



Annual Report 2010



Covering Women's Issues. Changing Women's Lives.

Board of Directors

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Betsy Chandler, chair
June Cross
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Gordon Gray
Cherie Hannouche
Rita Rodin Johnston
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Juhie Bhatia, managing editor
Dominique Soguel, Arabic site editor
Natalie Halim Saade, translator
Charlotte Cooper, director of marketing
Perrie Rizzo, director of development
Touline Habake, development associate
Ariel Jensen-Vargas, director of Web operations
Rona Jacobi, office manager

September 2011

In 2010, Women's eNews celebrated its tenth anniversary with a huge gala, an on-line fund-raising campaign and great new recognition.

Despite the economic and organizational upheaval of 2009, Women's eNews continued, during the year 2010, to produce compelling content, learn how to exploit its new redesign and put in place the redesign of the Arabic-language site.

At the same time, throughout the year, Women's eNews cautiously moved forward, looking for ways to avoid expenses while improving its product and building its audience through social network marketing.

A generous contribution of board member Jurate Kazickas (now a member of the advisory committee) permitted Women's eNews to retire its outstanding debt to the Fund for the City of New York for 2009 operating expenses and begin a systemized outreach to the Women's eNews 21 Leaders honored in previous years to encourage them to re-engage and support Women's eNews.

Board member Anne Glauber agreed to head up the reach out effort, persuaded Susan Stautberg to join her, and as a result, the Women's eNews 21 Leaders Collaborative was born in July 2010. Working with interns, the team set up a social networking site on Ning to begin to create a sense of community. We also asked each leader to contribute \$250 per year to benefit from being a collaborative member. Some gave more; others less. Overall, the collaborative members contributed \$4,000 at the first effort. The membership grew slowly over the winter and had a big surge around the time of the Women's eNews 21 Leaders gala. As of summer 2011, the 21 Leaders Collaborative had 64 members, a weekly newsletter, event listings and photos—including a selection from Brazil and ones from galas as far back as 2003. At this writing, members are being asked to begin or renew their donation to support the Collaborative.

During Women's History Month, Women's eNews hosted an Opening the Way guided walk led by Betsy Wade and James Boylan, authors of the biographies of the 21 heroes featured on the walk. A cold downpour failed to discourage the walkers and all were delighted when they arrived at the Downtown Association for the women's history luncheon to see the club's staff had a roaring fire going in the lounge's fireplace. The walk and luncheon was in collaboration with Smith College's Sophia Smith Collection.

New Board Members:

Dr. Holly Atkinson joined the board in March, Kate Kelly at the June board meeting, and Cherie Hannouche in December at a special meeting of the board.

Dr. Holly Atkinson is Chief Medical Officer and Senior Medical Correspondent for HealthiNation, the leading consumer health video network. She has extensive experience as a medical correspondent, including assignments with NBC's Today show, The CBS

Morning News, Lifetime Medical Television, and the PBS health show BodyWatch. She is author of the best selling book *Women & Fatigue*, and is currently working on her new book, *5 Keys to Maximum Health*, due out in 2011.

Dr. Atkinson is also Assistant Professor of Medicine and Co-Director of the Advancing Idealism in Medicine Program at Mt. Sinai School of Medicine and Assistant Professor of Public Health at Weill Medical College of Cornell University in New York. Dr. Atkinson devotes considerable time to a number of not-for-profit organizations. She is thrilled to be a board member of Women's eNews. She is also Immediate Past President and current board member of the Nobel Peace Prize-winning organization Physicians for Human Rights, which uses the tools of medicine and science to document human rights violations and then mobilizes people to advance health and justice for all.

Cherie Hannouche is a digital media professional who currently works at Google on their education campaigns. Realizing that women are rarely sought out to give expert opinions in mainstream media, she decided to create the website *The Daily Femme* which features news about women and interviews of professional women at different stages of their career paths and from a variety of backgrounds and experiences. The women interviewed, as well as the staff of nine bloggers on this site, are all committed to gender equality in the US and around the world. Cherie graduated from Mount Holyoke College with a major in Art History and is also a trained musician and performer. Born in Algeria and raised in the U.S., she currently lives in Brooklyn, New York.

Kate Kelly is author of more than 30 books, including ***Election Day: An American Holiday, an American History***. On her website, *America Comes Alive!*, she chronicles stories of America's past that are relevant to life today. Kate has been quoted in publications such as *Time* and *The Wall Street Journal* and has appeared on *World News Tonight*, *Good Morning America*, and *The View*. Kelly resigned from the board in June 2011 due to her family's move to Los Angeles and is now a member of the Advisory Board.

Women's eNews Current Board of Directors:

Dr. Holly Atkinson
Betsy Chandler
June Cross
Anne Glauber
Gordon Gray
Cherie Hannouche
Rita Rodin Johnston
Samuel F. Pryor III
Margarita Quihuis

New Staff Members:

Perrie Rizzo served as an event specialist for the Ms. Foundation for Women for four years before she began her stint as a freelance event consultant. She began working as consultant for Women's eNews in March and joined the staff as Director of Development in September.

Charlotte Cooper, a native of the United Kingdom, began volunteering for Women's eNews in March 2009 and joined the staff more than a year later in October, after a somewhat difficult process of obtaining a work permit. She is now the Director of Marketing.

Touline Habake came as a guest to a Women's eNews Mother's Day Brunch that featured Caroline Firestone and her book about Afghanistan. Touline began as an intern, working several days a week during the summer. In October, Touline assumed the role of Development Associate. She is a graduate of Rutgers University with extensive experience in real estate accounting and finance.

Special Series:

Poverty - Tales from the Recession's Front Lines



Series Overview – Supported by the Ford Foundation

The roots of Women's eNews are embedded in the media's coverage of the 1996 welfare law. The ferocious campaign led by Newt Gingrich and joined by President Bill Clinton promised to end "welfare as we know it." And it certainly did. The results are apparent and clearly predictable: Recent Census data indicate single mothers' poverty dramatically increased during the current recession and is expected to continue to rise--with the corollary that 1-in-5 U.S. children are living below the poverty line. Those numbers are also expected to continue to go up.

The 1996 law ended the federal program that assured single mothers willing to endure the humiliation and bureaucratic meddling that they could pay rent, obtain medical care for themselves and their children and provide food through the Food Stamp Program.

As a welfare mother in the 1970s, I managed to go to Ohio State and Columbia Graduate School of Journalism while I raised my two daughters. My first job paid so little -- a

reporter at the Paterson News in New Jersey -- that my girls and I remained eligible for food stamps and stayed living on the financial edge. I was only able to obtain and keep the job because an ex-boyfriend fixed up an abandoned car for me to use to get back and forth to the newspaper and to assignments. But I made it and eventually had a job that sustained the three of us.

Fast forward to the intense media coverage of welfare in the 1990s, which I regarded as poorly informed, racist and sexist. Because I had not only relied on welfare but also studied the economics of women's poverty in college, I decided I had to act and create journalism that told women's stories. I knew from personal experience and academic research that job discrimination, occupational segregation, lack of adequate reproductive health care, violence, lower educational expectations, minimal participation in athletics and lack of child support all played a role in creating the feminization of poverty.

Women's eNews has covered all these issues and more since it was launched in 2000. With the generous assistance of the Ford Foundation, Women's eNews was able this year to begin to systematically and regularly dig into the realities of women's poverty and institutional factors that stack the deck against them. Below are the results--journalism about women's poverty that breaks out of the mold and tells their stories.

We have just begun and will continue doing this job as long as we are able.

Dynamic Diaspora: Women and Immigration



credit: wee-minx on Flickr

Series Overview Supported by the Open Society Institute

Current signals indicate that immigration reform is poised to re-emerge as a major concern for lawmakers and the public. This Women's eNews series ensures that the voices of immigrant women and their advocates will be heard, with special concern for undocumented female immigrants in the United States.

Female immigrants face all the issues that confront male immigrants, including low wages, ethnic hatred and hazardous working conditions. Women are, however, also confronted by additional conditions because of their gender. Here are some examples:

Female immigrants are especially vulnerable to being battered, either by a spouse, a partner or an employer, the Family Violence Prevention Fund reports. Women who worked at a meatpacking plant raided last year in Pottsville, Iowa, reported being locked in the plant for work shifts that had no defined end. They often worked from 8 a.m. to 2 a.m., and were required to tolerate sexual demands throughout the shift.

Battered immigrant women who flee their abusers may not have access to bilingual support services, financial assistance or food, the Family Violence Prevention Fund reports.

The vast majority of people trafficked into the United States are women, many destined for prostitution and all for some form of human bondage. The women, when they come to attention of local authorities, often face criminal prosecution and deportation, which deters others from seeking assistance, according to Legal Momentum.

More and more immigrant women leave children behind in their home countries, forcing them to live torn between the need to provide for their family economically or emotionally, according to Legal Momentum.

Ten percent of migrants being held in detention are now female, and that percentage is rising, Human Rights Watch reports. The medical care provided to female detainees--related to their reproductive health--is dangerously inadequate and fails to live up to international standards, according to the group's March 2009 findings.

Immigrant women, after a short stay in the United States, quickly begin to experience higher maternal death rates and low birth weight and premature infants than white women, the W.K. Kellogg Foundation reports.

Battered and trafficked women face a bewildering series of special visas and residency rules: the U Visa, Violence Against Women Act petitions and female genital mutilation asylum petitions, Legal Momentum reports. Much progress has been made since the Obama administration began to address the lengthy delays in implementation; fee waivers have been approved and long-awaited regulations issued. However, much more remains to be done, including informing and training grassroots advocates how to assist their clients in applying for visas and waivers under the new rules.

Immigrant women are the backbone of the United States' informal and formal child care system. Many are losing their jobs, while others are being asked to care for additional children with the same pay, according to news accounts and advocates.

Black Maternal Health: A Legacy and a Future

Series Overview Supported by the W.K. Kellogg Foundation



The logo for this series is meant to represent a key idea: Maternal health is all about embracing the mother.

But in the United States, African American women confront striking statistics as they form partnerships, become parents and care for their children.

African American women are three-to-six times more likely to die during pregnancy and the six weeks after delivery than U.S. white and Latina women. That holds true across various levels of income and education. In fact, some studies find middle-income and highly educated African American women at higher risk.

Black women form 12 percent of the United States' female population but represent nearly half of maternal mortalities.

Compared to any other group of women, black women are least likely to breastfeed a child exclusively at six months, a government target for promoting healthier children. Consistent nursing also reduces a woman's risk of breast and ovarian cancers--protection especially important to African American women who are more vulnerable for these types of cancers.

How to explain these pregnancy experiences? The stress of living with racism--from workplace discrimination to maltreatment in maternity wards -- is now a leading hypothesis.

Women's eNews intends to cover this story over a period of years as we use the art and science of journalism to document and explore many complex and interlocking elements. Tradition, history, personal experience, institutional bias, corporate interests and health insurance procedures will all be examined. With hope, our work will contribute to a society where more expectant mothers can experience the joy of giving birth to a healthy infant.

Redesign of Web Sites:

In September, Women's eNews' Web site became fully operational. The entire redesign cost \$45,000 in design costs alone, but the transformation was indeed radical. The new site uses open-source software and has new emphasis on photos, new layout, comment section, emphasis on the series we produce and a slot for videos. The new site also permits us to participate with advertising sales networks. Women's eNews receives one-

third of the revenue from the ads sold by the networks; revenue is determined by the number of views on the Web page with the ad. Women's eNews expects a growing percentage of its revenue to come from advertising.

Women's eNews also undertook the redesign of the Arabic site, also using open-source software with the completion date expected in 2011. The design costs were \$11,000. The redesign will introduce all the features to the Arabic site that the English site gained. The prospect for advertising revenue remains uncertain.

Events throughout the Year:

January 20: Screening of *Crisis in the Cribs*, with Tonya Lewis Lee and Kimberly Seals Allers

February 22: Kathy LeMay's "The Generosity Plan."

March 29: Women's History Luncheon at the Downtown Association, organized by Kate Kelly in cooperation with the Smith Alumni Association. 100 attended, including many stars of the women's movement. Gloria Steinem, though, had to cancel at the last minute to be with Wilma Mankiller, who was dying.

April 16: In partnership with Legal Momentum, Rita Henley Jensen provided a briefing for congressional staff on women and immigration; distributed booklets of our series supported by Open Society Institute. More than 100 attended.

April 24: Women's eNews hosted a theater party in Philadelphia for the one-woman play about Molly Ivins. 8 attended.

April 28: Women's eNews hosted a press briefing featuring Dr. Michael Lu's research on the effect of stress—including the stress of racial bias—on pregnant African American women. 45 attendees, including *Essence* and NPR editors.

May 6: 21 Leaders Gala: With a huge boost from Loreen Arbus, Women's eNews was able to fill the seats despite the economic downturn. More than 270 attended and gross revenue was \$250,000. Once again, the Jumeirah Essex House was an outstanding venue.

June 11: Rita Henley Jensen served as panelist during UNIFEM's U.S. committee conference

June 16: Rita Henley Jensen attended breast-feeding summit in Washington, D.C.

August: Marlene Sanders hosted a screening of her documentary made in the 1970s: "The Hand that Rocks the Ballot Box." City Council Speaker Christine Quinn spoke about the present scene for women in politics.

September 12: Brunch and screening: *Pray the Devil Back to Hell*, with Abigail Disney

September 22: Breakfast in Dallas: Hosted by Lauren Embrey and Vivian Castleberry

September 28: Luncheon hosted by Elizabeth A. Sackler at the Brooklyn Center for Feminist Art. Special guests, Sara Shourd and her mother attended for a total of 14 attendees. (Shourd is the Women's eNews contributor who was arrested as she hiked along the Iraq-Iran border along with two friends. Her two friends are remain in prison in Iran.)

October 20: Philadelphia Leaders Gala at Bryn Mawr; Chaired by Betsy Chandler, Full-house of more than 100 attendees.

October 23: Opening the Way: A Women's History Walking Tour: The New-York Historical Society partnered with Women's eNews to produce a guided walk on October 23. Betsy Wade and James Boylan, the authors of the walk's guide, each lead a group of 20 for the sold-out event. This was the first major test of partnerships with local organizations to promote the walk—as a way of not only enriching the understanding of the women's contribution to New York City's history but also to raise the profile of Women's eNews. Also, the event raised a bit of funds from the tour fee of \$10 for society members and \$20 for non-members.

November 10: Screening and panel discussion: Drawing the Line: Sex and Consent; Speakers Nancy Schwartzman- director; Kelly McBride, Poynter Institute; Andrea (AJ) Plaid, blogger for Racialicious. Full house.

November 16: Rita Henley Jensen testifies before New York City Council on pregnancy crisis centers

December 8: Rita Henley Jensen participates in Liz Claiborne's Time to Talk radio broadcasts about violence against women and girls.

Awards 2010:



Rita Henley Jensen was named in the new [National Association of Female Executives Women of Excellence awards](#) in the **Social Media Star** category for a woman who has

harnessed social media to help women connect and thrive. Women's eNews was credited with connecting the world with stories the mainstream misses.

Women's eNews, Rita Henley Jensen and writers Jennifer Waldref, Sharon Johnson, Allison Stevens, Cynthia L. Cooper, Marie Tessier, Lorraine Orlandi share the 2010 Exceptional Merit in Media Award in the **Exceptional Internet Story** category for [*The Memo: A Status Report on U.S. Women*](#). The EMMA's are awarded annually by the [National Women's Political Caucus](#).

Internship Program:

Women's eNews would not be as successful in any of its endeavors without the incredible dedication and contributions from interns in editorial, marketing and development.

In 2010, Women's eNews was fortunate to work with the following interns:

Editorial:

Rima Abdelkader: CUNY Journalism School

Mary Kate Boylan: Manhattan College

Colleen Flaherty: Minnesota State University

Olga Privman: CUNY Brooklyn College

Yanian Rosario: Pennsylvania State University

Development:

Khadeidra Allen: Berkeley College

Ariel LeConte: Englewood High School

Lauren Trapanatto: Pace University

Pamela Vasquez: Queens International High School

Marketing:

Bernadatte Chan: St. John's University

Angela Dallara: SUNY Geneseo

Massange Kamara: Bronx International High School

Michelle Miller: SUNY New Paltz

Kelly Lauturner: Marist College

Amy Rubinson: SUNY New Paltz

Readership Growth:

In 2010 Women's eNews received 1,242,583 visits to the website, (+65% from 2009) and 1,894,258 page views (+81% from 2009).

The average user spent 1 minute 15 seconds (+26% from 2009) and read an average of 1.5 pages (+1.9% from 2009).

Growth came from a 30% increase in our direct traffic and the launch of our AdWords campaign, funded through Google's nonprofit program.

Women's eNews predicts growth to continue through an increased budget capacity for AdWords – from \$10,000 in 2010 to \$40,000 in 2011 – and through increased cultivation of readers into subscribers and development of new readers through content partnerships and international syndication of Women's eNews content.

Finances for 2010:

Total Revenues: \$765,156

Summary of revenue

Net assets released from restrictions (foundation grants), \$313,486 (40 percent)

Contributions, \$303,016 (39 percent)

Special events, \$122,964 (16 percent)

Rental income, \$13,295 (2 percent)

In-kind donations, \$7,600 (1 percent)

Miscellaneous, \$4,795 (.6 percent)

Total Expenses: \$765,156

Summary of Expenses

Program services, 459,528 (60 percent)

Management and general, \$203,773 (25 percent)

Fundraising and development, \$126,040 (15 percent)

Management comments on financial statements: The year 2010 was the first Women's eNews operated as an independent, without a fiscal agent. We learned much. The year was also spent managing the affects of the financial downturn. We learned more.

As a nonprofit based in New York City, we closed the year grateful that despite all the negative financial forecasts, Women's eNews was still operating, reporting the news no other journalism enterprise handles and in fact completing the redesign of the Arabic web site.

The management has forecast that the year 2011 will end with a slight reserve; due to increased advertising revenue, increased revenue from events, including corporate support of Opening the Way walks; steady foundation support and the payment of several major one-time expenses.

Donors for 2010:

\$100,000 and above

W.K. Kellogg Foundation

\$25,000 to \$99,999

Anonymous Donors

Leo J. Hindery, Jr.

Altman/Kazickas Foundation

\$10,000 to \$24,999

Ambassador Swanee Hunt

Cecilia Guthrie Boone

Elizabeth Gibson Sawi

Embrey Family Foundation

Girl Scouts of the USA

Jennifer Stockman

Kate Kelly Schweitzer

Lauren Embrey

Loreen Arbus Foundation

Prior Family Foundation

Rita Rodin Johnston

Sheet Metal Workers' Local No. 19

Starry Night Fund

Terry Satinover Fagen

The Peter and Pat Gruber Foundation

The Sister Fund

The Tides Foundation

Tonya Lewis Lee

\$5,000 to \$9,999

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Constance H. Williams

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Anne Glauber

Cheryl Black

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Elizabeth Colton

Eva Haller

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Gail Gregg

Gloria Joseph

Holly G. Atkinson

Jewish Communal Fund

John A C McMurtrie

Kathryn Chenault

Mary E. Chandler

Michael Dowd

Ms. Foundation for Women, Inc

Republican Majority for Choice

Robert Eckols

Samuel F. Pryor, III

Sharon Katz

The Balm in Gilead

The Nation Institute

\$1,000 to \$2,499

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Carol Hutner Winograd

Davia B. Temin

Elizabeth Sackler

Elsie Hilliard Hillman

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Judi Flom

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Susan Butler Plum

The Kerr Foundation, Inc.

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\$500 to \$999

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Michele Coleman Mayes
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Molly Byrne
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Still In Action Fund of
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