OUR MISSION

MEDIA IMPACT. INSPIRING ACTION THROUGH MULTI-MEDIA ACTIVISM. BUILDING THE PROGRESSIVE INFRASTRUCTURE TO CREATE A NATION OF ACTIVISTS COMMITED TO SOCIAL CHANGE. MEDIA IMPACT. INSPIRING ACTION THROUGH MULTI-MEDIA ACTIVISM. BUILDING THE PROGRESSIVE INFRASTRUCTURE TO CREATE A NATION OF ACTIVISTS COMMITED TO SOCIAL CHANGE. MEDIA IMPACT. INSPIRING ACTION THROUGH MULTI-MEDIA ACTIVISM. BUILDING THE PROGRESSIVE INFRASTRUCTURE TO CREATE A NATION OF ACTIVISTS COMMITED TO SOCIAL CHANGE. MEDIA IMPACT. INSPIRING ACTION THROUGH MULTI-MEDIA ACTIVISM.

our mission is to use video and new media to amplify, create and tell stories that inform the public, change attitudes and motivate people to take action on important social issues.
Dear Friends—

Thank you for another productive and fulfilling year. 2009 will be remembered as a year of incredible highs and lows. I have been the Executive Director of Brave New Foundation for the past four years and this was by far the most memorable.

We started the year with reduced staff and budget due to the recession, but with the help of our individual donors we were able to exceed our goals. In fact, individual contributions were up 25% from last year, which is a testament to all of you who have supported us even though everyone has had an extremely tough year. We greatly appreciate that support and hope that the work we do has lived up to your expectations.

Afghanistan was our main focus in 2009, both what is happening in the region and what happens to our servicemembers when they return from the Afghanistan War. When we started Rethink Afghanistan there was some resistance, especially among funders, but as we asked the questions and information was revealed, we released a groundswell of support and a growing list of activists working towards ending the war. Rethink Afghanistan was initially distributed for free in segments over the internet and then put together with some new material into a feature length documentary which was screened in house parties across the country.

The film has motivated a group of veterans to form Veterans for Rethinking Afghanistan. This group of brave men and women speak across the country and in the mainstream media, giving their viewpoint regarding what is actually happening in the region. We also continued our series In Their Boots with a second season of emotional stories of servicemembers returning from the wars in Iraq and Afghanistan. The series enables civilians to understand the issues veterans face and allows people the opportunity to do their part in helping the men and women who put their lives on the line for our country.

The finishing touches were put on our studio and we started a new series called Brave New Conversations. This series is an extension of 2008’s successful This Brave Nation series where activists, artists and politicians visit our studio and open themselves up to in depth conversations about their lives, their motivations and the issues. It is an engaging program with a growing cult audience. 2009 marked the final year of our Brave New Fellowship program, an unfortunate casualty of our cutbacks, but in its place we have established Brave New Educators. This program allows students to utilize all of the footage we shot for Rethink Afghanistan to create their own short videos. We started the pilot of this program with two colleges and will expand it across the country in 2010.

I continue to learn and grow in this position. I am thankful every day for our passionate staff who consistently go above and beyond to create and distribute our material. We thank you for supporting our work, for motivating others to watch our videos and for putting your trust in us to get the job done.

Best,

Jim Miller
Executive Director
Dear Friends—

Brave New Foundation was founded on the idea that new media offers an unprecedented opportunity to bypass mainstream media gatekeepers in order to amplify the important stories they can’t—or won’t—tell. Thanks to digital technology and Web 2.0 distribution platforms, we can directly reach the hearts and minds of the American people and help to activate them on important social issues.

For almost five years now we have been challenging ourselves and our audiences to get informed, get together and get active around issues like workers’ rights, economic justice, human rights, war profiteering, our veterans and their families, and the war in Afghanistan.

Thanks to you, our supporters and audience, we have seen real growth and diversification of our base. Our new interactive Facebook show, Cuéntame, is a bilingual, multicultural look at important issues and interests through a Latino lens. Our Brave New Educators initiative reaches out to students and teachers at universities and colleges, making our Rethink Afghanistan footage available for unfettered digital scholarship and academic remix. And our Protecting America’s Workers campaign, 16 Deaths Per Day, is helping to build bipartisan support for OSHA reform across the country.

As we see other progressive voices like Air America, NPR and PBS succumb to obsolete business models, budget woes and dwindling audience share, we know it is more important than ever that Brave New Foundation continues to make and distribute media that makes a difference.

We deeply appreciate everyone who continues to help us grow and make a real impact, whether by forwarding a video, posting a comment or generously donating online. We are grateful to our large donors and foundation supporters for their visionary support of our campaigns and to our partner organizations for helping to spread our messages and stories far and wide.

With your critical support and input Brave New Foundation continues to do great work around the important issues that unfortunately don’t get the play they deserve. The many challenges and disappointments of Obama’s first year in office remind us that there is still so much important work left to do.

Thank you for joining us and helping give voice to our shared progressive vision for a better future.

Best,

Robert Greenwald
President
the year in impact:

In 2009, despite a historical inauguration, the country remained in an unprecedented recession with job losses and foreclosures at record highs. With the grim economy, the pressure of two enduring wars, and the major questions surrounding health care, immigration reform and gay rights, the foundation was set for our toughest challenges to date.

We were prepared to tighten our belts in response. But our individual supporters kept giving—an astonishing 25% more than 2008—allowing us to continue pushing for maximum impact on the issues that matter.

**media impact:**

In 2009, we were featured in 566 articles, radio segments and TV programs—that is our message being heard more than once a day, every day of the year. The number of times we were featured by these news sources:

- **C-SPAN**
- **The Wall Street Journal**
- **Los Angeles Times**
- **Al Jazeera**
- **CNN**
- **npr**
- **The New York Times**
- **msnbc**
- **The Nation**

In fact, our impact has been such that AlterNet recently ranked Robert Greenwald the 15th most influential progressive media figure in the United States, while our Rethink Afghanistan campaign was named Most Valuable Multimedia Activism by The Nation:

**individual impact:**

- 59 advocacy videos produced
- 6,443,933 video views
- 566 media stories featuring BNF
- Potential reach: 77,550,000 people

**MVPs of 2009**

**Most Valuable Multimedia Activist: Rethink Afghanistan**

No intervention with regard to the expanding war in Afghanistan did more to raise public awareness and opposition than the Rethink Afghanistan project of Robert Greenwald’s Brave New Foundation. Greenwald, Jim Miller, Martha de Hoyos and their companions dispatched crews to Afghanistan, interviewed returning soldiers, tracked down retired CIA and Defense Department analysts and forged an irrefutable case for bringing the troops home. President Obama did not listen, but nearly a million Americans viewed Rethink Afghanistan videos on the internet, saw the movie in theaters or attended house parties and meetings where it was shown. Along with “A Tale of Two Quagmires,” the revelatory compillation of the US escalation in Vietnam with the escalation in Afghanistan on Bill Moyers Journal, the Rethink Afghanistan project changed minds, stiffened spines and renewed the movement for a sane foreign policy.

“Through viral distribution, Greenwald has built a politically active network with an email list of more than one million... In all shades of white to black, the Brave New Foundation staff are compulsive about ferreting out the best days and times to put up a new video and how to generate the most pass-alongs. They are doing what corporatized television is finally figuring out — getting the message out virally.

—Gail Sheehy, Author & Journalist, Vanity Fair”
THE CAMPAIGN

On average, sixteen workers per day are killed on the job in the United States. Many of these deaths are directly attributable to willful violations of the safety standards outlined in the Occupational Safety and Health Act (OSHA) by employers.

16 Deaths Per Day, an ongoing campaign launched in the Fall, brings attention to these abuses and the need for legislative reform of OSHA with the Protecting American Workers Act (PAWA), a bill authored by the late Senator Ted Kennedy and Rep. Lynn Woolsey.

In November, we premiered the first of what will be a series of videos highlighting this issue, as well as a petition calling for Congress to strengthen OSHA by enacting the PAWA legislation.

THE CAMPAIGN

The housing crisis was at the heart of America’s economic meltdown. Eight million people were at risk of losing their homes because Wall Street abandoned responsible lending practices to gain short-term profits.

In response to this crisis, we launched the Fighting For Our Homes campaign in early 2009. The goal was simple: raise awareness of this critical issue by giving a voice to frustrated homeowners.

Along with the first campaign video—launched on the Huffington Post—we set up a simple website asking people to send us their stories, either through video uploads or in writing. Each story was geo-tagged on an interactive map, giving a picture of economic distress that spanned across the nation.

Over 100 people from more than 20 states submitted their personal stories to us, including 33 people who uploaded videos to the site.

THE FAMILIES—THEIR STORIES

“Not only have I lost my house, car, and savings; I have lost my country. I got sick, my insurance wouldn’t cover me and canceled my policy. I have nothing left and had to move to Mexico so I could afford to live. There are a lot of these stories in Mexico. This goes beyond Wall Street.”

—Marsha from Texas

“It’s affected me because I’m supposed to be the man and protect this home. Now, so far I’ve done that, but my back is up against the wall in a situation I can’t do anything about. The only thing I can do is straighten out what’s in front of me — trying to keep this house as a roof over my family’s heads.”

—Tommy from California
THE CAMPAIGN

Our new media campaign to raise awareness about the issues facing Iraq and Afghanistan war veterans continued to explore the untold stories of a new generation of veterans and their families in the second season of In Their Boots.

The seven webisodes released examined a wide range of issues, including the immigration issues of undocumented and non-citizen military spouses (Second Battle), soldiers living with the invisible wound of traumatic brain injury (Fractured Minds), female soldiers struggling to recover from war wounds (Outside the Wire) and more.

In Their Boots has received extensive media coverage, in both national and local newspapers, on radio and TV. In fact, such press attention was instrumental in efforts to keep the two military wives featured in Second Battle from being deported after the story was featured in the Los Angeles Times.

SELECTED STORIES FROM SEASON 2:

MY MOM’S A SOLDIER

This episode featured the moving story of eight children from three military families forced to grow up fast while their mothers are serving in Iraq.

Special community screenings have been held of In Their Boots segments across the country, including one of My Mom’s a Soldier, hosted by Rosie O’Donnell at the Tribeca Cinemas in New York City.

SILENT PARTNERS

In this episode we explored the hidden effects of the Don’t Ask, Don’t Tell policy through the eyes of three partners of deployed service members.

Officially, these people do not exist: they must be guarded in communications, they receive no spousal military benefits—they’re not even notified in the event of an injury or death on the battlefield.

Silent Partners was screened throughout the nation, including at the National Equality March in DC.

I was so moved by this film. Thank you very much for producing and making it. It really helps in a quiet and persistent way to make the case for the absurdity and cruelty of DADT. The film was lyrical and beautiful, while elucidating the ramifications of such a wrong and unethical policy. The fact that the subjects’ faces had to be obscured just makes that point even more poignantly. Is there some way to get this film to the attention of the Dept. of Defense? Anyway, thank you again for this excellent short film which was obviously made with care and creativity. I really appreciate it.

—Wendy Lee on Silent Partners

www.InTheirBoots.com
CAMPAIGN: RETHINK AFGHANISTAN

THE CAMPAIGN
In early 2009 we launched one of our most important campaigns to date: Rethink Afghanistan.

The mainstream media wasn’t asking the difficult questions about Afghanistan, such as: How much will the war cost? Is America safer because of the war? Are the Afghan women better off because of this war?

We strongly felt these issues needed to be addressed, so we took it upon ourselves to do so, interviewing hundreds of US and Afghan officials, citizens and service members in our quest to get to the heart of the situation.

Funding for this project was difficult to come by—when we began in late February, only 30% of Americans opposed the war. We knew it was imperative that the public see and hear from the experts and Afghan people as quickly as possible, but filming their stories with no money would be a challenge. So we did the unheard of: we filmed Rethink Afghanistan in six segments, releasing them online in real time as they were completed.

THE IMPACT
Rethink Afghanistan has had a tremendous impact. The online segments have been viewed over 830,000 times, while the full-length film has been screened over 1,100 times across the globe.

Rethink Afghanistan has been featured in numerous news stories—including CNN, MSNBC, the New York Times and more. The "rethink Afghanistan" terminology has even become part of the lexicon many journalists use when discussing the war.

Rethink Afghanistan campaign at a glance

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Los Angeles Times
Obama must rethink rethinking Afghan
His strategy deliberations are starting to look like dangerous indecision.

By Doyle McManus
November 13, 2009

The New York Times
Top General Denies Rift With Ol
By Thom Shanker and Eric Schmitt
Published: September 23, 2009

The Washington Post
General’s Review Creates Rupture
As Military Backs Call for More Troops in Afghanistan, Civilian Advisers Balk
By Karen DeYoung, Washington Post Staff Writer
Tuesday, September 22, 2009

www.RethinkAfghanistan.com
THE VETERANS

At Brave New Foundation, we are as much about inspiring action as we are about changing perceptions. With our group, Veterans for Rethinking Afghanistan, we’ve accomplished both. What began as a handful of vets inspired by the film and disappointed with US policy in Afghanistan has grown into a group of 50 young veterans on a mission.

In the fall, as the President thought out his plans for troop escalation, we sent our group of veterans to Washington, DC so they could meet with members of Congress and share their message first hand. Then, we got America to hear their message too by getting these men in front of national media like CNN, where they were able to debate decorated war heroes like Gen. Wesley Clark, showing the nation there are soldiers in favor of rethinking war.

Additionally, we released a petition against troop escalation immediately after Obama’s announcement and had our petition—signed by 100,000 supporters—read into the Congressional record by Rep. Alan Grayson.

THE FULL-LENGTH RE THINK AFGHANISTAN FILM HAS BEEN SCREENED OVER 1,100 TIMES IN 16 COUNTRIES AND IN 48 STATES

Since Rethink Afghanistan’s launch, public support for the war has dramatically decreased:

**Public Support of Afghanistan War in the U.S.**

- Support the war: 53%
- Oppose the war: 58%

| March/April: Rethink Afghanistan campaign launched | July/August: All six segments are now available online | October/November: Full length film released -- screenings held worldwide |

"This film is mandatory viewing for anyone concerned about this decision. Our collective voices must be heard to help the president in the way forward."  
—Robert Dodge, M.D. in Truthout
THE SERIES:
After the success of 2008’s This Brave Nation, we realized the importance of giving progressive voices a platform to be fully heard. We took This Brave Nation’s idea of informal chats with today’s most inspiring change-makers and expanded it to a 30-minute format. The product is Brave New Conversations, a series of intimate Q&A’s with some of today’s most influential voices for change.

With Brave New Conversations, we’ve given artists, activists and social change visionaries the space to speak candidly about the issues that matter. We’ve already released witty, poignant and insightful Conversations tackling a range of issues from political art to media and healthcare.

We’ve taped even more for release this year, with guests ranging from seminal 60s activist Tom Hayden, to spoken-word and punk icon Henry Rollins, who shared his remarkable stories and photos from his travels to Southeast Asia with us.

This year we’ll kick the series into high gear with such guests as Oliver Stone, Tony-winning playwright Sarah Jones, and more.

THE CONVERSATIONS SO FAR:

Amy Goodman
The Democracy Now host took on everything from the 8-second sound-bite that passes for in-depth reporting, to her deeply personal experience navigating our broken healthcare system.

Shepard Fairey
The artist and creator of the iconic Obama HOPE poster that inspired a nation stopped by to chat with producer Christopher Sprinkle about art, music and political propaganda.

Daniel Ellsberg & Matthew Hoh
In this two-part Conversation, Daniel Ellsberg (Pentagon Papers) and Matthew Hoh (first US official to resign in protest of the war) share their unique insights on the war in Afghanistan.

The Yes Men
The Yes Men’s Andy Bichlbaum spoke with Christopher Sprinkle about the intricacies of cultural provocation and the hilarious documentary, The Yes Men Fix the World.

JOINING THE CONVERSATION IN 2010

www.BraveNewConversations.com
Academic excellence has traditionally demanded good research and strong writing skills. In today’s digital world, for students to become fully literate participants in a democratic society, multimedia literacy—the ability to both critically read and effectively create media and new journalism—is increasingly important.

Because using new media to teach civic participation is a core component of our mission, we have launched Brave New Educators, a multi-year initiative to make our media assets—including raw and finished video, as well as media and issue experts—available to schools, colleges and universities for digital scholarship and academic remix.

This fall, we piloted our first college program with film and politics students from Occidental College and students from the Institute for Multi-Media Literacy at the University of Southern California, thanks to generous support from the Fledgling Fund.

Forty students from the two schools participated in the creation of video remixes of our Rethink Afghanistan footage. In addition to screenings of works-in-progress and finished projects at both schools, the pilot program included a visit to our studio, where students met Rethink Afghanistan producers Jason Zaro and Kim Huynh.

This ground-breaking effort is setting the stage for a journalism-focused pilot project with American University and a high school curriculum development project in partnership with New Roads School in Santa Monica.

“...In an era often marked by “compassion fatigue,” students’ critical and hands-on experience with the material can help them realize that they do have a voice in history and that they can participate in its writing.”

— Vicki Callahan
Visiting Associate Professor, USC Institute of Multimedia Literacy

Students from Occidental College film and politics classes kick-start the Educators pilot program with a visit to Brave New Studios for hands-on training in digital remix.

www.BraveNewFoundation.org/educators
thanks to our funders...

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The Schooner Foundation

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Holly Nyerges
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Norton Kalishman
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Bonnie Kelly
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Daniel Kohl
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Christopher May
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Under $100
Over 5,300 donors!
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### INCOME

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**TOTAL INCOME** $2,996,296

### EXPENSES

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**TOTAL EXPENSES** $2,928,437
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Ofelia Yanez, Assistant Producer
Crystal Page, Associate Producer
Jeff Yaroslow, Post-Production Supervisor
Lisette Roldan, Senior Editor
Phillip Cruess, Editor/Camera Operator
David Godwin, Editor
Pamela Lama, Assistant Editor
Rachel Presby, Office Manager
Joy Simon, Accountant
Rosemary Sellers, Brave New Educators

IN THEIR BOOTS
Rick Perez, ITB Executive Producer
Sandy Williams, ITB Line Producer
Amanda Spain, ITB Producer
Abe Greenwald, ITB Producer
Lizette Becerra, ITB Communications Associate
Joe Mielich, ITB Production Assistant

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Anna Almendrala, Fellow, Marketing & Distribution
Monique Hairston, Fellow, Production
Pamela Lama, Fellow, Post-Production
Odin Ozdil, Fellow, Production