

Annual Report

2016



2016 Highlights

While 2015 marked the 10th anniversary of the Star Quest Podcast Network and Catholic podcasting, 2016 had another milestone of its own, when Fr. Roderick recorded his 1,000th episode of his podcast, The Break, which is an incredible amount. Such longevity is especially notable when the vast majority of podcasts don't make it out of double digits in numbers of episodes. Congratulations, Fr. Roderick!

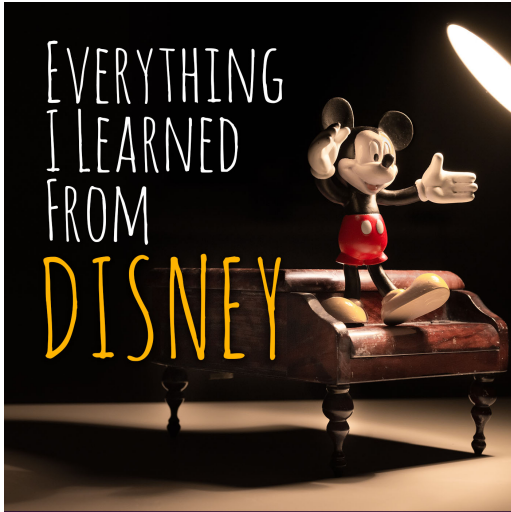


2016 was also a year for trying new projects and striking out in new directions. SQPN started the year by saying goodbye to the community favorite show, Catholic Weekend, as its hosts and panelists moved on to new creative projects. In its place, Let's Talk was a new kind of community show, an experiment in having a variety of guests, experts in particular topics, recorded with a live chatroom audience. The principal host was Dom Bettinelli, the executive director of SQPN. The technology platform proved to be a challenge and other factors led to a hiatus while we re-work the concept of Let's Talk.



Other new projects included “How to Live Like a Hobbit” and “Everything I Have Learned from Disney”. These were short-run series of limited length, hosted by Fr. Roderick. The Disney series featured interviews with guests, discussing life lessons from their experiences with Walt Disney company media or from working there. The Hobbit series was Fr. Roderick’s reflections on the idyllic Hobbit life in the Shire as outlined in J.R.R. Tolkien’s book and how we could live a similar life in our modern, hectic age.

Both series could return in future incarnations, featuring other creative properties besides Narnia and Middle Earth.



Perhaps the most exciting event in 2016 was the advent of Trideo. Part of SQPN Europe, Trideo is the new brand name for all of the podcasts, video productions and other media we produce together. SQPN International (this organization) provides support to and enables Trideo’s productions and acts as an administrative and operations arm for all of our activities. SQPN goes beyond the creative productions of Trideo to include training and education, meet-ups and conventions, and pilgrimages. The first SQPN pilgrimage is planned for September 2017 in Rome to celebrate the 1000th episode of The Break.



Strategic Planning

The strategic plan developed in January 2016 by the board and officers of SQPN continues to move forward with modification as we try new projects and encounter challenges and obstacles as well as new opportunities.

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. We have new and enthusiastic members to the Board of SQPN and continue to look for an individual or two who will add to the skill set that will guide SQPN forward.
2. A new production studio is in place in Trideo's office in Europe and we are putting together a new social media content team to keep us engaged with our audiences.
3. Our monthly email newsletter keeps our community involved and engaged with the latest news from SQPN and Trideo and all of our productions..
4. We feature a strong slate of regular programming, including Secrets of Doctor Who, Geekweek, The Walk, and The Break. We also have a number of other video projects, including Fr. Roderick's daily videos from his Camino di Santiago di Compostela and the Brick-by-Brick Catechesis videos that give one-minute expositions on Catholic holidays or events using LEGO.
5. A Giving Campaign in Spring 2016 and over the 2016-2017 Winter did not meet our targeted goals and SQPN's leadership is re-evaluating the best way to fund our continued mission, given what may be donor fatigue.

-
5. (Continued) Among the proposals being considered are project-based giving campaigns to raise funds for individual productions, seeking more grants through foundations, and other possibilities which are too speculative to mention at this time.

Other plans for 2016

SQPN continues to field occasional inquiries about future Catholic New Media Celebrations. Given the incredible amount of time, effort, and resources required to hold a CNMC successfully, the Board at this time has decided not to make definitive plans for a CNMC. Real world gatherings of the SQPN community may take different forms in the future. They could include less formal meet-ups around the United States involving various SQPN/Trideo personalities including Fr. Roderick or pilgrimages or other types of gatherings.

Executive Director's Note

The financial report on the following pages reflects the resources entrusted to SQPN by our supporters, our community of listeners and viewers. They have been most loyal and dedicated to the mission of SQPN over the years of our existence.

A few notes on the results will be worthwhile. First, the reader will notice that our costs exceeded our income. The Board and Officers of SQPN have worked to identify the causes and suggest solutions. The general community response to our giving campaigns, while still quite generous, has begun to decline. Each campaign ends with fewer gifts, both in quantity of gifts and total dollar amount, than those before. Also, while the CNMC events were extremely resource intensive in manpower hours, they usually resulted in a net surplus, which helped the SQPN bottom line. As the number of people in the organization has decreased in recent years, it has become impossible to stage the events as they once were, but alternatives are being considered.

The Board is also seeking out alternative means of funding, which could include foundation grants, video and podcast advertising, sponsored productions, and project-specific fundraising appeals. All alternatives come with advantages and disadvantages and we will probably not pursue all of them. But the Board and the Officers are intensely aware of the need to respect the support of our donors by being wise stewards in implementing our vision even as we seek to emerge from this period stronger and healthier than ever.

Financials

Balance Sheet

US-GAAP

ASSETS

CURRENT ASSETS	DEC 31, 2016
Cash	\$240,129
TOTAL CURRENT ASSETS	\$240,129
FIXED ASSETS	DEC 31, 2016
Computer Software and Equipment	\$4,030
-Accumulated Depreciation	-\$1,000
TOTAL NET FIXED ASSETS	\$3,030
OTHER ASSETS	DEC 31, 2016
Total Reserve to European Salaries*	\$87,917
TOTAL OTHER ASSETS	\$87,917
TOTAL ASSETS	\$331,075

* 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	DEC 31, 2016
Retained Earnings	\$332,995
Net Income	-\$1,919
TOTAL EQUITY	\$331,075
TOTAL LIABILITIES AND EQUITY	\$331,075

Income Statement

US-GAAP

INCOME

FISCAL YEAR END 12/31	2016
Donations	\$51,491
Tax Refund	\$2,192
Unrelated Online Commissions	\$7,957
Interest	\$63
TOTAL INCOME	\$61,703

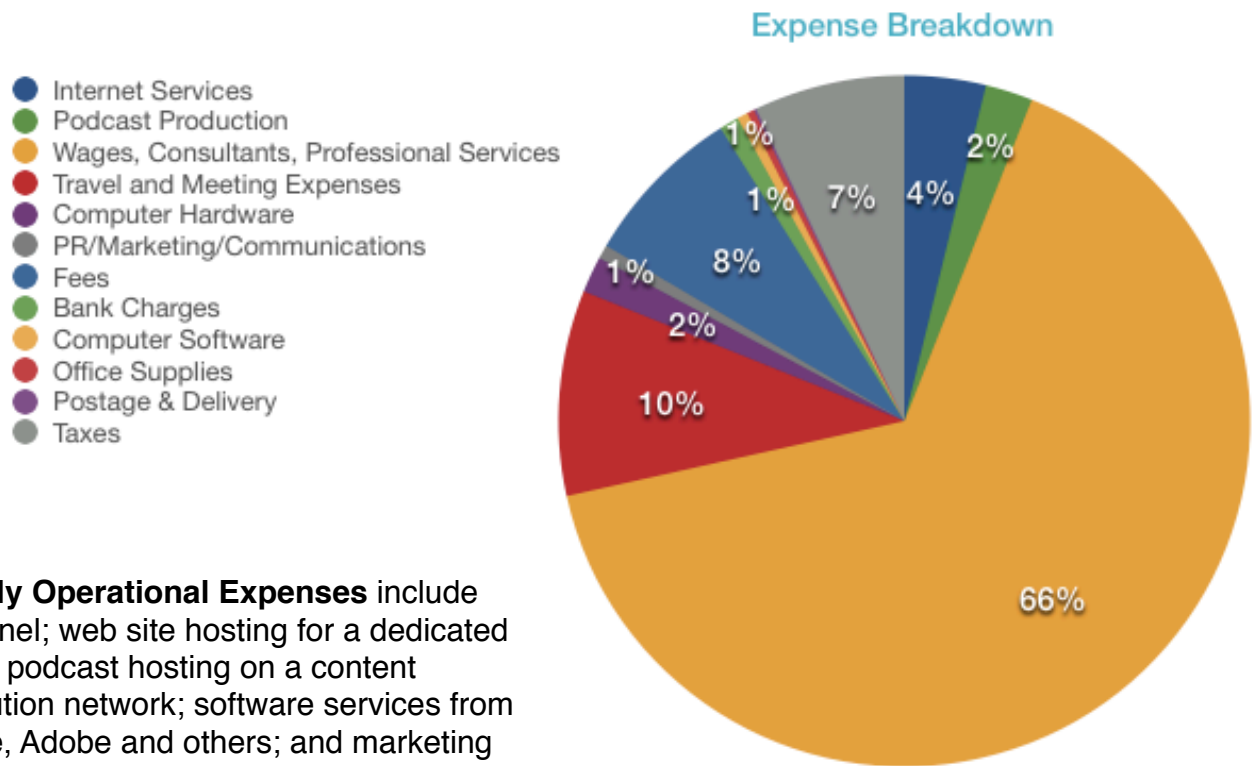
EXPENSES

	2016
Wages	\$23,863
Internet Services	\$1,510
Podcast Production	\$880
Contractors, Consultants, Professional Services	\$26,045
Travel and Meeting Expenses	\$3,820
Computer Hardware	\$673
PR/Marketing/Communications	\$258
Fees	\$3,032
Bank Charges	\$360
Computer Software	\$200
Office Supplies	\$131
Postage & Delivery	\$47
Taxes	\$2,804
TOTAL EXPENSES	\$63,623

	2016
Net Ordinary Income	-\$1,920
NET INCOME	-\$1,920

ESTIMATED MONTHLY INCOME	
Donations	\$4291
Sponsor Revenue	\$663
Total Monthly Income, estimated	\$4954

ESTIMATED MONTHLY EXPENSES	
Salaries & Contractors	\$4159
Online Services & Hosting	\$126
Office Supplies & Postage	\$15
Fees & Taxes	\$516
Total Monthly Expenses, estimated	\$4816
Total Monthly Surplus/(Deficit) (Recurring expenses don't include one-time expenses)	\$138



Statement of Cash Flows

US-GAAP

CASH FLOW FROM OPERATING ACTIVITIES

FISCAL YEAR END 12/31	2016
Net Income	-\$1,919
NET CASH PROVIDED BY OPERATING ACTIVITIES	-\$1,919

CASH FLOW FROM INVESTING ACTIVITIES

	2016
Computer	-\$1,090
Loan to European Associate	-\$16,159
NET CASH PROVIDED BY INVESTING ACTIVITIES	-\$17,249

CASH AND EQUIVALENTS, END OF YEAR

	2016
Net Increase (Decrease) in Cash and Equivalents	-\$19,168
Cash and Equivalents, Beginning of Year	\$259,297
CASH AND EQUIVALENTS, END OF YEAR	\$240,129

Officers and Directors

Chief Executive Officer and Chief Creative OfficerFr. Roderick Vonhögen
Chief Operating Officer and Executive DirectorDomenico Bettinelli, Jr.
Chief Financial OfficerLinda Nielsen
DirectorFr. George C. Hines
DirectorJoanne Mercier
DirectorDanielle Huntley
Technical Manager (<i>SQPN Europe</i>)Inge Loots
ChaplainFr. Cory Sticha