

**EST. 2005**

**ACTION AND  
JUSTICE!**

**BRAVENEW**  
FOUNDATION

# Annual Report

2012



**BRAVE**

A comic book style illustration of a superhero's chest. Two hands are pulling apart a white, torn fabric to reveal a blue, textured chest underneath. The word "BRAVE" is printed in large, bold, black capital letters across the chest, with a red, stylized 'V' shape integrated into the letter 'V'. The background is a solid red color.



*CREATING MEDIA THAT MAKES AN...*



**IMPACT**

**THE VISION** OF BRAVE NEW FOUNDATION IS AN OPEN DEMOCRATIC SOCIETY THAT ENCOURAGES RIGOROUS DEBATE, OPPORTUNITY AND JUSTICE FOR ALL.

**OUR MISSION** IS TO CHAMPION SOCIAL JUSTICE ISSUES BY USING A MODEL OF MEDIA, EDUCATION, AND GRASSROOTS VOLUNTEER INVOLVEMENT THAT INSPIRES, EMPOWERS, MOTIVATES AND TEACHES CIVIC PARTICIPATION AND MAKES A DIFFERENCE.



Dear Friends and Supporters,

**When we started Brave New Foundation in 2005**, the ultimate goal was to engage our audience around the issues and give them an outlet to make a difference. Over the years we have continued to hone our social media model in order to partner with the greatest number of organizations possible, reach the largest audience achievable and educate people around the important issues of our time. I am happy to say that in 2012 we reached levels of engagement and effectiveness that we never even imagined back in 2005.

We made a decision to string together our **Koch Brothers Exposed** series of shorts into a full length documentary adding commentary from some of the most intelligent social justice leaders of our time. The film was a success on many fronts. This new release educated a whole new audience on the practices of these billionaire brothers through a new video-on-demand and cable television audience that had been previously unavailable to us. In addition the film was the lynchpin for the creation of our very own **Hulu channel!** This channel now features all of our long form and many of our short form pieces.

Our **Cuéntame** project continued to break new ground. 2012 was an important year for Latinos in our country and Cuéntame led the way producing almost 100 short pieces focusing on national and regional issues. They worked with 15 individual organizations and 10 coalitions representing over 400 organizations for voter registration efforts to educate and engage the Latino population. Their efforts were wildly successful. The Cuéntame team continued to scrutinize their metrics in order to become more effective in their messaging and outreach, achieving over 100,000 'likes' on Facebook.

We finally were able to get our criminal justice project off the ground. **Beyond Bars** officially launched and began educating our audience around mass incarceration, racial inequality and drug policy. The program is already working with state based organizations to engage people around specific issues where their action can make a difference.

Our incredibly talented staff is the key to our continued success. Their passion for the issues we cover knows no bounds. They are currently working on two full length documentaries that will premiere in 2013 under our **War Costs** program. I hope that you can join us in supporting these films which will blow the lid off the corruption and lobbying in the Department of Defense while exposing a series of human right violations. We could not do this work without your support and I thank you for everything you have done to help us create this work.

Best,

**JIM MILLER** Executive Director, Brave New Foundation





Dear Friends,

Our work is driven by the need to give a voice to those who are least heard. But it would be impossible without the help of our partners, donors and staff. I want to thank all of you for your continued generosity and support.

2012 was a pivotal year for Brave New Foundation. We faced an election year plagued by voter intimidation and a deeply divided nation. Yet we continued to work tirelessly to advocate for change. I would like to share a summary of 2012 with you and give you an overview of the three campaigns that Brave New Foundation is planning for the year ahead. By integrating the latest in social media a constantly changing universe we have been able to evolve our "film video campaign" model. When it comes to social media, our staff is proactive and engaged, armed with the latest tools and technologies. As always our goal is maximum impact.

Our newest campaign, **Beyond Bars**, tackles the issue of mass incarceration and its effects on our most vulnerable populations. With a generous grant from Ford Foundation, we launched Beyond Bars in August of 2012, partnering with over 20 criminal justice groups to create 16 videos in a short time. Since incarceration policies are determined almost exclusively on the state level, we focused on state groups and state initiatives. We plan to continue the deep work with these groups and others in 2013. We will also be experimenting with some edgy and risky messaging efforts to bring this issue to the attention of a larger audience.

It was not so long ago I remember sitting in a BNF brainstorming meeting, just after we had decided to produce **Koch Brothers Exposed**. The key question was - how will we get people to know or care about the Kochs? I am happy to say that we were able to play a key role in outing the Kochs. We used their story to raise the issue of how money influences politics, demonstrating the price we all pay when democracy is for sale. Similar to our success with **Wal-Mart: High Cost of Low Price** and **Rethink Afghanistan**, we were able to lay down the tracks for many other groups to join the fight against the Kochs.

In late 2012, I traveled to Pakistan where I met with people on the ground to discuss the secretive use of drones in the Northern Waziristan region of Pakistan. I researched theories, interviewed victims and filmed footage for our upcoming full length feature film on drones, a part of our **War Costs** campaign. It was a profound experience both personally and professionally. We are hard at work on the documentary, conducting interviews with people of Pakistan hurt by drones as well as with a former drone pilot, an ex-CIA officer, and others who have raised questions about this policy.

We are also in the final stages of finishing **War on Whistleblowers: Free Press and the National Security State**. We were able to interview a few key whistleblowers as well as important journalists such as Jane Mayer (The New Yorker), Dana Priest (Washington Post), Bill Keller and David Carr (New York Times). The film aims to connect the dots on attempts to silence whistleblowers and on the increased size and power of the national security state.

Alex Caballero and the **Cuéntame** team continue to break new ground on storytelling, engagement and social media with **Cuéntame**. In 2012, **Cuéntame** developed four new channels: **Alerta**, **Arts**, **Impact**, and **Latino Voces** covering a wide range of issues and interests surrounding the Latino community. **Cuéntame's** success in the social media world is unparalleled, as we are set to pass 100,000 followers on Facebook in the next month. That translates into a Facebook reach of over 30 million people!

We're proud of the work we accomplished in 2012, and of its influence not only on our growing community of activists and followers, but on elected officials and the media. Our belief in social change through strengthening social movements is all the stronger following the election. And the lessons learned from the great work of the LGBT community as well as the immigrant community will inspire and inform our work this year. We're excited about the challenges ahead and will continue to make noise and advocate for change. Being quiet is not an option.

With deep appreciation for your support,

**ROBERT GREENWALD** President, Brave New Foundation





# BEYOND BARS

**BEYOND BARS** uses social media to fight mass incarceration. Our focus is enhancing the campaigns of groups already pursuing a fairer, more cost-effective criminal justice system. Since we began in August, we have aimed to become a valuable, credible part of this movement. By the end of 2012, we had met that goal, as evidenced by our tangibly productive partnerships with some of the top organizations in the field.

"They have done really excellent work. They can turn around good product quickly and are strategic about outreach and impact. They also have buy-in from key national criminal justice leaders who are using their videos in their work. They are building communications capacity in the field even as they make products to galvanize more public support." -Vanita Gupta, ACLU



**PARTNERS:** ACLU, ACLU of California, Equal Justice Initiative, All of Us or None, National Association of Criminal Defense Lawyers, NAACP, A New Way of Life, Families Against Mandatory Minimums, Justice Policy Institute, Drug Policy Alliance, Law Enforcement Against Prohibition, United Methodist Church, Prison Fellowship, Partnership for Safety and Justice, Sentencing Project, Constitution Project, Fortune Society, ATI-Reentry Coalition of New York, Correctional Association of New York, Center for Community Alternatives, and Osborne Association.

## FEATURED CAMPAIGNS:



**"OREGON OUT OF BALANCE"** Oregon spends \$1.4 Billion on prisons while severely underfunding services that prevent crime and serve survivors of crime. This campaign seizes the opportunity of a gubernatorial sentencing commission to argue for a more balanced approach to public safety.

**Screened for:** Attorney General and Speaker of the House

**"PEOPLE WERE BLOWN AWAY. A FEW PEOPLE HAVE CRIED WHILE VIEWING IT."**

- David Rogers, head of Partnership for Safety Justice



**"SAFEKEEPERS"** This series profiled 8 law enforcement officials who've been on the front lines of the drug war and mass incarceration. They've witnessed the devastating effects of these policies on public safety and are speaking out for change.

**Views:** 122,148

**Press:** The Guardian, The Crime Report, The Russ Belville Show, Truthout, ColorLines, Take of the Town, YourBlackWorld, Upworthy, MichaelMoore.com, Touré (Twitter), Glenn Greenwald (Twitter), and Reddit.

**"FANTASTIC! VERY WELL DONE."**

- LEAP communications director Tom Angell

## SHAREABLE GRAPHICS:



**Shares:** 9,614 | **Talking About This:** 29,395  
**Reach:** 8,687 | **Engaged Users:** 28,521



**Shares:** 5,146 | **Talking About This:** 16,987  
**Reach:** 4,056 | **Engaged Users:** 23,525

**MEDIA BOOTCAMP:** This day-and-a-half boot camp was designed to expose criminal justice groups to various media platforms that could help advance and enhance their campaigns. Participants were educated and advised on which media tools could further their organization's mission and were able to take this information back to their respective organizations to reach new audiences.

## FEEDBACK:

"After the training I was inspired to put more emphasis on defining audiences for all of my campaigns" -Hannah White, Constitution Project





Charles and David Koch have a net worth of \$43 billion. The brothers own Koch Industries - one of the largest private oil companies in the U.S. They have spent decades of their lives and over \$324 million of their wealth exercising their influence on our government.

**Koch Brothers Exposed**, a full length documentary successfully delivered a comprehensive picture of the brothers' financial influence in Washington and exposed their vast and often secretive ties to issues such as social security, cancer, and resegregation.

Our unique distribution and grassroots organizing strategies helped to uncover Charles and David Koch's efforts to manipulate the democratic process and undermine social, economic, and ecological justice movements. With over 100 press hits and over 9 million impressions and views on Facebook and YouTube, we were able to build awareness and mobilize our online community to demand reform. Over 3,000 donated money to help produce this film and their names are all in the end credits. We distributed over 15,000 copies of the dvd and thousands of house screenings were held.



**PARTNERS**

**PEOPLE FOR THE AMERICAN WAY**

**AFRICAN AMERICAN MINISTERS IN ACTION**

**GREENPEACE**

**ADVANCEMENT PROJECT**

**NAACP**

**CENTER FOR SOCIAL INCLUSION**

**PRESS**



**The New York Times**



**VARIETY**

"It is a **MUST** see DVD. Buy it, watch it, and share for all to see. Only through exposing the corrupt billionaires, can we hope to shed light on their pure evil." - Yvonne Darbant

**FROM FACEBOOK!**

"It is an excellent DVD. I recently hosted a party, and the viewers were amazed.. They said they had not "put it together", but knew something was wrong... It is a must see!!" - Obelia Parker

## 5 SHOCKING FACTS ABOUT THE KOCHS:

- 1 Koch Industries is one of the top ten polluters in the United States -- which perhaps explains why the Kochs have given \$60 million to climate denial groups between 1997 and 2010.
- 2 The Kochs are the oil and gas industry's biggest donors to the congressional committee with oversight of the hazardous Keystone XL oil pipeline. They and their employees gave more than \$300,000 to members of the House Energy and Commerce Committee in 2010 alone.
- 3 The Koch fortune has its origins in engineering contracts with Joseph Stalin's Soviet Union.
- 4 Since 2000, the Kochs have collected almost \$100 million in government contracts, mostly from the Department of Defense.
- 5 The Koch brothers' combined fortune of roughly \$50 billion is exceeded only by that of Bill Gates in the United States.



# WAR COSTS

Brave New Foundation's War Costs Campaign focuses on exposing the true cost of massive U.S. spending on militarism and empire and what we can do to stop it.

## DRONES EXPOSED

War Costs launched the *Drones Exposed* campaign using aggressive media outreach, social networks and storytelling through short videos and an upcoming feature documentary. To date these so-called precise drones have killed 178 children, and countless innocent civilians. Only 2% of the strikes have been on actual al-Qaeda affiliates.

*Living Under Drones* is a short investigative video based on a nine-month NYU and Stanford study that questions the legal, moral and national security ramifications resulting from the drone strikes in Pakistan.



Our fearless leader, Robert Greenwald, traveled to Pakistan to film and investigate the United States drone wars that affect the tribal region of Pakistan in North Waziristan. Hundreds of women, children, and men are targeted and killed by America's drones. Greenwald was on the ground conducting research—interviewing victims from drone strikes, and Pakistani government officials, including presidential candidate, Imran Khan.

## WAR ON WHISTLEBLOWERS:

The film documents the growth of the National Security State within the United States and how it is affecting the whistleblowers of our time.

Whistleblowers tell the truth and are necessary to our system of government. They expose the waste, fraud and abuse that is hidden behind government walls. Without whistleblowers and the journalists who report their stories, our government will not hold itself accountable for its flaws.



## RESULTS

**Social Media Audience**

facebook 65,952 twitter 4,656

Email List 129,720

Facebook

**Impressions**

6,007,789

Reach 1,536,880

**Stories Created**

12,944

**Friends of Friends**

20,518,610

**Engagement**

(Likes, Comments, Shares, Posts)

56,751



## CUÉNTAME



facebook.com/cuentame

In 2012, Cuéntame solidified itself as one of the most successful online communities for Latinos. It allows Latinos from all walks of life to unite and explore their interests, concerns, and opinions. This past year we were able to adjust our metrics to put more emphasis on stronger more impactful and engaging video and campaign action content than just the number of videos. The result was an emphasis and focus on engagement and social content that furthered the messages across our campaign platforms.

## ARTS & CULTURE

Cuéntame's Arts & Culture campaigns featured the best in Latino art, music, and cinema, with a particular emphasis on artistic works that champion social justice issues relevant to Latino communities

Produced in 2012: **10 videos**



## ALERTA

Mucho Ojo created a national narrative that denounced these hate attacks, demanded accountability against national actors making use of these tactics, and presented stories that counter the detrimental effects they have on national discourse, with a particular emphasis on highlighting how shameful it is to use Latinos as subjects of political hate.

IT'S TIME TO **STOP THE HATE!**

Produced in 2012: **21 videos**

## IMPACT

Our Impact campaign tackled a wide range of issues that we felt needed to be addressed immediately. Our short pieces had high impact and educational potential, and the longer pieces were distributed more effectively with the help of Hulu.



Produced in 2012: **10 videos**

## LATINO VOCES / WORKER RIGHTS

In the third season of Latino Voces we motivated the Cuéntame audience to take action against corporate greed, banking injustices, foreclosure abuse, labor violations, and to educate them about alternative options that are beneficial to the Latino community.



Produced in 2012: **12 videos**

## RESULTS

Combined Audience  
**125 MILLION**

Email List  
**202,157**

**#1** Search Engine Placement

keywords: Cuéntame, MyCuéntame, Immigrants For Sale, Latino Voces, Latino Campaigns

**75+** Partners  
**600** Member Orgs  
45 NEW Partners in 2012!

Facebook

Friends of Friends

**30,800,418**

Impressions

**77,056,661**

Reach

**2,866,458**

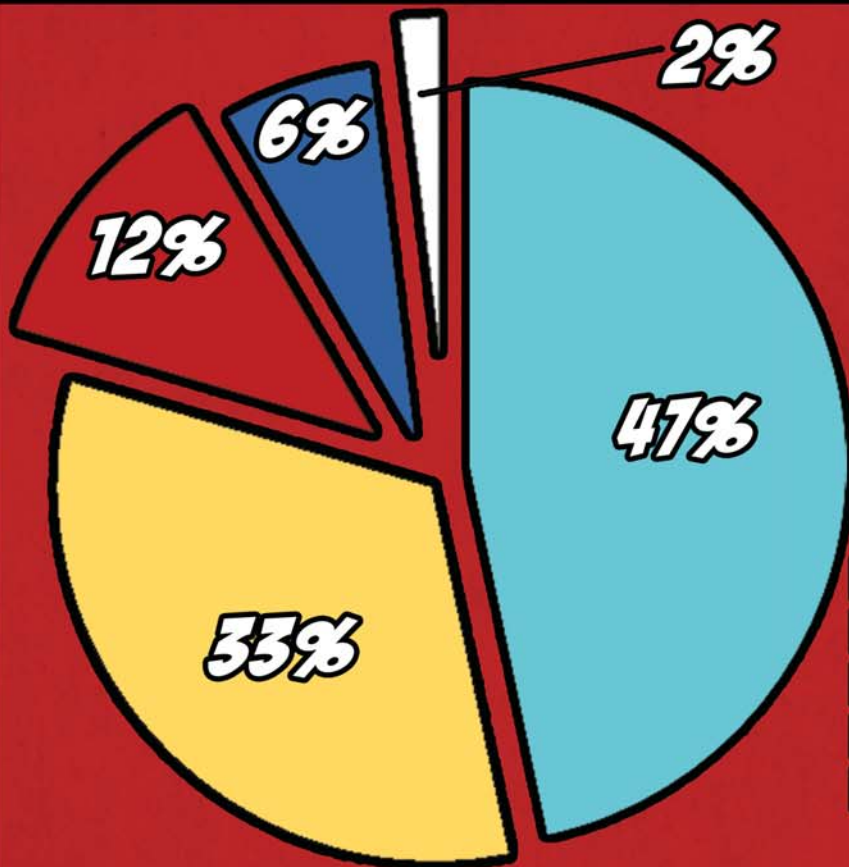
LIKES

**97,000**



# FINANCIALS

## INCOME



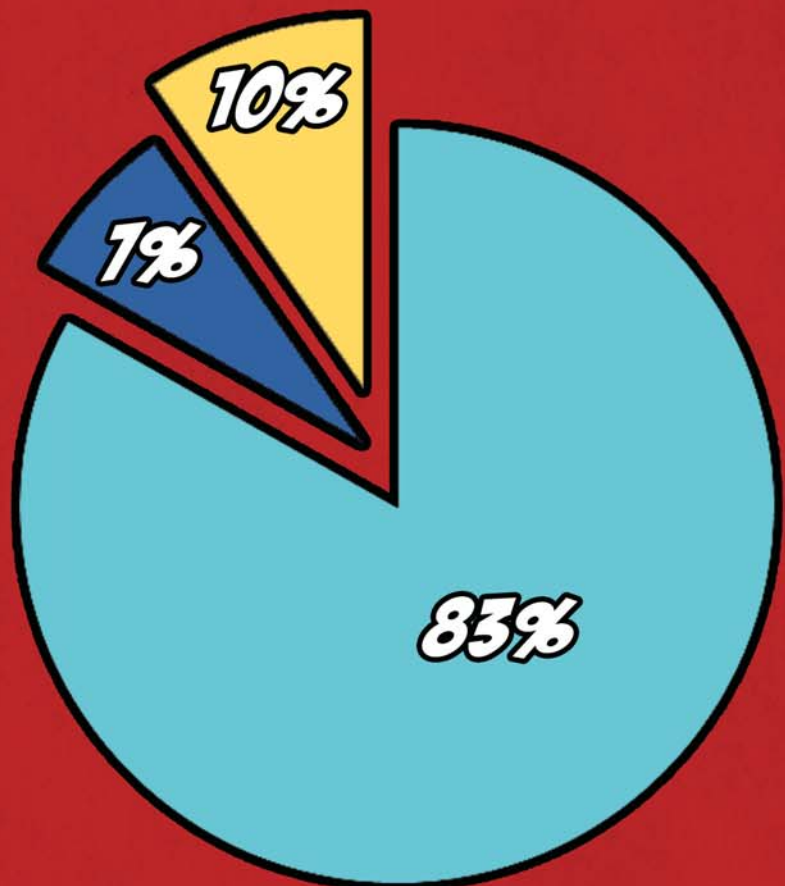
Foundation Grants	1,322,500
Major Gifts	930,544
Email List	342,741
Organizational Work	182,550
Content Revenue	54,500

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Total: 2,832,835

## EXPENSES

Program Services	2,240,500
Supporting Services:	
Administration	192,534
Fundraising	259,879

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Total: 2,692,913



\*These are unaudited numbers



# IMPACT



**107 ORIGINAL VIDEOS**

**275 PRESS HITS**

**222 PRINT PIECES**

**36 TV MENTIONS**

**17 RADIO MENTIONS**

**751 MILLION PRESS REACH**

**1.4 MILLION YOUTUBE VIEWS**

**5.4 MILLION UNIQUE FACEBOOK VISITORS**

**96.8 MILLION FACEBOOK VIEWS**

**72.8 MILLION FRIENDS OF FRIENDS REACHED**



# ***PARTNERS***



A New Way of Life, ACCE, ACLU, ACLU of California, Advancement Project, Advocates for Youth, AFL-CIO, African American Ministers in Action, ALEC Exposed, ALIANZA CIVICA, All of Us or None, Alliance for Community Media, ALTERNA, ALTERNET, America Votes, American Federation of Government Employees, American Indians in Film and Television, America's Voice, Applied Research Center, Asian American Justice Center (AAJC), Asian Pacific American Legal Center of Southern California APALC, ATI-Reentry Coalition of New York, BH Life, BIENESTAR, Black Youth Vote, Border Angels, Brady Center to Prevent Gun Violence, California Immigrant Policy Center, Campus Camp Wellstone, Campus Progress, Center for Community Alternatives, Center for Community Change, Center for Media Justice, Center for New Community, Center for Progressive Leadership, Center for Social Inclusion, Central American Resource Center (CARECEN), Change Wal-Mart, Change.org, CHIRLA, Colorofchange.org, Communication Workers of America, Constitution Project, Correctional Association of New York, Council of Mexican Federations COFEM, Courage Campaign, CREDO Action, CULTURE STRIKE, Detention Watch Network, Domestic Workers Alliance, Dream Team LA, Dreamers Adrift, Drug Policy Alliance, Drum Major Institute, El Centro de Accion Social-Pasadena, El Centro de Educacion del Pueblo-Pasadena, ENLACE, Equal Justice Initiative, Families Against Mandatory Minimums, FLIC, For The Win Media, Fortune Society, Future of Music Coalition, Gay & Lesbian Alliance Against Defamation GLAAD, Generation Change, Generational Alliance, Gente Unida, Global Exchange, Government Accountability Project, Hermandad Mexicana, Huffington Post Latino Voices, Japanese American Citizen League, Jewish Labor Committee Western Region, Just Foreign Policy, Justice Policy Institute, Koreatown Immigrant Workers Alliance KIWA, LA County Fed, LAANE, Labor Council for Latin American Advancement (LCLAA), Latin America Working Group, Latino Rebels, Law Enforcement Against Prohibition, Lawyers' Committee for Civil Rights Under Law, Louisiana Environmental Action Network, Make It Safe Coalition, Massachusetts Immigrant and Refugee Advocacy Coalition (MIRA), Media Action Center, Media Alliance, Media Literacy Project, Media Matters, Methodist Federation Social Action (MFSA), California-Pacific Chapter, Mexican American Legal Defense and Education Fund (MALDEF), Mexican American Opportunity Foundation (MAOF), Mexican American Political Association, Michigan Forward, Move On, Movement for Peace with Justice and Dignity, NAACP, NACIONAL, National Association of Criminal Defense Lawyers, National Association of Hispanic Federal Executives (NAHFE), National Council of La Raza (NCLR), National Hispanic Media Coalition, National Immigration Forum, National Immigration Law Center, National Treasury Employees Union, National Youth Advocacy Coalition, NDPLON, NYU, Osborne Association, OUTERNATIONAL, Partnership for Safety and Justice, Pasadena Latino Forum, Peace Action West, People for the American Way, Planned Parenthood Pasadena & San Gabriel Valley, Prison Fellowship, Project on Government Oversight, Propuesta Civica, Public Citizen, SEIU, Sentencing Project, SER-National, Inc., Stanford University, Strengthen Social Security Campaign, The Bus Federation, The Gathering for Justice, The League of Young Voters Education Fund, UFCW, Union of Concerned Scientists, United Church of Christ Office of Communications, United Methodist Church, United States Hispanic Leadership Institute, United States Student Association, United We Dream, Upworthy, Violence Policy Center, Voto Latino, Young People For





[www.bravenewfoundation.org](http://www.bravenewfoundation.org)

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Brave New Foundation is a non-profit 501(c)3 organization and your donation is tax deductible.