

BRAVENEW
FOUNDATION

ANNUAL

REPORT

2008

**THE VISION OF
BRAVE NEW FOUNDATION
IS TO USE NEW MEDIA
TO CREATE A NATION OF
ACTIVISTS COMMITTED TO
SOCIAL CHANGE.**

**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.**

a letter from jim

Dear Friends—

2008 was a banner year for Brave New Foundation and we couldn't have done it all without your help! The Foundation has grown enormously during this past year and our continued work with new media has allowed us to cover a multitude of social justice issues. Thank you! Personally, I have been fortunate to work with an amazing staff of dedicated people who have taught me the true meaning of passion. I have also been able to meet the leaders of hundreds of other social justice organizations like ours who are doing phenomenal work and whom I am proud to call partners. Together with our **1.3 million** e-mail list we are being heard and creating a landscape that is helping to improve the quality of life of people across the country.

The big news for us in 2008 was construction on our state-of-the-art studio. The space was a hair salon (where Robert has been getting his haircut for the past 20 years) until our team got in there and re-created it. We finished the initial stage in July and began shooting our two new webcast shows **In Their Boots** and **Meet the Bloggers**. We are hoping to receive the necessary funding to finish updating the studio so that it will be fully functional with all the bells and whistles by the middle of 2009.

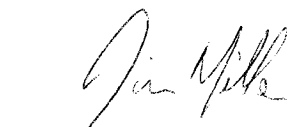
Our first live webcast of **In Their Boots** was on July 2nd. The show was made possible by a grant from the Iraq Afghanistan Deployment Impact Fund. The main purpose for this program is to allow the portion of the American public not related to a service member (that's 99% of us) to understand what happens to veterans and their families when returning to the US. We work alongside 50 other IADIF groups who all perform services for veterans once they return home and amplify their stories across the country. The other show that we produced was **Meet the Bloggers** which finally lifted the veil off the many bloggers you and I read daily by allowing us to see and hear them. The show was hosted by Cenk Uygur and covered a variety of topics with special guests from politics, entertainment and the non-profit sector.

In addition to pushing out issues, we continued our **Brave New Fellowship** which allows a diverse group of young people to learn new media and activism. While learning progressive media, the fellows are paid stipends (including health and dental) through a fund established by a few of our generous donors. We had four fellows who successfully completed the program and have hired two of them to work with us permanently. We are hoping to continue this worthy program in 2009.

The other big project we did was a collaboration with *The Nation* to produce five episodes in a series we called **This Brave Nation**. This informative series explores the lives of prominent activists as they talk with each other about their history, thoughts about current events, and what motivates them. You can view this award winning series for free at www.bravenation.com.

Thank you again for supporting us this past year. We look forward to continuing to use our unique media production and distribution skills to bring important issues to light throughout 2009 and to activate hundreds of thousands more to make a difference.

Best,



Jim Miller
Executive Director

a letter from robert

Dear Friends —

What an amazing year 2008 has been—in so many ways. Working with many of you to help spread the word about social justice and economic fairness has been one of the highlights of the year for many of us at **Brave New Foundation**. And even though we have accomplished much this year and a great deal of change will occur in the next few months, there is still critical work ahead.

I believe we have begun the process of creating the next major piece of progressive infrastructure with the **Brave New Studio**. This high tech little studio in a converted beauty parlor allows us to reach millions of people via the internet. What used to happen with only fifteen people, tens of millions of dollars and required buying a network, is now possible with 3 people! We can produce up-to-the-minute content that looks every bit as good as CNN. We can do live interviews around the world and add all the bells and whistles that viewers are used to like split screen, music and B-roll. We are fully committed to making sure the studio gets completed and becomes an important communication tool.

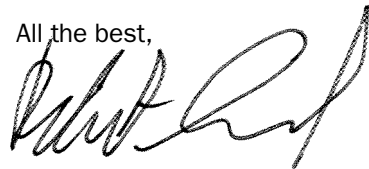
The studio has already made possible the creation of two new weekly shows: **Meet the Bloggers** and **In Their Boots**. **Meet the Bloggers** has proved successful in providing in-depth political analysis from sharp bloggers, progressive politicians and experts on issues such as the environment, workers rights and the wars. **In Their Boots** has simultaneously informed Americans about the experiences of service members and their families and provided support for veterans.

We have developed some groundbreaking plans to focus on two major areas in the year ahead: the economy and war and peace. Our inspired team of activists is hard at work on the economy piece; they are finding, tracking and interviewing people who have been affected by the foreclosure crisis. This is a profound national tragedy and the story is not being told by traditional media. We are fully committed to making sure the country, the politicians and the media know the painful stories, and the heroic stories of those fighting back to save their homes.

We will also keep attention on the obscene war profiteering in Iraq, and now Afghanistan. There are stories of greed and corruption that go to the core of what our country is, and our values. We are also working to get the story told from a policy point of view and from a personal human point of view on the ground in Afghanistan.

Please come visit us and see the work and most importantly, meet the amazing team.

All the best,



Robert Greenwald
President

Brave New Foundation's Media Diversity Fellowship Program provides young people of color with a unique opportunity to work at a cutting edge social media production company — to learn and use new media production skills and tools, create persuasive progressive content, share it with a large, growing and engaged audience, garner mainstream earned media coverage for complex social issues, and apply those career skills long-term.

In 2008, our fellows worked in the production and post-production departments and had responsibilities such as doing research for **Meet the Bloggers**, operating a camera on the **In Their Boots** set and creating short videos about Brave New Foundation.



DOMINIQUE "Working with Brave New Foundation is an experience that I will value for the rest of my career."
Dominique Smith

"Here at Brave New Foundation as a fellow you get to learn hands on, you are involved in the production of the documentaries or shows that are being produced. You don't get to just watch and learn, you get involved and help out as much as possible."
Alex Maldonado



ALEX

meet the fellows...



"I've learned that working in industry is not just about making money, it's about doing something that you love that also helps the environment, or other issues and teaches people about different point of views of how the world works and how the world should work."
Josh Johnson

JOSH

"Having this as my first real job in the field after graduating a year ago has been a unique experience."
Ofelia Yanez

OFELIA



this BRAVE Nation.

WATCH THE ENTIRE SERIES FOR FREE AT www.BraveNation.com

THE SERIES

BNF teamed up with *The Nation* to produce one of our most poignant and inspiring documentary series to date. **This Brave Nation** is a unique video collaboration between *The Nation*, America's oldest weekly magazine, and **Brave New Foundation**, one of the country's newest multi-media producers.

At a time when our history has been homogenized in textbooks and civic history courses are being cut, **This Brave Nation** creates a "living history" for the progressive movement — a series of conversations with the most intelligent, passionate, feisty, and creative voices of the last 70 years.

- Distributed thousands of free copies.
- BNF premiered the series at the Young Progressive Majority's Voter Guide Event in Hollywood.
- This Brave Nation was the Official Selection at We the People Fest 2008 and at the Wild & Scenic Environmental Film Festival.

features conversations with the following activists:

Pete Seeger	Dolores Huerta
Majora Carter	Carl Pope
Tom Hayden	Van Jones
Naomi Klein	Anthony Romero
Bonnie Raitt	Ava Lowery

DOLORES HUERTA



CARL POPE AND VAN JONES



PETE SEEGER AND MAJORA CARTER

THE AWARD

Brave New Foundation and **The Nation** also sponsored the **Brave Nation Award**, which we awarded to one of America's most inspiring young leaders. Over 400 people were nominated for the award and a winner was chosen in July.



Christina Lara giving her acceptance speech at the Brave Nation Award ceremony

The **Brave Nation Award** was given to Cristina Lara, a high school student who has started her own non-profit, founded an underground newspaper, has interned with Congress and the Obama campaign and plays on her high school's football team. Her community activism and enthusiasm were a true inspiration.

brave new studio

We are on the cutting edge of the media revolution. This year, Brave New Foundation built a **state-of-the-art production studio** to advance progressive messages. The studio will be used by BNF and **other progressive organizations** for live video webcasting as well as pre-taped shows.

The new explosion in media is **the convergence of the internet and TV**. The internet is the top source of news for over 50% of Americans. That percentage will increase substantially by the next election cycle. Our new internet-based shows will capitalize on this emerging form of media.



Before construction



During construction



After construction

- On April 10th, BNF began converting a beauty parlor into a production studio. On July 2nd, we launched two online shows, **Meet the Bloggers** and **In Their Boots**.
- The 800 sq. ft. studio features **groundbreaking technology, state-of-the-art equipment** and **partnerships with live-streaming services** such as UStream and BlipTV.
- The studio is a full-functioning **High Definition production suite** employing HD cameras coupled with an HD Switching System.
- The studio also **acquires live video via the internet** that is incorporated into the studio production, **simultaneously encoding and streaming the content directly to the web.**



In Their Boots host, Jan Bender

In Their Boots and Meet the Bloggers have been viewed almost **half a million times** and viewership will grow in the new year.

We produced 45 episodes of In Their Boots and Meet the Bloggers between July and December!



Meet the Bloggers host, Cenk Uygur

IN THEIR BOOTS REAL STORIES WEBCAST WEEKLY

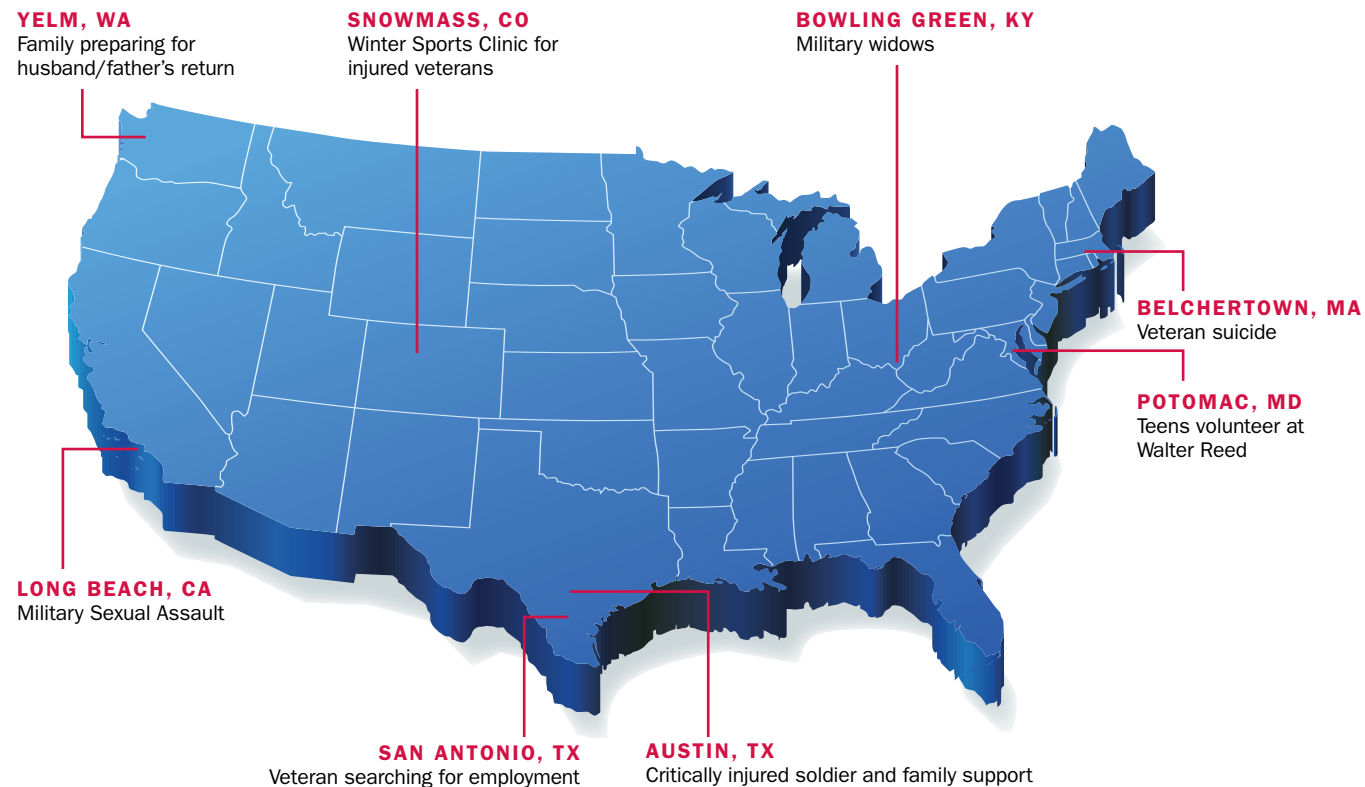
This past summer, we launched one of our **most important projects** to date: **In Their Boots**.

This weekly documentary show informs Americans about what happens to service members when they return from Iraq and Afghanistan. Only 1% of Americans have a family member serving in these wars. **In Their Boots** helps bring awareness about the wars' impact to the other 99% of the country. **In Their Boots** is funded by the Iraq/Afghanistan Deployment Impact Fund and Brave New Foundation is

one of 50 member organizations working to bring awareness and support to veterans.

The series' first season featured **24 webcasts of In Their Boots**. Each webcast featured an introduction by Marine veteran Jan Bender, a pre-produced documentary story and a discussion with experts on the issues presented in the story.

Stories this year came from **all around the country** and focused on a variety of subjects.



What the viewers are saying...

Thank you for hosting an excellent series. I have been enlightened. My own soldier son is getting ready to deploy to Iraq in a few short weeks.
Renee Translateur

Thank you for all you're doing here for our Troops and their families, this story **NEEDS** to be out and **TOLD!**
Laura R. Moorhouse

IN THEIR BOOTS IS ON 60 PUBLIC ACCESS CHANNELS AND IS AVAILABLE IN 63 MILLION HOUSEHOLDS

OVER 1000 OTHER WEBPAGES ARE LINKING TO THE IN THEIR BOOTS SITE.

selected stories

WE REGRET TO INFORM YOU A STORY ABOUT A GROUP OF YOUNG MILITARY WIDOWS

Taryn Davis, 22, founded the **American Widow Project** four months after her husband was killed in Iraq. Using the **power of the internet**, Taryn has **reached out to over 100 young military widows** offering peer support and resources who for those who struggle to live their lives after the death of their husbands.

- BNF screened this episode while the American Widow Project was in L.A. for a retreat. **150 community members saw the episode** and heard the women speak.
- **Press:** The New York Times, Los Angeles Times, CBS Early Show, LA Daily News, La Opinion, Huffington Post



BEATING THE ODDS A STORY ABOUT A CRITICALLY INJURED SOLDIER AND SUPPORT FROM HIS FAMILY

Cpl. Alan Babin, Jr. was an army medic in Iraq when he was severely injured by hostile fire. His mother Rosie Babin has become both his **caretaker** and a master at navigating the complex health system.

Cpl. Babin has made tremendous progress and **far exceeded his doctors' expectations**. This story profiles **his perseverance and his family's dedication**.

- Screened this episode in Austin and Alan and his family spoke about their experience.
- **Press:** Los Angeles Times, Austin Woman Magazine Cover Story, Austin Statesman



ANGIE'S STORY A STORY ABOUT MILITARY SEXUAL ASSAULT AND COMBAT STRESS

Army Sergeant Angie Peacock was raped by a fellow soldier while deployed in South Korea, and then took that trauma with her to Iraq. While deployed, she struggled silently until she couldn't stay quiet any longer. Out of Iraq and back at home, Angie decides to **take control of her PTSD** and enters a treatment program for female veterans dealing with these issues. Slowly, Angie begins to put her life back together.

- Sexual Assault Response Trainers at the U.S. Naval Academy are now **using this episode as an educational tool**.
- **Press:** The Huffington Post, AP (116 papers nationwide), KPLU radio
- UCLA Law School screened this episode for students and faculty. Angie participated in a panel discussion about military sexual assault.



IN THEIR BOOTS IN THE NEWS...



THE WAR WITHIN A STORY ABOUT MILITARY SUICIDE

Jeffrey Lucey, a Marine Reservist, seeks help from the VA after returning from Iraq. Like too many other veterans, his condition worsens, his medical needs go unmet, and he ultimately takes his own life. For the past four years his family has been **advocating to prevent other veterans from experiencing a similar fate**.

- **Press:** Jeffrey's parents, Joyce and Kevin Lucey, were on the Dr. Phil Show to talk about military suicide.



Meet the Bloggers

On July 18th, BNF launched our second weekly show, **Meet the Bloggers**, an online video show broadcast over the internet every Friday. **Meet the Bloggers** serves as a **weekly digest of news analysis, opinion and progressive issues** from the blogosphere, accessible to a general audience but tailored to appeal to mainstream media political reporters, opinion leaders and a politically-savvy online audience.

Each Friday, our host **Cenk Uygur**, discusses a political or social issue with the guest-of-the-week and a group of prominent bloggers.

■ **Guests have included:** Rachel Maddow, John Cusack, Michael Moore, Van Jones, Marion Nestle, Darcy Burner and more

■ Produced 21 shows this year!

■ *Meet the Bloggers* is available to **63 million homes** on FreeSpeechTV, Link TV and public access channels nation-wide.

SOME TOPICS COVERED:
 AFGHANISTAN
 DEATH PENALTY
 GREEN JOBS
 FOOD SAFETY
 ELECTION PROTECTION
 WAR PROFITEERING
 WORKERS RIGHTS
 ENERGY CRISIS

WATCH THE EPISODES AT
WWW.MEETTHEBLOGGERS.ORG



Speaker Nancy Pelosi on **Fixing the Economy**



Senator Harry Reid on **Big Oil**



James Rucker on **Election Protection**

Issues Campaigns

DREAM DEFERRED

Brave New Foundation partnered with **Democracia USA** and **MIRA Coalition** to produce *Dream Deferred*, a video in support of the California Dream Act. The Dream Act would allow **undocumented youth** to pay in-state fees when attending college.

- Coalition of over 20 groups sent out the video (including NCLR and Center for Community Change).
- **Press:** Huffington Post, Alternet, Daily Kos, Citizen Orange, Campus Progress, Long Island Wins



YOUR NEW JOB

Brave New Foundation teamed up with **American Rights at Work** to produce this video on the **Employee Free Choice Act**. The video is humorous and informs about workers rights and what workers would gain if the act were passed.

- Named one of the **Best Online Campaigns** on 2008 by M+R Strategic Service!



CLOSE GITMO

Brave New Foundation worked with the **ACLU** on a **multi-video campaign** about **Guantanamo Bay**. The purpose of the video was to encourage the **Obama administration to close Gitmo** on their first day in office.



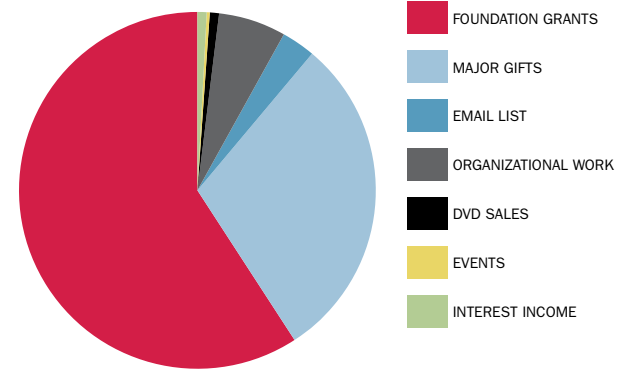
GO VOTE!

We partnered with **Rock the Vote** on two videos encouraging **young people to vote**. Both videos feature well-known spoken word artists speaking about why they vote. **Rock the Vote** used these videos as part of their "Get out the Vote" campaign in the fall of 2008.

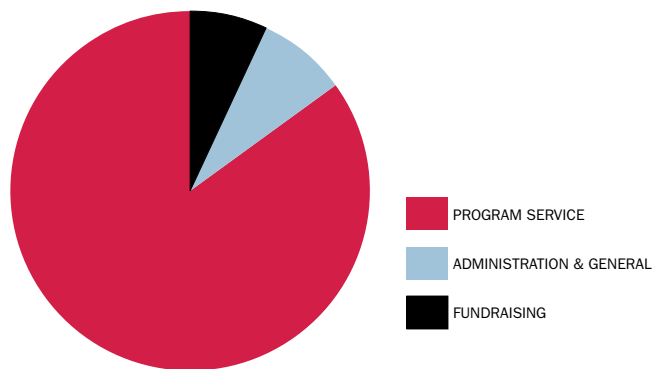
VOTE NOV. 4
ROCK THE VOTE

statement of activities

INCOME	
Foundation Grants	\$2,092,109
Major Gifts	1,059,500
Email list	103,833
Organizational work	222,500
DVD sales	26,140
Events	11,000
Interest Income	35,711
TOTAL INCOME	\$3,550,793



EXPENSES	
Program Services	\$2,958,607
Supporting Services	
Administration & General	287,890
Fundraising	244,361
TOTAL EXPENSES	\$3,490,858



thanks to our funders

\$100,000 AND ABOVE

- Anonymous
- Bohemian Foundation
- Carsey Family Foundation
- Iraq Afghanistan Deployment Impact Fund
- Peter B. Lewis
- Lotus Foundation
- Vin Ryan and Carla Meyer

\$50,000 AND ABOVE

- French American Charitable Trust (FACT)
- Stephen M. Silberstein
- Wallace Global Fund

\$20,000 AND ABOVE

- Judy Avery
- Bob Bowditch
- Bob Clements
- Quinn Delaney & Wayne D. Jordan
- Richard & Lois Gunther
- The Beldon Fund
- Pacific Foundation
- Dana & Larry Linden
- McKay Foundation
- Park Foundation
- Rodgers Community Fund
- Ellen & Steve Susman, Susman Family Foundation
- Tides Foundation

\$10,000 AND ABOVE

- Fred and Lisa Baron
- Donald Cohen
- Noel & Tom Congdon
- Goldhirsh Foundation
- James & Suzanne Gollin
- Lawrence and Suzanne Hess
- Sagner Family
- Samuel and Helene Soref Foundation
- Dr. and Mrs. Philippe Villers

\$5000 AND ABOVE

- Anne Bartley
- Robert Chartoff
- Diane Feeney
- Charles Fink
- Michael Kieschnick
- Art Lipson & Rochelle Kaplan
- Freeman Murray
- Anne Peretz
- Liza & Drummond Pike

\$1000 AND ABOVE

- Attias Family Foundation
- David Burwen
- Weston Milliken
- Thomas Safran

\$100 AND ABOVE

- Tom Barcus
- Kim Bass
- Joe Batson
- William E. Beaumont
- Beverly Boling
- John Calimano
- Logan Clark
- Nancy Forrest
- Nancy Ganis
- Gerald Allen Green
- Ken Hayes
- Cory Jones
- Kathleen Krevetski
- Ellen Lebowitz
- Pia Logan
- Wanda Maddox
- Konda Mason
- Ruth Miale
- Winfred Myrick
- Maryellen Oman
- Alfonso Polanco
- Yosi Sergant
- Deborah Skidmore
- Jan Snedegar
- Raquel Starace
- Eric Weissler
- Martha Whitty
- Ruth Willner

\$100 AND BELOW

Over 1400 donations!

our staff and board

BOARD OF DIRECTORS

Lawrence Lessig *(Chair)*
 Robert Greenwald
 Dolores Huerta
 Madeline Janis-Aparicio
 Irene Romero
 Katrina vanden Heuvel

STAFF

Robert Greenwald, *President*
 Jim Miller, *Executive Director*
 Leda Maliga, *VP of Production*
 Jim Gilliam, *VP of Media and Strategy*
 Devin Smith, *VP of Operations*
 Laura Beatty, *VP of Marketing and Distribution*
 Leighton Woodhouse, *Communications Director*
 Axel Woolfolk, *Communications Associate*
 Tara Conley, *Communications Associate*
 Nathan Havey, *In Their Boots/Meet the Bloggers
 Communications Associate*
 Christopher Sprinkle, *Campaign Producer*
 Erikka Yancy, *Associate Producer*
 Lissette Roldan, *Editor*
 Shilpi Roy, *Assistant Editor*
 Jonathan Kim, *Co-Producer*
 Myra Donnelley, *Development Director*

Elise Wagner, *Outreach Associate*
 Jesse Haff, *Web Manager*
 Zack Pelta-Heller, *Editorial Director*
 Helmut Roethel, *Post-Production Consultant*
 Mario Gonzalez, *Technical Director*
 Michael Rousselet, *Studio PA/Equipment Manager*
 Pamela Ezell, *Meet the Bloggers Producer*
 James Spooner, *Meet the Bloggers Associate Producer*
 Rick Perez, *In Their Boots Co-Executive Producer*
 Amanda Spain, *In Their Boots Producer*
 Sandi Williams, *In Their Boots Line Producer*
 Sandra Keats, *In Their Boots Associate Producer*
 Steve Schrenzel, *In Their Boots Researcher*
 Jan Bender, *In Their Boots Host*
 Dave Ciaccio, *In Their Boots Assistant Editor*
 Mike Hein, *Accountant*
 Rachel Presby, *Office Manager*
 Smita Satiani, *Distribution Associate*
 Sandy Maliga, *Email Support*

FELLOWS

Ofelia Yanez, *Meet the Bloggers Production Fellow*
 Dominique Smith, *Production Fellow*
 Alex Maldonado, *In Their Boots Production Fellow*
 Josh Johnson, *Post-Production Fellow*



Michael Rousselet and staff

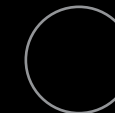


Erikka Yancy at Brave Nation award ceremony



Sandra Keats, Amanda Spain and Jim Miller

**YOU HAVE READ ABOUT US.
 NOW TAKE A MOMENT
 TO WATCH OUR WORK.**





BRAVE NEW FOUNDATION IS A
NON-PROFIT 501(C)3 ORGANIZATION AND
YOUR DONATION IS TAX DEDUCTIBLE

BRAVE NEW FOUNDATION
10510 CULVER BLVD.
CULVER CITY, CA 90232
TEL: 310.204.0448
FAX: 310.204.0174
WWW.BRAVENEWFOUNDATION.ORG