has been the home for the largest internship and fellowship program in the independent media world. Over the years, nearly 700 interns and fellows have gone through an intensive

From the Publisher



Dear friends,

This is an “annual” report with a difference — and not just because it covers two years in *Mother Jones*’ (and the planet’s) history.

We’ve taken this occasion, first, to look back at 30 years of extraordinary journalism from the pages of *Mother Jones* magazine — every page of every issue is now quickly accessible and searchable through our anniversary DVD. As Adam Hochschild observes in his essay included with the package, when he, Paul Jacobs, and Richard Parker published the first issue of *Mother Jones* in February 1976 (typeset in hot lead type, no less), they had no notion that the magazine would survive, much less flourish, all these years.

Thanks, though, in considerable measure to your generosity, *Mother Jones* grew and evolved with the times, furthering our mission to create and distribute smart, fearless journalism. These 30 years have seen an organization that started life as “a magazine for the rest of us” expand the definition of itself with an early and innovative web site, partnerships in television and radio, and significant investment and success in garnering broad, beyond-the-choir reach for our investigative stories. All the while we have stayed true to the original staff’s commitment to human rights, social justice, a healthy environment, and an inclusive democracy.

Many fine people over many years have contributed to the effectiveness of *Mother Jones* — committed editors and businesspeople, brave freelance reporters, talented partners, and generous financial supporters. By keeping *Mother Jones* independent and uncompro-

ming, by exposing corporate wrongs and government deception, by raising tough questions when other voices have been silent, we have written history together.

We will leave it to others, though, to write the book. The other reason this annual report is different is that it ultimately looks to the future. Whatever we’ve achieved in the past has been a warm-up for helping address the crises the world now faces. *Mother Jones* aims now to contribute in substantial ways to the broad movement to combat climate change, to reverse deepening inequality, and to create a truly global community. These times are filled with peril, but they are rich as well with possibility and hope, and those working for sanity and justice will need courageous journalists on their side.

For *Mother Jones*, this is a time for radical questioning, experimentation, innovation, and evolution — in the jargon of our time, we’re building *Mother Jones* 2.0. Over the next two years, you will see dramatic change as we adapt to the possibilities of the new media world that has brought so much communication power to our desktops. We intend to be fluent with whichever technologies and modes of story telling are right for a given story — whether it’s hot lead type or the next wave in the digital media revolution.

I invite you to join us. In 2037, when we look back together at these next 30 years, we intend to celebrate the history that has been written.

A handwritten signature in black ink that reads "Jay Harris".

Jay Harris, President & Publisher

real-world experience in the essentials of investigative journalism, working side-by-side with senior editors fact-checking, reporting, and writing original stories.

The success of the program is shown by the careers of its alumni. *Mother Jones* interns and fellows have gone on to prominent positions in journalism at the *New York Times*, *Newsweek*, *Time*, *The Los Angeles Times*, CBS News, Reuters, National Public Radio, and many other print, broadcast, and online news media.

THE MEDIA CONSORTIUM

The Foundation for National Progress is the sponsor for The Media Consortium, a network of leading progressive independent journalism organizations. The Consortium’s goals are to create smart, powerful, and passionate journalism that changes the terms of the American political and cultural debate, to redefine “independent progressive media” so that it reaches and serves the audience of the 21st century, to create a cooperative infrastructure that supports a sustainable future for progressive journalism, and to help get the message out to millions of Americans looking for honest, fair, and accurate journalism.

Mother Jones 2.0

Investing in independent journalism for the next 30 years

Thirty years ago, Adam Hochschild, Paul Jacobs, Richard Parker, and the other founders of *Mother Jones* had an idea for a new kind of independent, progressive magazine that (as Adam has written) had a “passion for justice,” exposed the “great power wielders of our time,” and was “well-written,” “attractive to the eye,” and built on “careful business planning” to boot.

Fast forward to today, and the need for this kind of journalism hasn’t diminished one iota. We see people searching for ways to have a vibrant, public, and fact-based discussion about new directions for our country and the world. They are looking for vigorous media committed to the principles of an open society.

This is *Mother Jones*’ mission. We stand with one foot in the American tradition of courageous, independent investigative journalism, and the other in the legacy of smart, effective, and progressive social change. While our values inspire our choice of investigative topics, as professional journalists we are committed to the highest standards of fairness, accuracy, and integrity.

TWO CHALLENGES

Political life today is dominated by out-of-control spin and BS. In bitterly partisan legislative battles and elections, truth, science, and facts have been made incidental, valuable only when they provide tactical advantage. The result too often has been a frightening disconnect between political agendas and the larger problems facing the country and world—war, poverty, and ecological crises, to name but three.

Compounding this is a media establishment that is, to a frightening extent, missing in action. We’ve been taught that a “free press” has a central role to play in confronting and correcting political perfidy, yet that role is being written out of the script by corporate and political pressures on for-profit news organizations. And while there are plenty of progressive and independent websites that do a great job at framing, spinning, and echoing each other on the news of the day, reportorial depth is a weakness in the lineup of “progressive media.” So as the traditional journalism of the Fourth Estate dissipates — as reporting staffs are cut back, fluff is substituted for news, and unchecked assertions proliferate online

—and as independent sources have a hard time filling the gap, the deceptions go unchallenged, and meaningful responses to real threats become all the more difficult.

THE OPPORTUNITY AHEAD

There’s more to this story, though.

Turned off by trends toward superficial and infotainment news, people are hungry for substantive and credible sources of news—for places they can go to get the real story. New audiences are emerging.

And the very model of “news” itself is changing, becoming interactive, community-building, and empowering. There is huge potential for connecting quality reporting with previously unseen levels of citizen engagement—if, that is, those of us who believe in those values don’t let the Internet’s enormous promise slip through our fingers.

But good reporting, whether it’s exposing scandal or probing deeply into complex issues, is irreducibly important for our jobs as citizens. It informs our thinking, not just this morning or this election, but for a decade or a lifetime.

More than three decades after the first issue of *Mother Jones* hit the streets, we’re ready to invest in the next generation for *Mother Jones*, a new kind of independent journalism organization.

We see *Mother Jones* as a powerful independent news organization, broader than any one medium. That identifies those stories where energetic reporting can shift how elites and the public understand an issue, changing minds. That makes smart use of strategy, technology, and networks to bring important journalism to people’s attention. That calls politics and the media back to what is real and urgent in the world.

We call it Mother Jones 2.0.

OUR GOAL

Our goal is to raise \$3.75 million for investments in reporting, expansion of our online operations, strategic communications, and smart business ideas.

You can help support this major step forward by making a special gift for investments in expansion, innovation, and growth.

For more information, please contact Associate Publisher Steve Katz at 415.321.1700 or via email at skatz@motherjones.com.

Feature Stories Published in 2005

Christopher Anderson
*When My Light Is
Almost Gone*

Emily Bazelon
*From Bagram to Abu
Ghraib*

Vince Beiser
A Guilty Man

Patrick Brown
*The Business of
Poaching*

Sara Catania
The Counselor

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Death Row Conversion

Frederick Clarkson
Expanding Universe

Marla Cone
*Dozens of Words for
Snow, None for Pollution*

Sara Corbett
The Asthma Trap

Daniel Duane
Sacrificial Ram

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Coming Home

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Snowed

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A Gathering Swarm

Jennifer Gonnerman
The Unforgiven

David Goodman
The Ohio Insurgency



Gary Greenberg
The Condemned

Gary Greenberg
Respectable Reefer

Karen Houppert
Professing Faith

Susan Jacoby
Original Intent

Olivier Jobard
Scorched Earth

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*The Party That Never
Ends*

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Left, Right, and Wrong

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A Higher Frequency

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*In the Garden of
Armageddon*

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Rendering Unto God

Greg Sargent
The Ricochet

Mark Schapiro
The Middleman

Michael Scherer
*Make Your Taxes
Disappear!*

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The Side Effects of Truth

Michael Scherer
*Scrimmage on the
Border*

Lauren Slater
Who Holds the Clicker?

John Sugg
A Nation Under God

Andrew Testa
Sea Change

James B. Twitchell
Jesus Christ's Superflock

Rob Waters
Medicating Aliah

Julia Whitty
Accounting Coup

Barry Yeoman
*The Fall of a True
Believer*



John Ritter

Feature Stories Published in 2006

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Just Try Voting Here

Gar Alperovitz
Another World Is Possible

Photographs by Penny
De Los Santos & Text by
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Born Into Cellblocks

Charles Bowden
Exodus

Oliver Broudy
Revenge of the Nerds

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In a Brothel Atop Street 63

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Rock the Junta

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A Is for Afro

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*How One Captain of
Industry Changed Course*

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The Bible Bench

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Heroes in Error

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Net Losses

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*The Man Who Has Been
to America*

Sara Shipley Hiles &
Marina Walker Guevara
*Cleaning Up at Home, Ex-
porting Pollution Abroad*

Jack Hitt
*The McCain (et al.)
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Photo Essay
by Jan Van Ijken
More Equal Than Others

Alyssa Katz
Prime Suspect

Bill McKibben
*When CEOs Talk About
Going Green, Are They
Just Thinking About
Greenbacks?*

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The Midas Touch

Jim Morris & Frank
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Gerald White
Dennis W. Whitfield
Lawrence Willey
Andrea Williams
James Wingard
Theodore and Gertrude
Winsberg
Nina Winston
Stikis
Laurens Wise
Helen Wise
Russ Witney
Rosanne Wohlman
Ray Wooten
Amy Yenkin
Ira Yurdin

The Mary Harris Jones Legacy Society

In 1975 we named *Mother Jones* magazine after Mary Harris Jones, a great American orator, organizer, hellraiser, and heroine. Mother Jones battled corporate elites and politicians, went to jail repeatedly for organizing workers, and converted tens of thousands of Americans to the labor movement. A long-time champion of laws to end child labor, she continued as a union organizer and agitator into her nineties. At the height of her influence, a strike-busting prosecutor called Mother Jones "the most dangerous woman in America." Her fearless and passionate leadership inspired us to found *Mother Jones* magazine for her. Mary Harris Jones is a reminder that we all have the capacity to inspire, the passion to change, and the courage to lead. The Mary Harris Jones Legacy Society honors those who have included *Mother Jones* in their estate plans.

Anonymous (2)
Harriet S. Barlow
Gene Birmingham
Joan Catherine Braun
Bobby Brown
Jane W. Butcher
Steve and Midge
Carstensen
E. A. Chivington
Paul Colebrook
Eva Diemel
Geneva Folsom &
Lisa Folsom-Ernest
Cheryl Forté
Helen J. Honeck
Marjorie Jasper
Cal Joy
Alice Lazerowitz
Holger A. Lerche
Elizabeth Marcus
Beverly & Bob Noun
Sally O'Connell
Hilary E. Perkins
Goldwina Nelson
Phillips
Christina Platt
Thomas E.
Rosenbaum
Lois Rowley
Judith S. Van Schaack
Rose Volkman
Elizabeth A. Wood
Marilyn Ruth Dudine
Woodruff & Arthur
Edson Woodruff

Statement of Activities FOR THE YEARS ENDED DECEMBER 31, 2005, AND DECEMBER 31, 2006

ASSETS

	2005	2006
Current assets		
Cash and cash equivalents	\$323,315	\$537,059
Accounts receivable	387,944	674,278
Contributions receivable	124,529	134,661
Prepaid expenses	245,559	202,639
Total current assets	1,081,347	1,548,637
Fixed assets (net of depreciation)	205,339	186,123
Other assets	23,277	24,371
Total assets	\$1,309,963	\$1,759,131

LIABILITIES AND NET ASSETS

	2005	2006
Current liabilities		
Line of credit	\$100,000	\$200,000
Accounts payable	737,999	964,744
Accrued expenses	656,320	518,769
Current portion of deferred subscription revenue	927,656	757,861
Total current liabilities	2,421,975	2,441,374
Deferred rent	83,796	132,070
Deferred subscription revenue, net	990,624	966,311
Total liabilities	3,496,395	3,539,755

NET ASSETS (DEFICIT)

	2005	2006
Unrestricted		
Operating	(3,058,898)	(2,460,665)
Board designated	104,036	-
Total unrestricted deficit	(2,954,862)	(2,460,665)
Temporarily restricted	768,430	680,041
Net assets (deficit)	(2,186,432)	(1,780,624)
Total liabilities and net assets (deficit)	\$1,309,963	\$1,759,131

Change in net assets (deficit)	(366,439)	405,808
Beginning net assets (deficit)	(1,819,993)	(2,186,432)
Ending net assets (deficit)	\$(2,186,432)	\$(1,780,624)

TOTAL REVENUES AND SUPPORT

	2005	2006
Grants and contributions	\$4,949,125	\$5,323,780
Membership	2,583,493	2,048,299
Single issue sales	410,837	409,032
List rentals	414,615	427,980
Royalties	27,696	22,117
Advertising	1,117,050	1,392,602
Other	26,091	49,686
Total revenues and support	9,528,907	9,673,496

EXPENSES

	2005	2006
Enterprise activities		
Membership	2,093,863	1,625,317
Outreach	571,424	438,540
Research and editorial	2,631,087	2,568,500
Journal production & distribution	1,530,546	1,250,917
Internet — MotherJones.com	806,990	899,217
The Media Consortium	—	171,473
Total enterprise activities	7,633,910	6,953,964
Supporting services		
Development	1,196,064	1,167,857
Advertising sales	751,059	877,740
General and administrative	314,313	268,127
Total supporting services	2,261,436	2,313,724
Total expenses	9,895,346	9,267,688
Net revenue	\$(366,439)	\$405,808



2005-2006 Board of Directors

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Berkeley, California
Co-chair
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San Francisco, California
Co-chair (until December 2005)

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Staff Representative & Secretary (until January 2006)

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Secretary & Treasurer

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San Francisco, California

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Julia Stasch
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John Tirman
Mark Tukman

Judy Wise
Mike Woo



2005-2006 Staff

Jay Harris
Publisher

Monika Bauerlein
Co-Editor-in-Chief

Clara Jeffery
Co-Editor-in-Chief

Russ Rymer
Editor-in-Chief (until July 2006)

MOTHER JONES MAGAZINE
Monika Bauerlein
Investigative Editor (until July 2006)

Tim Dickinson
Articles Editor (until February 2005)

Elizabeth Gettelman
Research Editor

David Gilson
Associate Editor

Josh Harkinson
Lannan Fellow in
Investigative Reporting

Clara Jeffery
Deputy Editor (until July 2006)

Sheila Kaplan
Investigative Editor (until
February 2006)

Deborah Lewis
Managing Editor

Rina Palta
Assistant to the Editor-in-
Chief (until September 2006)

Alastair Paulin
Senior Editor

James Ridgeway
Investigative Editor
Washington, DC Bureau

Michael Scherer
Washington Correspondent
(until July 2005)

Dan Schulman
Lannan Fellow in
Investigative Reporting

Christine Sheridan
Copy Editor (until May 2006)

MOTHERJONES.COM
Julian Brookes
Editor (until December 2006)

Ed Homich
Director of Web Operations

Bruce McCurdy
General Manager

Thomas Ocampo
Marketplace Manager (until
February 2005)

Bradford Plumer
Assistant Editor (until August
2006)

Laura Shapiro
Web Designer (until
September 2006)

Samuel Taub
Web Developer

Robert Wise
Web Master

MOTHER JONES RADIO
Angie Coiro
Host (until December 2006)

Katharina Rill
Producer (until December
2006)

Peter Meredith
Assistant Producer (until
December 2006)

ART DEPARTMENT
Susan Scandrett
Creative Director

Sarah Kehoe
Photo Editor (until May 2005)

Tim Luddy
Art Director

George McCalman
Art Director (until September
2006)

Jane Palecek
Creative Director (until
August 2006)

Chloe Sherman
Photo Editor (until October
2006)

**MANUFACTURING &
DISTRIBUTION**
Yuki Tessitore-Vu
Production Manager

Wendy Gross
Production Manager (until
October 2006)

Justin Neal
Production Manager (until
August 2005)

ADVERTISING
Suzanne Saluti
Associate Publisher
Advertising Sales &
Marketing

Khary Brown
Advertising Account
Representative

Shannon Dunn-Delgado
National Accounts Manager
(until September 2006)

Eileen Ellis
National Accounts Director

Chris Jervey
Advertising Account
Executive (until
December 2005)

Rose Miller
Advertising Operations
Coordinator

Molly Mueller
Marketing & Sales Associate

Eric Weiss
Associate Publisher
Sales, Marketing & Business
development (until November
2005)

MARKETING
Peter Meredith
Marketing Associate

Jayne Salinger
Marketing Manager (until
April 2005)

Dilini Weerasooriya
Marketing Coordinator (until
December 2005)

**DEVELOPMENT &
COMMUNICATIONS**
Steven Katz
Associate Publisher
Communications &
Fundraising

Lily Bartlett Abood
Major Gifts Officer

Laurin Asdal
Director of Major Gifts

Pete Dragon
Development Manager

Megan Gildea
Stewardship & Information
Systems Manager (until
August 2006)

Kathryn Knight
Director of Major Gifts (until
March 2005)

Erin Larson
Development Associate

Richard Reynolds
Communications Director

Laura Weissbein
Development Associate (until
June 2006)

ADMINISTRATION
Madeleine Buckingham
Chief Operating Officer/
Chief Financial Officer

Scott Bray
Information Technology
Director (until March 2007)

Henry Cheng
Senior Enterprise Solutions
Architect (until December 2005)

Myna Chiem
Controller

Valerie Coleman
Receptionist & Customer
Service Representative

Anna Duarte
Accounting Assistant
(until March 2005)

Eric Franklin
Billing Manager (until
September 2006)

Liv Leader
Office Coordinator
(until July 2006)

Emma Logan
Human Resources
Manager

Kevin Medford
Business Manager

Scott Morrey
Information Technology
Manager (until August 2005)

Cathy Rodgers
Accounting & Administrative
Assistant (until September
2006)

Tracy Treu
Customer Service
Representative (until
September 2006)

Maysoun Wazwaz
Marketplace Coordinator
(until June 2006)

Rebekah Van Horsen
Office Manager
(until June 2005)

INTERNS & FELLOWS

Paige Austin
Noah Averbach-Katz
Michael Beckel
Juliana Bunim
Alex Carp
Melanie Colburn
April Dembosky
Dylan DiSalvio
Meghann Farnsworth
Leigh Ferrara
Jeff Fleischer
Tucker Foehl
Ann Friedman
Carl Gutierrez
Clinton Hendler
Nicole Hill
Erik Kancler
Lisa Katayama
Erin Kennedy
Michal Lumsden
Lisa Wong Macabasco
Koshlan Mayer-Blackwell
Ana Mileva
Jon Mooallem
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Celia Perry
Jennifer Phillips
April Rabkin
Katherine Renz
Amaya Rivera
Onnesha Roychoudhuri
E. Cameron Scott
Adam Shemper
Eva Steele-Saccio
Jonathan Stein
Marisa Taylor
Jennifer Wedekind
Alexandra Wong

Giving Opportunities

Your support keeps *Mother Jones* independent and honest. And that means more smart, fearless investigative journalism that makes a difference. There are plenty of ways you can give:

HELLRAISERS

Donors join this steadfast group of supporters by making annual gifts of \$480 or more to help *Mother Jones* fearlessly speak truth to power. Hellraisers receive advance copies of *Mother Jones* before the issue hits the newsstands, as well as recognition in our Annual Report. Membership in the Leadership Gifts Society and National Affairs Council is offered to donors who make annual gifts at the \$1,500 and \$5,000 level, and entitles them to additional benefits.

MUCKRAKERS

This dedicated group of supporters makes monthly donations to *Mother Jones*, the most cost-effective way to make sure we keep covering the stories the rest of the media won't touch. By providing a reliable source of income and allowing us to plan for the future, *Mother Jones* Muckrakers make it possible for *Mother Jones* to tackle investigative projects that would otherwise be beyond our means.

MARY HARRIS JONES LEGACY SOCIETY

You can use your will or estate plan to sustain the good fight by dedicating some of your assets to future hellraising by *Mother Jones*. By including us in your estate plan, you'll help keep the public's attention focused on real issues and make sure that progressive values stay alive in the national press. Gifts of all sizes and kinds are appreciated, and your estate may be entitled to a tax deduction for the value of the assets you bequeath to *Mother Jones*.

GIFTS OF STOCK

You can help amplify the voice of independent media and simultaneously reduce your tax bills by making a gift of stock. By donating appreciated stocks, bonds, and mutual fund shares that you have owned for more than a year, you can completely avoid capital gains tax and receive an income tax deduction for the fair market value of your gift. To make a gift of stock, ask your broker to transfer the shares to the Foundation for National Progress. The transfer should be directed as follows:

A SPECIAL GIVING OPPORTUNITY IN 2007

If you own an IRA and are at least 70 years of age, you can contribute up to \$100,000 to *Mother Jones* directly from your individual retirement account. The process is simple: tell your IRA custodian to send a check to the Foundation for National Progress directly from your IRA. This special charitable giving opportunity may give you additional tax benefits (as always, talk to your financial adviser about this). For more information on this, and for forms you can use to make a contribution from your IRA, please contact Steve Katz, Associate Publisher, at 415.321.1700 or via email at skatz@motherjones.com.

Charles Schwab
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Tax ID #: 94-2282759
Account #: 4176-1072
DTC Clearing 0164, Code 40

INVESTING IN THE FUTURE: SPECIAL GIFTS FOR MOTHER JONES 2.0

A strong base for influential investigative reporting. Deeper capacity for effective strategic communications. A vibrant online community. Journalism that makes a difference in the larger public debate. These are the goals for *Mother Jones* 2.0, our campaign to invest in innovative and effective approaches that meet the challenges and opportunities of the new media and political landscape we're in.

To kick-start *Mother Jones* 2.0, three board members have stepped forward with an exceptionally

generous challenge to the *Mother Jones* community. They have pledged \$1.2 million to *Mother Jones* 2.0 if we can obtain additional contributions from like-minded individuals and foundations.

You can help us meet this challenge by pledging a personally significant special contribution for new investments at *Mother Jones*.

For more information on how to support *Mother Jones* 2.0, please contact Associate Publisher Steve Katz at 415.321.1700 or via email at skatz@motherjones.com.

TRIBUTE OR MEMORIAL GIFTS

Honor someone special, or someone whose memory you hold dear, by giving a tribute or memorial gift to the *Mother Jones* Investigative Fund. Your generous gift expresses a genuine commitment to independent investigative reporting. Tell us who should receive notice of this tribute

gift, and we'll send a personalized *Mother Jones* card to the honoree in your name.

MATCHING GIFTS

Matching gifts are an easy way to double or even triple your charitable contributions to the *Mother Jones* Investigative Fund and our commitment to progressive journalism. Ask your company's personnel office for a matching gift form, then send it to *Mother Jones* along with your contribution.

For information about these and other opportunities to support *Mother Jones*, please visit our website at www.motherjones.com or contact Associate Publisher Steve Katz at 415.321.1700 or via email at skatz@motherjones.com.

Mother Jones

THE FOUNDATION FOR NATIONAL PROGRESS

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