



## What is the Future for Estuary Magazine?

### Blueprint Action/Task 32-2

*Should we move to another mothership, restructure financing, gracefully wind down publication over the course of one year, change the product, or focus more on new priorities such as climate resilience? 30 years in, where do we go next? Do the partners who support Estuary have new priorities or needs? Who recommits to this project?*

#### **QUESTIONS FOR IMPLEMENTATION COMMITTEE:**

- 1) What does the CCMP IC think, in terms of the relevance of ESTUARY going forward and in future? Still a worthy investment?
- 2) Who owns this magazine? Who decides if it sunsets?
- 3) Is there another partner with a strong printing, mailing, public information or technical support budget that could take over those costs?
- 4) If not, are there any other potential pillar funders who could contribute \$10K-\$30K per year? Who to approach?
- 5) Could we convert IRWMP to a yes somehow – or approach them differently?
- 6) Would we do better with more strongly “dedicated” or sponsored sections or Pearls products...? Metro, Water Supply, etc.
- 7) Could money be made from providing “content” or a pay as you go -subscription news service?

#### **BACKGROUND:**

The current budget for Estuary Magazine is \$138,000/year for four issues (see budget detail, below). The majority of the current funding (about \$75,000) is provided by SFEP through both direct support as well as in staff time with National Estuary Program (NEP) funding. Raising the balance of the budget each year has become an increasingly onerous task for both the editor and SFEP staff. Partner budgets are increasingly tight and it is almost impossible to get public grants of any kind for communication, journalism, or public information. Foundations meanwhile don't like to fund projects that also have public funding.

SFEP is also faced with an increasingly lean budget and needs to scale back its support of Estuary Magazine, meaning it will need to be largely partner funded, rather than largely SFEP funded.

#### **FUTURE OPTIONS:**

- 1) ESTUARY secures more multi-year commitments from 2-3 other pillar partners
- 2) ESTUARY finds a new home with a host more easily able to fold magazine support into overhead costs. In this scenario, some or all of the staff, web maintenance, printing, and mailing costs now shouldered by SFEP would move to a different entity.
- 3) ESTUARY spin offs into something new, focuses on new priorities

**Budget Detail:** 4 print issues, 4-6 Pearls issues, multiple website updates per year

Contracted Services (writing, editing, design, images, social media):	\$92,000*
Printing, Postage, Website (SFEP):	\$27,000
Admin ~160 hrs staff time/year (SFEP):	\$19,000
Total	\$138,000/\$150K preferred*

\*Increase budget by \$12K to support a part time dedicated development and social media manager.

**Current Projected Funders for 2021 (for Contracted Services):**

**Pillars**

SFEP (EPA)	\$25,000
Bay RMP*	\$16,000
SF Estuary Institute*	\$7,000
Restoration Authority	\$10,000
Delta Stewardship Council*	\$30,000
Total	\$88,000

\*Confirmed and/or increased 3-year commitment 2020 +

**Smaller Contributions**

Agencies: DWR (\$2,500), BCDC (\$3,500)	\$6000**
Water districts (\$750-\$2,500)	\$10,000-\$15,000
Consultants/special projects	\$3000***
	\$19,000-\$24,000

Projected totals raised to date	\$107-\$112,000
GAP included funds for SFEP admin, printing & mailing:	\$31-\$26,000

\*\*Could these increase to \$5K each?

\*\*\* Room for growth- special story telling themes

**Analytics Summary**

**Distribution:**

5,000 email list  
 2,100 print run (snail mail and bulk mail coffee table packets delivery)  
 8,595 website visits last three months (Dec-February)  
 87% increase in web site users since 2018  
 463 followers Twitter

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