

# 2019 Terrain Publishing Annual Report

## Project Description

Terrain Publishing creates place-based digital and print media with a particular focus on environmental and social justice through literature, art, commentary, and design. Our primary activity and service is *Terrain.org* ([www.terrain.org](http://www.terrain.org)), an online, ad-free journal established in 1997 and first published in 1998. *Terrain.org* publishes a mix of literary and technical work including editorials and columns, poetry, fiction, essays, articles, interviews, reviews, recommended reads, image galleries, videos and other multimedia, the Unsprawl case study, and the ARTerrain gallery/artist profile on a rolling schedule (averaging three contributions per week). There is no cost for readers and viewers to access *Terrain.org*, and all contributions are archived indefinitely. On occasion, Terrain Publishing also hosts and sponsors educational workshops and literary events in order to further the discourse, outreach, and promotion of place-based literature, art, and design.

Terrain Publishing is fiscally sponsored by Fractured Atlas, a 501(c)(3) nonprofit arts services organization. This relationship allows Terrain Publishing to accept donations and apply for grants via Fractured Atlas.

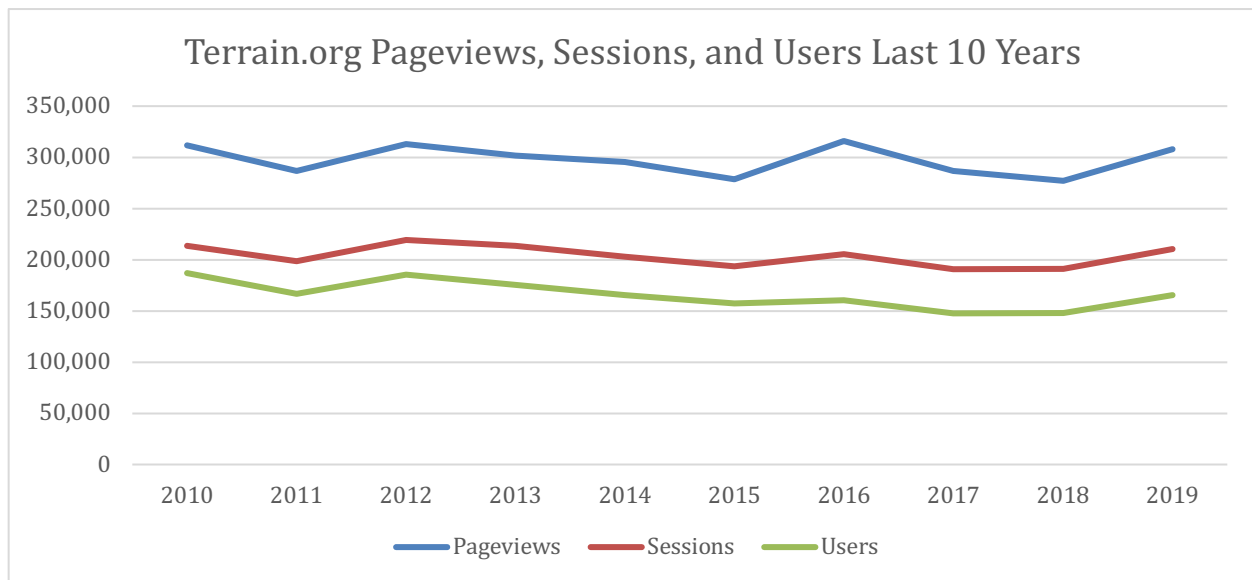
## Activities in 2019

Terrain Publishing's primary activity in 2019 was production, management, and promotion of *Terrain.org*, our online place-based magazine. The journal continues to publish a mix of literary and technical contributions in a dynamic, multimedia format, including ongoing series on a) the literary life in Utah (and beyond) called "Old Roads, New Stories," b) new scientists in partnership with the University of Arizona's Institute of the Environment called "A Life of Science," c) a new series on food and culture in Spain called "On the Table," and d) a response to post-election America through the multi-genre, critically acclaimed "Letter to America" series. We also launched the *Soundscapes* podcast, publishing two episodes in 2019.

*Terrain.org* also publishes news and announcements related to place-based literature, art, and design and maintains a social media presence on Facebook and Twitter as well as Apple News\*. This year we also launched an Instagram account. All relevant *Terrain.org* posts are shared on social media and Apple News\*.

\* Apple News temporarily discontinued the *Terrain.org* posts in late 2019 because our WordPress plugin was not properly posting; after making changes and now manually posting, we are awaiting account approval as of March 28, 2020.

Not including our online submission system, in 2019 the journal had 307,661 page views, 210,255 user sessions, and 165,246 users (compared to 277,061 page views, 191,075 user sessions, and 148,102 users in 2018). The ten-year trend from 2010-2019 is:



Based on user sessions, visits to *Terrain.org* are up approximately 10% from the previous year. In 2019, 77.5% of our visitors were new site visitors (128,065 sessions) while 22.5% (37,180) were returning visitors—an increase in approximately 15,000 new site visitors over 2018.

We received 1,065 submissions through our online submission system and approximately 60 solicited and unsolicited submissions via email or other means—down about 14% from 2018. 24.6% of our submissions were for our 10th Annual Contest in Poetry, Nonfiction, and Fiction, which alongside donations is our primary source of revenue (and the primary source of payments to contest finalists and winners, plus the judges).

*Terrain.org* published 155 contributions (features and editorials) in 2019, an average of 12.9 per month, an increase of 17 contributions from 2018 (which averaged 11.5 per month).

Top 2019 contributions (viewed from January 1, 2019 - March 27, 2020) are:

1. “Always Knew I Was Adopted; Just Found Out I’m Gay” by Sandra Steingraber, published July 5, 2019 (5,388 views)
2. Unsprawl Case Study: The Community of Civano in Tucson, Arizona, published April 14, 2019; significantly updated from original case study published in 1999 (5,258 views)
3. “The Violence of the Given World” by Sarah M. Wells, published February 3, 2019 (1,486 views)
4. “Arctic Wayfinders: Inuit Mental and Physical Maps” by Michael Engelhard, published March 14, 2019 (1,226 views)
5. “A Farm Girl’s Search for the Promise of Regenerative Agriculture” by Stephanie Anderson, published March 18, 2019 (1,142 views)
6. “The Ambassador of Rattlesnakes” by Ed Zahniser, published January 3, 2019 (1,142 views)
7. Letter to America: “Dear West Virginia” by Laura Jackson Roberts, published December 24, 2019 (1,066 views)
8. Three Poems by Jane Lovell, published January 29, 2019 (968 views)
9. ARTerrain Gallery: “Outside of Time | Forest Landscapes” by David Paul Bayles, published May 28, 2019 (953 views)
10. “The Spiral Windings” by Julian Hoffman, published June 8, 2019 (946 views)

The top individual contributions viewed in 2019 (but not necessarily published in 2019) are:

1. Unsprawl Case Study: The Villages of Loreto Bay in Loreta, Baja California Sur, published winter 2008 (5,326 views)
2. “Always Knew I Was Adopted; Just Found Out I’m Gay” by Sandra Steingraber, published on July 5, 2019 (5,115 views)
3. Unsprawl Case Study: Community of Civano in Tucson, Arizona, published Autumn 1999 (4,089 views)
4. Four Poems by Magnus Sigurdsson, tr. From the Icelandic by Meg Match, published April 18, 2017 (3,385 views)
5. “Buckeye,” essay by Scott Russell Sanders, published spring 2012 (3,171 views)
6. “Sky Islands of North America: A Globally Unique and Threatened Inland Archipelago” by Matt Srkoch, published winter/spring 2008 (1,573 views)
7. Four Poems by Wendell Berry, published June 30, 2013 (1,543 views)
8. “America’s ‘First’ Rare Plant: The Franklin Tree” by Lucy M. Rowland, published spring/summer 2006 (1,504 views)
9. Unsprawl Case Study: Bradburn Village in Westminster, Colorado, published summer/fall 2008 (1,257 views)
10. “The Thirsty Tree” by Melissa L. Sevigny, published April 1, 2011 (1,255 views)

The *Terrain.org* editor-in-chief and genre editors participated in a number of conferences, workshops, and related literary and technical events, which helped spread the good work of *Terrain.org* (see below). Additionally, Terrain Publishing and co-editors Simmons Buntin (editor-in-chief), Elizabeth Dodd (nonfiction editor), and Derek Sheffield (poetry editor) entered into a contract with Trinity University Press to publish *Dear America: Letters of Hope, Habitat, Defiance, and Democracy*, an anthology containing 80 (mostly revised) contributions originally appearing in the *Terrain.org* Letter to America series plus 50 new contributions. It will publish on Earth Day, April 22, 2020.

This year we continued the *Terrain.org* e-newsletter (via MailChimp), which mails on average monthly to a list of over 3,290 people (we intentionally reduced the list this year to include only those subscribers who have actively viewed the email in the last 18 months, in order to save money due to a substantial MailChimp price increase).

In 2019 *Terrain.org* added four new editors—Janine DeBaise, education editor, Elizabeth Jacobson, reviews editor, Miranda Perrone, podcast editor, and Juniper White, broadside editor—bringing the total number of editors to 15 (11 women and four men). The journal also has five contributing editors (three women and two men) and, after a few additions and subtractions, 19 editorial board members (ten women and nine men), including new members Taylor Brorby and Danielle Beazer Dubrasky. Additional editorial board members will be invited to join in 2020, and the Terrain Publishing board of directors will also expand in 2020.

Due in large part to a fundraising outreach letter authored by Terrain Publishing board of director member Alison Hawthorne Deming, in 2019 we increased our donations by 50% compared to 2018 (from \$3,188 to \$6,726). We also saw revenue of \$1,100 from a joint literary reading and panel with Friends of Columbia Gorge (see below).

Terrain Publishing’s largest challenge remains increasing readership of *Terrain.org*. Revenue generated in 2019 through the contest and donations has allowed us to continue our minimal

marketing online and magazine marketing efforts, and we did see an increase in site visits in 2019 due to online and in-person (conference) efforts. Such activities will be reduced in 2020 due to the COVID-19 pandemic, though perhaps traffic on the site itself will increase with more people staying home as well as the launch of *Dear America*.

## **People Who Experienced Our Work in 2019**

*Terrain.org* draws a diverse, international, educated and certainly progressive audience. In 2019, we published contributors writing/photographing from or located in Australia, Bahamas, Bangladesh, Belize, Canada, England, Finland, Greece, Indonesia, India, Ireland, Malta, Spain, Sweden, and Turks and Caicos in addition to the United States. U.S. readership accounted for 81.4% of site visits; Canada was next at 3.2%, United Kingdom at 2.3%, India at 1.7%, and Australia at 1.4%. Our contributors also represent diverse racial, ethnic, sexual orientation, gender, and age identities. This year we published 74 men and 72 women (compared to 59 women and 46 men in 2018), and made a notable push to publish Native American writers, particularly young poets.

Past user surveys indicate that the majority of our readers are writers, artists, students, teachers, scientists and researchers, architects, urban planners, and government/nonprofit employees and decision makers. In general, our readers are interested in outstanding place-based literature, art, and architectural and town planning design. Other interests include politics and political activism, sustainability, community development, wildlife and animal rights, environmental conservation and preservation, environmental justice, social justice, culture, travel, and climate change.

Terrain Publishing and *Terrain.org* had broad exposure at two large national events as well as several smaller regional events in 2019, reaching a total of approximately 2,590 people:

### ***AWP Annual Conference and Bookfair in Portland***

*Terrain.org* hosted a booth and 24 authors for signings, as well as a Letter to America reading with our poetry editor and four authors. We also partnered with the nonprofit Friends of the Columbia Gorge to host an offsite reading by Jane Hirshfield and Kim Stafford followed by an arts/science/activism panel. We created collectable broadsides for event guests and Friends of the Columbia Gorge members. 300 people paid and attended the reading, while our exposure at the AWP bookfair was to about 1,200 people (booth visits and onsite reading).

### ***ASLE Biennial Conference at University of California, Davis***

*Terrain.org* hosted a table and *Terrain.org* editors participated in a number of panels. *Terrain.org* also hosted the official offsite nonfiction reading at a local bookstore. Fifty people attended the reading, while our exposure at the ASLE exhibition area was about 400 people.

### ***Other Events***

*Terrain.org* editors also participated in Southern Utah University's Eco-Poetry and the Essay conference, Texas Tech University's Conference on the Sowell Collection, Wenatchee Valley College's Earth Day Celebration and other readings, the Midwest Modern Language Association Annual Conference, readings at libraries, and other events. The total combined audience reach at these events for *Terrain.org* is approximately 640 people.

## Project Plans for 2020

Terrain Publishing will continue to produce, manage, and promote *Terrain.org* as our primary endeavor. We maintained relatively minimal paid advertising efforts in 2019 while building our base of marketing collateral, including business cards, *Terrain.org* ballcaps, and stickers, which will continue into 2020. Additionally, we will continue to focus on our e-newsletter, as well as targeted social media marketing and expanded references and shares via social media. We will also continue our annual contest, which drives both contributions and revenue, and the Letter to America series.

A secondary objective in 2020 will be to promote the new *Dear America* anthology, working to host a series of (now-virtual for at least the April 22 launch timeframe, due to COVID-19 pandemic) readings, launches, and book club events. We will also create an online resource center for the book at [www.terrain.org/dear-america](http://www.terrain.org/dear-america) that includes talking points, lesson plans and related educational materials (thanks to new *Terrain.org* educational editor Janine DeBaise), interviews, audio and video readings, links to online contributions to the Letter to America series, and more.

In 2020 *Terrain.org* will continue to migrate older content to our newer WordPress design, particularly high-traffic contributions, though this is largely based on intern availability.

Terrain Publishing will continue to sponsor or host literary readings and art-science collaborations as those opportunities arise, particularly in relation to the University of Arizona's Institute of the Environment, Carson Scholars Program; Southern Utah University's Grace A. Tanner Center for Human Values and Department of English; the AWP Annual Conference in San Antonio (where our participation will be cancelled due to COVID-19 pandemic); readings around the *Dear America* book; and other environmental and arts organizations.

As with 2019, we will undertake midyear and end-of-year fundraising efforts, including asking a well-known contributor and/or editorial board member to write a fundraising letter for us. Due to the COVID-19 pandemic, the country's serious economic downturn, and fewer events, we anticipate both our income and expenditures to decline in 2020.

## 2019 Income

\$	33.95	– Amazon.com Referrals (books by contributors or referenced in reviews/features)**
	1,100.00	– Revenue from Friends of the Columbia Gorge Reading in Portland, Oregon
	6,276.03	– Donations (via Fractured Atlas)***
	<u>3,680.00</u>	– Contest Submissions
	\$11,089.97	– Total (up from \$8,024.78 in 2018 and \$7,887.19 in 2017)

\*\* *Terrain.org* ended its affiliate relationship with Amazon.com in 2019.

\*\*\* Total 2019 donations via Fractured Atlas were \$6,474.32 (up from \$3,426.43 in 2018 and \$4,162.23 in 2017), before Fractured Atlas fees of \$460.39. The different number for income above represents donations *released* to Terrain Publishing in 2019 (and therefore declared on our tax filing). Funds are not requested for release without documented expenses.

## 2019 Expenses

\$ 2,504.00 – Advertising (MailChimp, Facebook ads, *Poets & Writers* ad, NewPages sponsored listing, contest advertising, *Terrain.org* ballcaps, business cards, and stickers)  
10.00 – Taxes and Licenses (Arizona annual filing fee)  
460.00 – Accounting fees (Fractured Atlas fees)  
237.00 – Bank Fees (Bank, PayPal, and Square fees)  
3,558.00 – Contracted Services and Independent Contractor Expenses (contest winner payments, contest judging fees, Jane Hirshfield reading fee, Shutterstock license fees, and related contributor and artist payments and reimbursements)  
30.00 – Postage  
170.00 – Professional Dues and Subscriptions (CLMP and Fractured Atlas membership fees)  
2.00 – Supplies  
109.00 – Meals and Entertainment (local)  
1,457.00 – Travel and Non-Entertainment Meals (AWP and ASLE air, lodging, gas, etc.)  
106.00 – Post Office Box  
673.00 – Website Hosting and Software  
1,549.00 – Exhibition Materials/Registration (AWP and ASLE booths/tables, electricity, reception materials, and other expenses related to exhibiting)  
330.00 – Copying and Arts Production (Flyer copies, broadside printing)  
\$11,195.00 – Total

(105.03) – Deficit\*\*\*\*

\*\*\*\* Though we ran a deficit for 2019, we are still running a positive budget due to donation fund carryovers from previous years available via Fractured Atlas.

**Submitted by Simmons Buntin, Terrain Publishing Director, on March 28, 2020.**