

**Q3**  
**2023**

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Institute For Social And Cultural  
Communications, Inc.

## **Quarterly Report**

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*a 501(c)3 non-profit*

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Institute For Social And Cultural Communications, Inc.

## Q3 2023 AT A GLANCE

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Dear Z Supporters,

The ZStaff has been hard at work with a focus on increasing outreach, mutual aid, and partnerships in order to grow, diversify, and empower the Z Community. What's the use of great content unless it is very widely seen and engaged with in meaningful ways? Outreach and engagement will be the difference between talking about a better world, and winning it.

We are on the way to once again make Z a leading platform, utilizing strategic human-to-human and organization-to-organization networking as well as innovative technology so that more and more people who seek our message of positive vision and collective action can find us, find each other, and figure out ways to work together.

We have made significant gains since relaunching the website less than one year ago - more than doubling our reach and engagement and rising to the top percentiles of key search terms that are relevant for activism and organizing. We have launched Z on various social media platforms (both [corporate](#) and [alternative](#)) with a view towards strategically utilizing these often problematic and hostile tools to spread Z's message while remaining true to Z's values.

There is a rapidly growing segment of people who don't use email to receive their online communications, especially young people. We have responded by

creating Z push notifications and by creating [RSS feeds](#), followable by any RSS reader.

We are also seeking new audiences, outside the left-bubble. Our goal is to get the same thought provoking left content that Z has always been known for in front of more eyes - never by watering down our message but by being more creative, covert and persistent in expanding our reach into mainstream outlets. As a result of this ongoing guerilla-outreach - Z is now listed on several mainstream news aggregators, like [Google News](#), [SmartNews](#), & [Flipboard](#), with more to come. This is not only a convenient way to follow Z for our community, but it has already resulted in hundreds of thousands of new (and mostly mainstream) eyes on Z's content.

A wide audience is good - but Z has never really thought of our community as an audience. You, alongside Z, are participants in a movement. To help facilitate participation, we have launched a [ZCommunity Forum](#), which is becoming a fertile space for the spirit of resistance. An international community of Z readers has begun to gather here and share experiences, ideas, and feedback - as well as to volunteer their efforts to help improve Z! (Trouble signing up? Try this [tutorial](#) or [email us](#) to ask for assistance.)

We have also been ramping up global partnership efforts with other organizations and endorsing

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Institute For Social And Cultural Communications, Inc.

## Q3 2023 AT A GLANCE (CONT.)

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events such as the Kurdistan Women's Communities [Stand Against Femicide](#), the [March to End Fossil Fuels](#) and [Peoples Climate Week](#) in NYC, the [National March for Free Palestine in DC](#), the recent [What RU Talking About](#) session on Palestine & Israel, and the upcoming [Merchants of Death War Crimes Tribunal](#).

Z is a co-host of the [20 Theses for Liberation](#), alongside DiEM25, Academy of Democratic Modernity, MetaCPC, RealUtopia, Cooperation Jackson, & hundreds of signatories. We continue to organize events and facilitate engagement through this long term project, aimed at collectively developing and sustaining strategic action towards shared vision.

Our view that we are most impactful when we organize collectively extends to other left and progressive media. We continue to work to build collaborative relationships in this ecosystem to benefit activists and communities. Z has recently co-published [activism interviews](#) with [Waging Nonviolence](#) and numerous Z Original pieces have been republished by a growing number of international outlets.

Finally, Z has contracted our first paid staff member! 90% of the work outlined in this report has been done on a volunteer basis, out of necessity. We had enough success after our first fundraising drive earlier this year to begin to pay for labor, starting in September. Though just for one person, on a part-time and temporary basis, it has significantly increased the

amount of work which has been dedicated to Z. We are building capacity to expand Z's ability to pay for labor – including for operations, content, and projects. We believe that labor should be remunerated equitably, and are endeavoring to structure Z accordingly.

The ZStaff wants to take this opportunity to thank all of you [sustainers](#) by reporting back some of these very positive benchmarks that often remain behind the scenes. We couldn't do this work without your support.

There is still MUCH to be done and [we need your help](#) to continue. In addition to your material support, please consider following Z on whichever feeds and platforms you find useful and SHARE these links with your friends and networks.

Our movements need every person we can get to join in building a better world, each in their own ways, NOW. Let's get our message out where everyone can find it. With your participation, we dare to win.

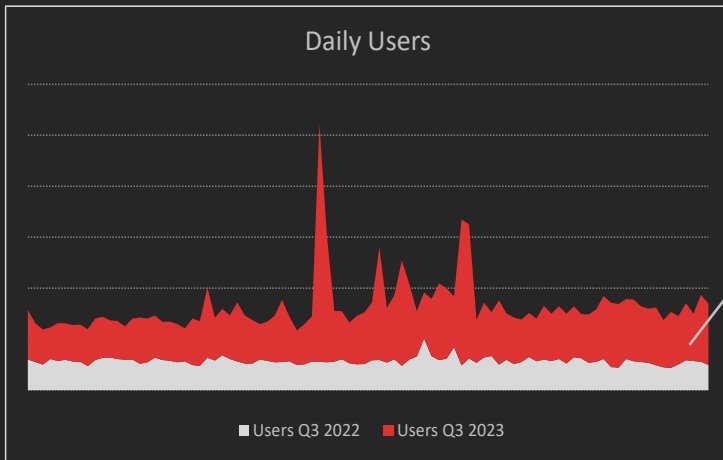
In solidarity,

[The ZStaff](#)

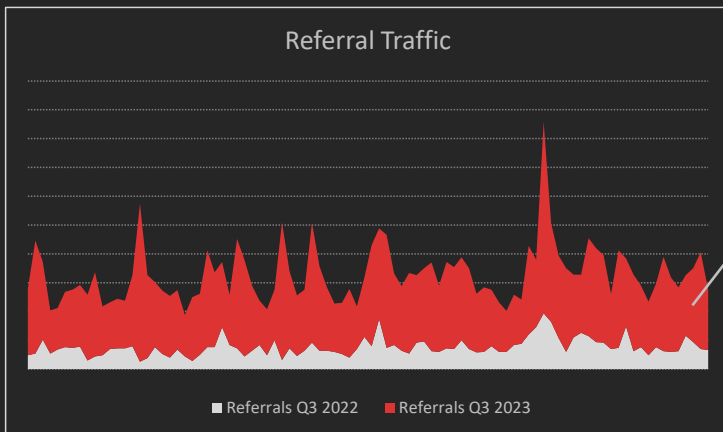
# WEBSITE USER & TRAFFIC GROWTH

Third quarter 2022 vs. third quarter 2023

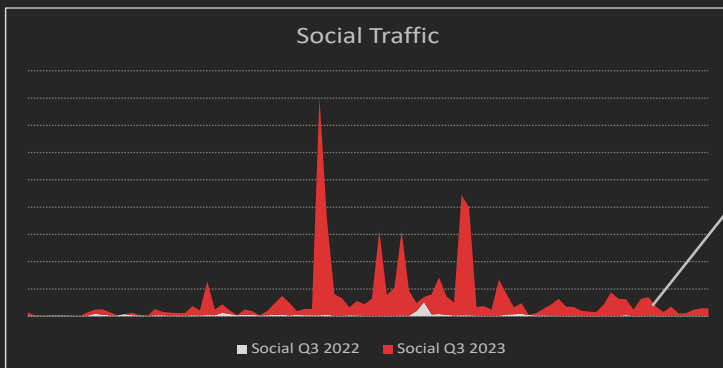
## UNIQUE DAILY VISITORS



## REFERRAL TRAFFIC



## SOCIAL TRAFFIC



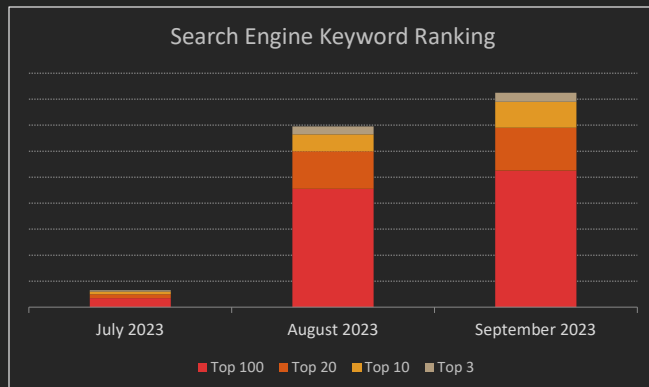
## SEARCH ENGINE RANKING

We recognize search engines and the corporations behind them are inherently problematic. It is an unfortunate reality that we have to 'game' their algorithms to gain visibility for the keywords that matter most. We want the greatest exposure for left content and that means our content needs to be visible when people search for relevant queries.

Since relaunching the ZNetwork.org website, we have worked hard to improve our ranking across various search engines. We've improved the website structure, fixed thousands of SEO errors, enhanced author and category pages and much more.

These efforts are having a positive effect. Thousands of new users who have never been exposed to Z are finding our content.

### KEYWORD RANKING



KEYWORDS  
TOP 3

7

KEYWORDS  
TOP 10

20

KEYWORDS  
TOP 20

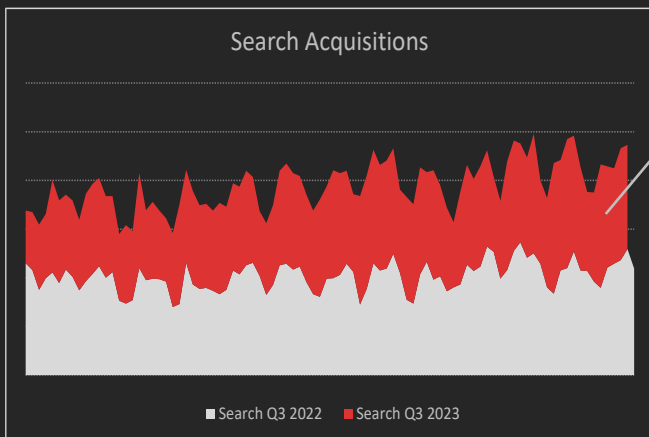
33

KEYWORDS  
TOP 100

105

### NEW USERS FROM SEARCH ENGINES

Third quarter 2022 vs. third quarter 2023



20% Increase in New Users from Search

## CONTENT

The past few months have been big for [collective action](#) and [political upheaval](#), with no signs of slowing. The [labor movement](#) is on fire, in a good way, not the climate crisis way, across the US. The global [climate justice movement](#) has mobilized record setting numbers of people into the streets and courts. Coups and hotly contested elections have followed one after another. And since October 7th we have seen a genocidal retaliation by the Israeli state on the Palestinian people. Horrific violence, destruction, and suffering continues as people take to the streets worldwide, in the largest pro-Palestinian marches the world has ever seen.

As a result of both positive organizing and negative, often brutal and unthinkable circumstances, people around the world are making it known that the status quo cannot remain. Obscene levels of inequality, climate crises, war, violence, and neoliberal strangleholds are forcing up to the surface the long simmering tensions between fascism and [liberatory trajectories](#) of change.

This quarter, Z has published over 200 [Z Original](#) articles and [curated](#) over 1,000 articles to support you, movement participants and people of good intent, in engaging critically and organizing with one another. It is up to all of us to co-develop and promote shared [vision and strategy](#) to forge collective paths ahead, never more so than now.

### KEY CONTENT METRICS

11

AVG. # OF ARTICLES  
PER DAY

This quarter we've averaged 11 posts per day, including articles, videos and audios.

200

Z ORIGINALS THIS  
QUARTER

We've published 200 Z Original articles this quarter with a focus on systemic **analysis**, liberatory **vision**, and effective **strategy**.

17

REVOLUTION Z  
EPISODES  
THIS QUARTER

Z is now the new home of Revolution Z, the weekly podcast by Michael Albert, the co-founder of ZNet, co-creator of Participatory Economics and longtime activist and organizer.

104

LANGUAGES

ZNetwork is now available in over 100 languages combining machine translations with a growing team of volunteer Z community members regularly improving our translations.

## SYNDICATION, AGGREGATORS & REACH

We're pleased to share that we've already had some ZOriginal articles go viral on mainstream news aggregates via our ongoing guerrilla-outreach efforts - including pieces from Ramzy Baroud, Suzanne Gordon, Steve Early, Sonali Kolhatkar, and Michael Albert. Their words were read by tens of thousands of people who were otherwise scrolling through corporate media content. We're working to make it millions.

### ACTIVE NEWS AGGREGATORS

SMARTNEWS  
*20M Active Users*

GOOGLE NEWS  
*142M Active Users*

FLIPBOARD  
*145M Active Users*

### PENDING / IN-PROCESS NEWS AGGREGATORS

APPLE NEWS  
*100M Active Users*

MICROSOFT START  
*500M Active Users*

### KEY SYNDICATION, AGGREGATORS & REACH METRICS

10

SYNDICATION  
PARTNERS

ZNetwork works with a list of 10 (and growing) syndication partners who regularly syndicate Z Original content.

1.5K

PUSH NOTIFICATION  
SUBSCRIBERS

This quarter Z launched push notification functionality, allowing Z to send notifications directly to subscribers devices or browsers.

13K

REFERRING DOMAINS

Over 13,000 domains, including bbc.co.uk, cnn.com, nytimes.com, theguardian.com, wikipedia have links to ZNetwork contributing to diverse traffic and ranking.

3M

LINKS TO Z

Online since the 1990s, Z has amassed over 3 million links from around the web to our site.

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## KEY INITIATIVES

### OUR CURRENT PRIORITIES

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Z's focus on holistic vision and strategy for social change is unique and essential.

And we aim to practice the values we claim to seek for a better world. A big part of this vision is building a more participatory society that fosters self-determination, solidarity, diversity, and equity, in balance with healthy ecology.

Such utopian vision might be a tall order, but it can begin to be expressed in any workplace, community, or group - starting right now. A media platform like Z is no exception. Not only are we donor funded, accepting no paid advertising or corporate sponsorship, but we are also engaged in building mechanisms to allow for greater community participation in Z itself. This is our vision of independent, participatory media, and we need your help to sustain and improve it.

#### **INTERNATIONAL / MULTI-LINGUAL**

It's been a goal since relaunching one year ago to make Z steadily more relevant internationally and in doing so, to bring people together across borders in efforts to imagine and pursue a better world. Over the past few months, we had a number of specific requests from Z Community members for versions of Z in multiple languages. We responded by researching and programming a way to make this happen. Z is now available and searchable in 104 languages. The translations are not yet perfect - so we are developing a team of Z Translators from within our community who are already engaged in improving this new feature.

#### **CONTINUE SEO IMPROVEMENTS**

We want the greatest exposure for left content and that means our content needs to be visible when people search for relevant queries. Since relaunching the ZNetwork.org website, we have worked hard to improve our ranking across various search engines. Our goal is to continue on this path - there are many more improvements already planned.

#### **GREATER SYNDICATION**

All Z Original content is licensed under the Creative Commons - it is free to share, no permission needed. Additionally, Z works with a growing list of editors and publishers with whom we actively share our original content for reposting and sharing. Our goal is to grow and streamline this process to help maximize the reach of Z's content.

#### **MORE Z ORIGINAL CONTENT**

We continue to seek out new, diverse, and underrepresented voices to contribute to Z, as well as to solicit content from the ZFriends & other well known contributors. Original content includes longform writing, visual art, video and audio content, and cartoons. We continue building capacity to pay for original content, especially in order to platform those who cannot donate their time and labor.

#### **NETWORKING, PARTNERSHIPS & CO-PUBLISHING**

Our strategy views Z's role as a media and education platform in the context of the struggle for liberation and a thriving planet. Z is a member of a movement ecosystem where we all want to win a better world more than we want to compete to be the number one media website, have the biggest mailing list, or receive the most accolades. We also know that a diversity of thought and practice is essential. Z has recently joined the Global Tapestry of Alternatives, is a co-host of the 20 Theses for Liberation, an endorser for several national and international events, and will be co-hosting an upcoming online event with members of the Kurdish Women's Freedom Movement.

#### **REVOLUTIONZ & ZORIGINALS PODCASTS**

Z has recently become the platform of Revolution Z podcast with Michael Albert. Michael continues as the host, with Z taking up outreach and promotion. We are building capacity to add more original podcast content under the Z umbrella.

#### **RADICAL SHORT FILM FESTIVAL**

Z is developing the capacity to launch the Z Film Festival - an annual online radical short film festival with the goal of nurturing and promoting new video content that aligns with our mission and values.



## KEY INITIATIVES

### OUR CURRENT PRIORITIES (CONT.)

#### ZED TALKS

Z is exploring an exciting new project: Zed Talks, a quarterly sponsored engaging and thought-provoking talk that pushes the conversation forward. Zed Talks will be accessible, innovative and of high production quality.

#### ZMAGAZINE

The iconic ZMagazine has been relaunched. It now features 99% original content (sometimes there are co-published or syndicated pieces, once in a while a reprint). We've been making design improvements and will soon be switching to a new circulation software that will improve it further. We are building towards offering a print-on-demand version for people who prefer that format, and to allow us to offer ZMag in prisons, community centers, libraries, etc. We must build capacity to pay for solicited content, which we hope will help diversify content creators by further targeting people from underrepresented constituencies and experiences, and to attract all original art.

The Magazine will continue to differentiate itself through analysis, commentary, and debate that focuses on positive vision and strategy. ZMagazine will showcase the best of Z, always pushing beyond critique, exploring 'what do we want, and how do we get it'.

#### ACTIVIST DIARIES

Z is developing a series that will platform diverse activists engaged in long to medium term struggles. These activists will share periodic correspondences with the Z Community with on the ground updates, musings, challenges and successes, and of course, their unique strategic and visionary journeys. Our goal is for the format of each diary to be determined by each participant.

#### STRATEGIC LANDING PAGES

As part of our effort to get more eyes on our content, Z is working on strategic landing pages. Similar to our existing [Vision & Strategy](#) page, these additional landing pages would be topical and gather a combination of media around specific topics. They would include both recent content on that topic, as well as timeless classics, in depth instructionals, videos, audio and other content relevant to that topic: all on one page.

#### ZFRIEND GATHERINGS

Z has begun hosting quarterly [ZFriend](#) Gatherings. The ZFriends are our version of an advisory board. They serve as advisors, contributors, a sounding board, and a source of ideas for the project. We begin the gatherings with a progress report and check-in, then transition to timely topical and strategic discussions. These sessions continue to be fruitful both for Z and for the ZFriends, as an integral part of the wider Z Community.

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*ZNetwork is an independent media platform dedicated to advancing vision and strategy for a better world since 1977.*

**Our mission is to accessibly present video, audio, and text, and to sponsor and conduct events, all in service of existing activism and activist organization, in pursuit of societal gains, and ultimately societal transformation.**

ZNetwork equally prioritizes class, racial, political, and gender relations and projects.

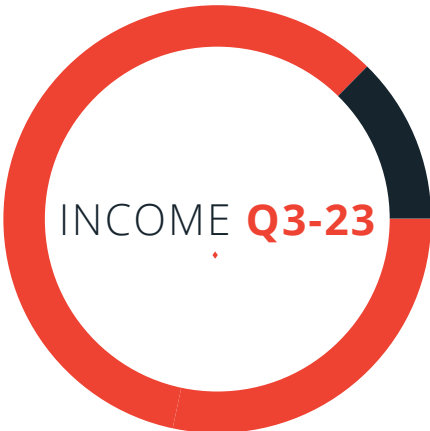
ZNetwork is anti-capitalist, anti-racist, anti-authoritarian and anti-sexist.

More importantly, ZNetwork advocates developing and seeking new relations based on our shared values of equity, solidarity, participatory democracy, and diversity in those areas as well as equally regarding ecology and internationalism.

ZNetwork lives in an oppressive and restricted present but is unabashedly oriented to an equitable and liberating future.

Institute For Social And Cultural Communications, Inc.

**Q3 2023 FINANCIALS**



- 80%: Individual Donations
- 20%: Foundations / Non-profits



- 63%: Contract Services
- 11%: CC, Bank & Merchant Fees
- 24%: Web & Technology
- 2%: Other

# Institute For Social And Cultural Communications, Inc.

## Q3 2023 FINANCIAL STATEMENTS

*Unaudited. Cash Basis.*

### STATEMENT OF FINANCIAL POSITION

*As of September, 2023*

	TOTAL	
	AS OF SEP 30, 2023	AS OF SEP 30, 2022 (PY)
<b>ASSETS</b>		
Current Assets		
Bank Accounts	\$34,731	\$5,357
Other Current Assets	\$0	\$0
<b>Total Current Assets</b>	<b>\$34,731</b>	<b>\$5,357</b>
<b>TOTAL ASSETS</b>	<b>\$34,731</b>	<b>\$5,357</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities	\$0	\$2,012
Equity	\$34,731	\$3,346
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$34,731</b>	<b>\$5,357</b>

### STATEMENT OF ACTIVITY

*July - September, 2023*

	TOTAL	
	JUL - SEP, 2023	JUL - SEP, 2022 (PY)
<b>Revenue</b>		
Contributed income		
Donations directed by individuals	19,925	2,852
Foundation / non-profit grants	5,000	
<b>Total Contributed income</b>	<b>24,925</b>	<b>2,852</b>
Uncategorized Income	6	6
<b>Total Revenue</b>	<b>\$24,931</b>	<b>\$2,858</b>
<b>GROSS PROFIT</b>	<b>\$24,931</b>	<b>\$2,858</b>
<b>Expenditures</b>		
Bank, Credit Card & Merchant Fees	1,232	2,383
Contract Services	4,150	14,000
Licenses and Fees	169	
Office expenses	1,877	239
Website Development & Hosting	776	906
<b>Total Expenditures</b>	<b>\$8,204</b>	<b>\$17,529</b>
<b>NET OPERATING REVENUE</b>	<b>\$16,727</b>	<b>\$ -14,671</b>
Other Revenue	\$0	\$0
<b>NET OTHER REVENUE</b>	<b>\$0</b>	<b>\$0</b>
<b>NET REVENUE</b>	<b>\$16,727</b>	<b>\$ -14,671</b>

Institute For Social And Cultural Communications, Inc.

**Q3 2023 FINANCIAL STATEMENTS (CONT.)**

*Unaudited. Cash Basis.*

**STATEMENT OF CASH FLOWS**

*July - September, 2023*

	TOTAL
OPERATING ACTIVITIES	
Net Revenue	13,977
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	
Accounts Payable (A/P)	2,750
<b>Total Adjustments to reconcile Net Revenue to Net Cash provided by operations:</b>	<b>2,750</b>
<b>Net cash provided by operating activities</b>	<b>\$16,727</b>
NET CASH INCREASE FOR PERIOD	<b>\$16,727</b>
Cash at beginning of period	18,004
CASH AT END OF PERIOD	<b>\$34,731</b>

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## BOARD OF **DIRECTORS**

### **ALEXANDRIA SHANER**

*US*

Originally from the USA, Alexandria has lived most of her life in the Caribbean, as well as in Egypt and Nicaragua. A sailor, writer, organizer, and street medic, she lives & travels aboard a 100-year old wooden sailboat. She is a graduate of the University of Virginia, Harvard Business School HBX, and was a Visiting Scholar at جامعة القاهرة (AUC Egypt, Tahrir). She has worked in education, community organizing, and ecoactivism for over 20 years, and is currently active with Extinction Rebellion, Real Utopia, and the Women's Rights and Empowerment Network.

### **COOPER SPERLING**

*US*

Originally from the San Francisco Bay Area, Cooper is currently living in Brooklyn, New York. He attends The New School where he majors in Integrated Design at Parsons School of Design and Philosophy. He is one of the co-founders of Student Faculty Solidarity (SFS) which organizes and advocates on behalf of part-time faculty. SFS works with ACT-UAW Local 7902: The union of academic workers at NYU & The New School: NYU Adjuncts and New School part-time faculty, student workers, & healthcare workers. He is also a member of Real Utopia: Foundation for a Participatory Society.

### **MATIC PRIMC**

*Slovenia*

Matic is a Slovenian activist and organizer. He is part of the municipalist assembly movement Inicijativa Mestni Zbor (Initiative for city-wide assembly) working on direct democracy as well as environmental issues. He is also part of Real Utopia: Foundation for a Participatory Society. He is an advocate for and expert in participatory budgeting, which he has been promoting since 2013. Matic has also worked with cooperatives, striving to democratize their internal processes. Currently he is employed in Organizacija za participatorno društvo (Organization for participatory society) as president and project leader.

### **ARASH KOLAHI**

*US*

Arash is a left economist, social theorist & consultant. He has over 15 years of experience in economic & financial analysis, consulting & research. His primary areas of interest include economic theory, computer science, behavioral economics, human nature, psychology & sociology. Arash has consulted numerous enterprises on workplace culture, organizational decision-making, incentive structures, data analytics, risk management, customer experience, sustainability, diversity, equity & inclusion.

### **FINTAN BRADSHAW**

*Ireland*

Fintan is a long time Participatory Society advocate from Ireland. He has a B.A. in Theology and Philosophy and an M.A. in Globalisation. He has a background in various activist struggles, including local political organising, anti-war organising, activist support, Julian Assange solidarity and climate justice. When not parenting, tending to strawberry beds, harvesting leafy greens, eating, playing music and supporting Everton FC, he is active as a member of Real Utopia and the Participatory Economy Project, as well as various other activist endeavours. In his spare time he does not like writing bios.

### **BRIDGET MEEHAN**

*Ireland*

Bridget is a writer and activist based in Ireland. She is a co-founder of the Northern Mutual bank campaign and a member of Collaboration for Change (CfC), a grassroots activists' network promoting collective activism across Ireland. Bridget believes non-reformist projects like CfC can be the foundation for the participatory society of the future. As an advocate for a participatory society, she is also a member of Real Utopia, an organisation dedicated to advancing participatory society. In her spare time, Bridget enjoys writing fiction.

### **GREGORY WILPERT**

*US*

Gregory is a German-American sociologist, journalist, and activist who has covered Venezuela extensively for a wide variety of publications. He holds a Ph.D. in sociology (Brandeis University, 1994) and is author of the book, Changing Venezuela by Taking Power: The History and Policies of the Chávez Government (Verso Books, 2007). He is co-founder of the website Venezuelanalysis.com, was director of the teleSUR English website, and host and managing editor for The Real News Network. Currently he works as deputy editor at the Institute for New Economic Thinking.

### **MICHAEL ALBERT (STAFF EMERITUS)**

*US*

Michael is the co-founder of ZNet (with Lydia Sargent) and is the co-creator of Participatory Economics (with Robin Hahnel). A tireless activist since the 1960s, he organized protests in Boston against the Vietnam War while a student at MIT, and has since never ceased working towards a better world. He is also the co-founder of South End Press, Z Magazine, Z Media Institute, & the School for Social and Cultural Change. He is the author of more than 20 books and countless essays. His most recent book is entitled, No Bosses: A New Economy for a Better World (Zero Books). Michael currently hosts the weekly podcast entitled Revolution Z, is on the advisory board of Meta: Centre for Post Capitalist Civilization, a member of Real Utopia: Foundation for a Participatory Society, and is a ZFriend.