

# Annual Report

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2015

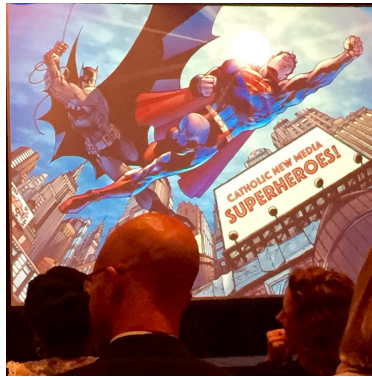


# 2015 Highlights

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2015 marked the 10<sup>th</sup> anniversary of the Starquest Production Network and of Catholic podcasting, in general. Fr. Roderick Vonhögen's first podcasts from Rome during the illness of Pope St. John Paul II and election of Pope Benedict XVI as part of the *Catholic Insider* series was the seed for all of SQPN's thousands of hours in dozens of entertaining shows, featuring a fantastic lineup of hosts.

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The Catholic New Media Conference was held in June in Atlanta, Georgia, in the same location where the first one was held in 2008. While Fr. Roderick was unable to travel to the US for the gathering, he sent along a recording of his keynote that recounted the history of Catholic new media, and Greg Willits, one of the founders of SQPN, was able to give a keynote in person on the 4 C's of Catholic Communications. Other presenters included Pat Padley, Lisa Hendey, Maria Johnson, and Fr. Dave Dwyer. There was also a live recording of the *Catholic Weekend* podcast.



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## New Executive Director



By the middle of 2015, SQPN had been without an executive director/COO for some time. The Board of Directors at that time determined that in order to continue to advance the mission of the organization, they needed to bring in someone to help prioritize, plan, and execute the current and future projects of SQPN in line with its continuing mission.

In November 2015, Domenico Bettinelli began as the new executive director/COO. At the same, some longtime directors took the opportunity of the change in leadership to step down in order to allow a new board the opportunity to provide their advice and consent for the future of SQPN. SQPN greatly appreciates and thanks those board members for their years of service.

Dom Bettinelli has worked with SQPN on a volunteer basis for some time. In 2011, he was the liaison with the Archdiocese of Boston when the CNMC was held at their pastoral center in Massachusetts, and again worked in that capacity in 2013 when the CNMC returned. He's also co-hosted with Fr. Roderick both the **Secrets of Star Wars** and **Secrets of Doctor Who** podcasts.

He brings extensive experience in Catholic communications, having helped found the first Catholic online news agency in 1996; working in various positions, including editor, at the print magazine *Catholic World Report*; serving the Archdiocese of Boston as Creative Director for new media; hosting and producing a daily radio program in Boston; and working in a Catholic parish as director of communications.

# Strategic Planning

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In January 2016, the board and officers of SQPN convened in Boston, Massachusetts to engage in a strategic planning process that would set some challenging goals for the organization in light of the current trends in the kind of pop culture media programming SQPN specializes in along with new emphases in evangelization encouraged by Pope Francis.

## Mission Statement/Purpose

SQPN's mission is to respond to the Catholic Church's call to use new media for evangelization and catechesis, education and formation. Pope St. John Paul II reiterated this call in his January 2005 Apostolic Letter, *The Rapid Development*, and encouraged Catholics to spread the Gospel using the latest in communications technology. SQPN fulfills this mission by creating audio and video productions that provide commentary and entertaining discussion on a variety of topics related to popular cultures and current trends in society.

## Building a Foundation for the Future

The strategic planning process acknowledged that this is a key time for SQPN to re-evaluate where it's been, where it is now, and where it wants to go over the next few years. To that end, the leadership developed 6 new SMART (specific, measurable, attainable, relevant, and time-based) goals for the next year in the areas of organization, creative production, and community building. We present them below in simplified form.

1. Re-define the purpose, duties and requirements of the Board of Directors and recruit a new, diverse group of Directors who can contribute specific skills to the mission of SQPN.
2. Recruit a production team to manage infrastructure, content distribution and publicity, to include managing web sites, editing audio and video productions, maintaining Libsyn and YouTube channels, and market and engage with a community of listeners and viewers.
3. Re-launch the monthly email newsletter to keep our community involved and engaged.
4. Transition the **Catholic Weekend** podcast to a new video-based, community show called **Let's Talk**, that includes content provided by the community of viewers and listeners. The show will feature a rotating panel of hosts and guests who focus on a very specific topic in a shorter-than-usual show of about 30 minutes.

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5. Launch a new series called **Secrets** to replace the plethora of **Secrets of...** shows. Recognizing that few TV shows and movies have enough interest to warrant a whole series of their own, **Secrets** lets SQPN hosts and guests provide their unique brand of analysis and discussion of video games, TV shows and movies in one or a few episodes. Meanwhile, **Secrets of Doctor Who** and **Secrets of Star Wars** will continue because of the brand name of both the original shows and of the SQPN series.
  6. As SQPN's current hosts represent an older demographic, we recognize the need to "grow younger". We plan to offer a series of training sessions in several locations for young people (20-24) in how to be a vlogger. They will establish their own channels and be associated with the wider SQPN community. Over time, certain of the vloggers who exhibit skill and talent, will be recruited to become hosts of SQPN series of their own with a stipend for remuneration.
  7. Engage in a Giving Campaign in the Spring of 2016 to raise support for these new shows and to begin providing stipends to those who contribute to production of SQPN shows.

## Other plans for 2016

In addition to the SMART goals, there are other tentative plans for 2016. In addition to the team traveling from the Netherlands and Atlanta to Boston, Fr. Roderick will be traveling to Atlanta for a scheduled speaking engagement in June and will stop in Boston for meetings with Dom Bettinelli. There have also been initial discussions for recording some content in Rome later this year. Other travel may come up as well. These will all include opportunities for community meetups with fans in those locales.

In the absence of a CNMC in 2016, meetups and gatherings in various cities as the opportunity presents itself will be a chance to build and maintain the communal friendship that characterizes much of the SQPN charism.

# Financials

## Balance Sheet

US-GAAP

### ASSETS

CURRENT ASSETS	DEC 31, 2015
Cash	\$259,297
<b>TOTAL CURRENT ASSETS</b>	<b>\$259,297</b>

FIXED ASSETS	DEC 31, 2015
Computer Software and Equipment	\$1,240
-Accumulated Depreciation	-\$852
<b>TOTAL NET FIXED ASSETS</b>	<b>\$388</b>

OTHER ASSETS	DEC 31, 2015
Total Reserve to European Salaries*	\$71,758
<b>TOTAL OTHER ASSETS</b>	<b>\$71,758</b>
<b>TOTAL ASSETS</b>	<b>\$331,444</b>

\* On advice of our CPA, we account for the sum total outflows ever wired to SQPN Europe for personnel doing work for SQPN through an allocation to an asset.

### LIABILITIES AND EQUITY

EQUITY	Q1
Retained Earnings	\$324,459
Net Income	\$6,985
<b>TOTAL EQUITY</b>	<b>\$331,444</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$331,444</b>

# Income Statement

US-GAAP

## INCOME

FISCAL YEAR END 12/31	2015
Conference Receipts	\$1,123
Conference Sponsorships	\$3,600
Donations	\$52,596
Tax Refund	\$682
Unrelated Online Commissions	\$10,016
Interest	\$63
<b>TOTAL INCOME</b>	<b>\$68,081</b>

	2015
Net Ordinary Income	\$6,985
<b>NET INCOME</b>	<b>\$6,985</b>

## EXPENSES

	2015
Wages	\$23,863
Conference Expenses, General	\$9,677
Internet Services	\$3,723
Podcast Production	\$880
Contractors, Consultants, Professional Services	\$6,070
Travel and Meeting Expenses	\$4,017
Computer Hardware	\$1,699
PR/Marketing/Communications	\$1,731
Fees	\$3,201
Bank Charges	\$278
Gifts	\$150
Office Supplies	\$225
Postage & Delivery	\$129
Taxes	\$5,453
<b>TOTAL EXPENSES</b>	<b>\$61,096</b>

### ESTIMATED MONTHLY INCOME

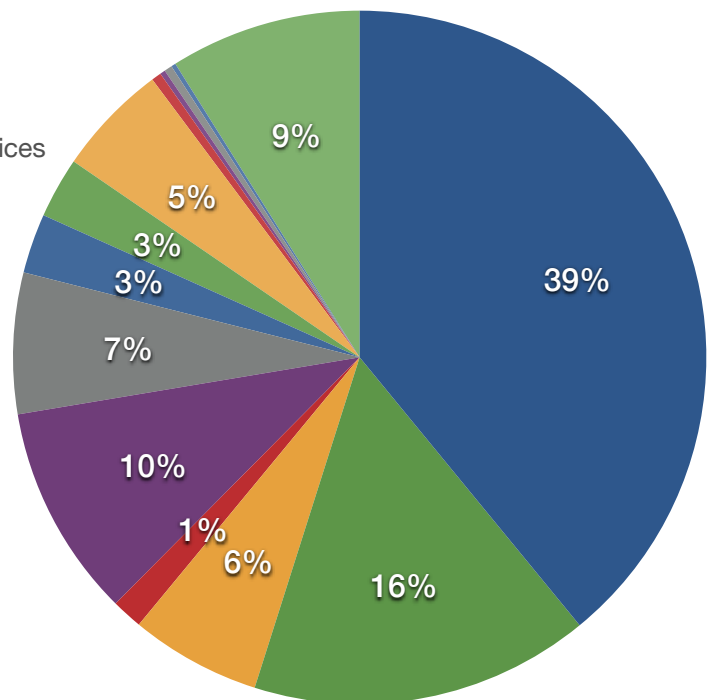
Donations	\$2950
Sponsor Revenue	\$1071
<b>Total Monthly Income, estimated</b>	<b>\$4021</b>

### ESTIMATED MONTHLY EXPENSES

Salaries	\$5495
Online Services & Hosting	\$199
Office Supplies & Postage	\$15
Fees & Taxes	\$938
<b>Total Monthly Expenses, estimated</b>	<b>\$6647</b>
<b>Total Monthly Surplus/(Deficit)</b>	<b>(\$2626)</b>

Expense Breakdown

- Wages
- Conference Expenses, General
- Internet Services
- Podcast Production
- Contractors, Consultants, Professional Services
- Travel and Meeting Expenses
- Computer Hardware
- PR/Marketing/Communications
- Fees
- Bank Charges
- Gifts
- Office Supplies
- Postage & Delivery
- Taxes



**Monthly Operational Expenses** include personnel; web site hosting for a dedicated server; podcast hosting on a content distribution network; software services from Google, Adobe and others; and marketing services through Hootsuite and Mailchimp.

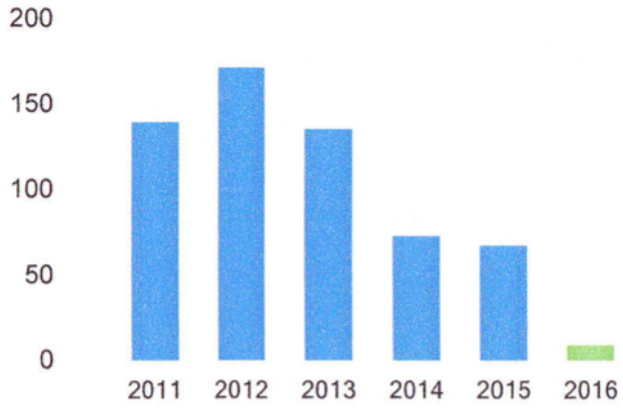


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### Prev Year Income Comparison

All Yearly

\$ in 1000s

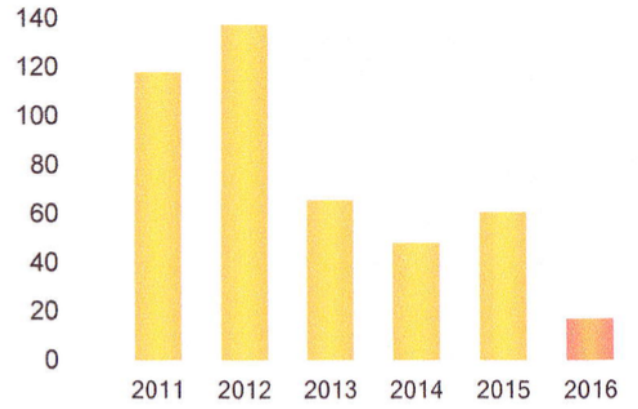


■ Prior Year(s) ■ Current Year

### Prev Year Expense Comparison

All Yearly

\$ in 1000s



■ Prior Year(s) ■ Current Year

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# Statement of Cash Flows

US-GAAP

## CASH FLOW FROM OPERATING ACTIVITIES

FISCAL YEAR END 12/31	2015
Net Income	\$6,985
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>\$6,985</b>

## CASH FLOW FROM INVESTING ACTIVITIES

	2015
Loan to European Associate	-\$16,206
<b>NET CASH PROVIDED BY INVESTING ACTIVITIES</b>	<b>-\$16,206</b>

## CASH AND EQUIVALENTS, END OF YEAR

	2015
Net Increase in Cash and Equivalents	-\$9,221
Cash and Equivalents, Beginning of Year	\$268,518
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	<b>\$259,297</b>

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# Budgets: Planned and Current Projects

## LET'S TALK

Guests & Personnel	\$2,000
Material Costs	\$300
Marketing and Other Costs	\$300
	<b>\$2,600</b>

## SECRETS

Guests & Personnel	\$2,000
Material Costs	\$500
Marketing and Other Costs	\$500
	<b>\$3,000</b>

## "GROW YOUNGER" TRAINING

Travel Expenses	\$2,500
Venue and Equipment	\$1,500
Food , Marketing, and Other Costs	\$2,000
	<b>\$6,000</b>

## SECRETS OF STAR WARS

Travel Expenses	\$1,500
Material Costs	\$500
Marketing and Other Costs	\$500
	<b>\$2,000</b>

- **Secrets of Doctor Who** is on hiatus until 2017 when new Doctor Who episodes begin airing again.
- We are planning to a reserve of \$5,000 to tap for other projects as the opportunity for them arises over the course of the year.

# Officers and Directors

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<b>Chief Executive Officer and Chief Creative Officer</b> .....	Fr. Roderick Vonhögen
<b>Chief Operating Officer and Executive Director</b> .....	Domenico Bettinelli, Jr.
<b>Chief Financial Officer</b> .....	Linda Nielsen
<b>Director</b> .....	Jeff Nielsen
<b>Technical Manager</b> .....	Inge Loots
<b>Chaplain</b> .....	Fr. Cory Sticha