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
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.

Meet the Bloggers

“Working with Brave New Foundation is an experience that I will value for the rest of my career.”

Dominique Smith

“In Their Boots

“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

DOMINIQUE

ALEX

OFELIA

Josh Johnson

OFELIA

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

Ofelia Yanez

Meet the fellows...
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!

BNF distributed thousands of free copies.
This Brave Nation was the Official Selection at We the People Fest 2008 and at the Wild & Scenic Environmental Film Festival.

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

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.

BNF 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.

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.

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.
This Brave Nation was the Official Selection at We the People Fest 2008 and at the Wild & Scenic Environmental Film Festival.

Meet the Bloggers host, Cenk Uygur
This past summer, we launched one of our most important projects to date: In Their Boots.

This weekly documentary show informs Americans about the wars’ impact on 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.

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
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

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

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

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 Mr. R. Strategic Service!

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
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

thank you 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
Art Lipson & Rochelle Kaplan
Freeman Murray
Anne Peretz
Liza & Drummond Pike

$1000 AND ABOVE
Attias Family Foundation
David Bunnen
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 Krevetzki
Ellen Lebowitz
Pia Logan
Wanda Maddox
Konda Mason
Ruth Miale
Winfred Myrick
Maryellen Oman
Alfonzo Polanco
Yosi Sargent
Deborah Skidmore
Jan Snedegar
Raquel Starace
Eric Weissler
Martha Whitty
Ruth Willner

$100 AND BELOW
Over 1400 donations!
our staff and board

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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
Elise Wagner, Outreach Associate
Jesse Haff, Web Manager
Zack Peilta-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 Satlals, 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

Elise Wagner, Outreach Associate
Jesse Haff, Web Manager
Zack Peilta-Heller, Editorial Director
Helmut Roethel, Post-Production Consultant
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