Brave New Films Celebrates 10 Years!

Creating Media that Makes an Impact

Brave New Films rings in ten years of championing social justice issues by using a model of media, education, and grassroots volunteer involvement that inspires, empowers, motivates and teaches civic participation to makes a difference.

Protests in New York

A passionate crowd takes to the streets to protest in front of David Koch’s apartment in New York City. #KOCHPARTY, PAGE 7

LOST

Missing: freedom, security and justice. If found, please return to United States. In the meantime, we’ll be fighting for it.
Dear Friends and Supporters,

2014 marked the 10th year of Brave New Films. It seems like only yesterday that we were a few people struggling to convince folks that yes, film could make a difference, that video could be used to activate, and that new thing called YouTube was probably here to stay.

We would have preferred if the year brought brighter news on the electoral front. However, as Margaret Thatcher once said, “first you win the argument, then you win the vote.” Our work to win the argument has never been more crucial and frankly more needed. We are exploding with new ideas, new energy and new campaigns.

The year itself was highlighted by our launch of Brave New Educators. For years I have wanted to build the infrastructure that would allow teachers and professors all over the country, in high schools, small colleges and large universities to show our films. And this year we did it! It is now possible for us to distribute our films without the time or expense of duplicating and mailing copies. With Brave New Educators, we now have the ability to reach hundreds and soon thousand of teachers and professors. Since the launch we have already had 700+ screenings! We are on target to pass 1,000 screenings shortly. One of the best factors is that these teachers and professors are planning to use BNF films year after year in their classes and schools. And they are asking for more!

Concurrently, we are beginning to use this opportunity to organize and activate the students who are seeing our films.

In 2014 we fought for workers’ rights, helped pass a living wage in Oakland, exposed private probation debtors’ prisons, shined a light on the most expensive weapon system in history and held the Koch Brothers accountable.

Our online distribution saw an outstanding year as our films reached millions of viewers—this year alone we’ve totaled over 11 years and 354 days watched.

2015 is upon us, we are ready to go, filled with energy and passion. With your support we will fight the good fight.

Let us know what you think of our work—good, bad, and otherwise. We look forward to hearing from you directly or on social media.

Thank you,
Robert Greenwald
President & Founder
Dear Friends,

Ten years ago I saw a film titled *OutFoxed: Rupert Murdoch’s War on Journalism* and it changed my life. The content of the film, which revealed how Fox systematically slanted information, opened my eyes. Then a few short months after first watching the film, I was working for the man who produced and directed it. For over nine years, I have worked with our fearless leader, Robert Greenwald, on a variety of social justice topics. Without fail, you have all been there to share our work, attend actions, and donate your hard earned money to this non-profit. Thank you!

As we enter our second decade, we promise to continue pushing the boundaries and exposing the greedy people and corporations who refuse to level the playing field. 2014 was a year of change for us, as we further defined our work with our projects *Justice, Inequality* and *Security*. We also realized that these topics do not live on their own but affect each other so we have broken down our own silos in order to achieve progress with these issues. As you can see by the numbers and the press mentioned in this report, we had a landmark year with unprecedented views and kudos from press sources that have previously never covered our work.

We had the opportunity to look back at some of our past work and re-issue updated versions of that work. *Koch Brothers Exposed* is one of our most watched films. This year we updated several of the stories in the film, and added new information about the Koch’s involvement with “Citizen’s United” and their attempts to discredit the benefits of Unions. The film was made available for free online and was also added to our *Brave New Educators* program so that it could be shown for free in colleges and high schools across the country. *War on Whistleblowers* was originally released just weeks prior to Edward Snowden’s and PFC Chelsea Manning’s revelations. We had the opportunity to interview Ed Snowden and we are releasing a revised version of *Whistleblowers* this month. It will also be made available free online and we are currently raising money in order to create a new discussion guide and make the film available for free to colleges and high schools.

The three major elements that allow us to be successful with our work are your donations, the other social justice non-profits that we partner with, and our creative and passionate staff.

If we didn’t have such terrific and loyal supporters, intelligent and productive organizations on the ground, and a team of high-energy individuals who use their knowledge to create innovative video and social media campaigns, we wouldn’t have anything.

Thank you for everything you do to help us. I look forward to the next decade of bringing these issues to light and activating change.

Best,

Jim Miller
Executive Director
Brave New Educators

New campaign launches, meets goals in just 6 months!

In April Brave New Films launched Brave New Educators with the vision of providing free films and educational resources to teachers. Brave New Educators uses documentaries to start a dialogue with students and professors across college and high school campuses. By utilizing screenings, blogs, articles, and social media, Brave New Educators aims to create conversations that will expand knowledge of important issues and support continual learning. Brave New Educators offers films and discussion guides that include questions, activities for the classroom, backgrounds, timelines and much more.

With the financial support of generous donors, we launched with three feature length documentaries: Wal-mart: High Cost of Low Price, War on Whistleblowers, and Unmanned: America’s Drone Wars. Our goal was 500 screenings within the first year. We reached our year’s goal within six months and achieved a total of 635 screenings in 2014. Thanks in part to feedback from educators and the continuous support of donors, we were able to expand our film selection and resources. We have added one full feature, Koch Brothers Exposed, along with a wonderful facilitation guide to foster discussion and inspire action. Also added were 2 new short series: To Prison for Poverty and OverCriminalized, along with a collection of older but still relevant shorts that include films about veterans’ affairs, mass incarceration, student debt, and inequality.

Next year we look forward to achieving our new goal of 1,000 screenings. We also expect to add new resources, new films, additional funders and more educators.

With the financial backing of our funders and the positive feedback of educators, our program will continue to flourish and we will soon achieve the 1,000 screening goal!

“Thank you for all your support! The discussion materials were instrumental! I am so glad that you sent those to me. The two day symposium was absolutely a success. The entire campus was buzzing and folks stayed until midnight talking with Professor Wilkerson. Fifty people came to the film screening and participated in the discussion. I can’t wait to tell you the whole story. It was incredible.”

Aaron Albrecht
Truman State University, Kirksville, MO

“I just wanted to commend you for this wonderful new initiative. My husband and I are teachers at the University of St. Thomas and we have been using your films in the classroom for years. I cannot tell you what an impact they have had on our students and on us.”

Dr. Livia Bornigia
University of St. Thomas, Houston, TX
Brave New Films’ documentaries have been shown in over 500 universities across the world. Here is a small sample of the universities who hosted screenings in 2014:

Barry University
Clemson University
Harvard University
Loyola University
Princeton University
Royal Holloway, University of London
San Diego Community College
Santa Monica College
Truman State University
University of York
University of Alaska
University of North Georgia
University of Saint Thomas
Vanderbilt Divinity
We launched *Koch Brothers Exposed: 2014 Edition* on May 20, 2014, with a congressional press briefing which was streamed live from the Capital Visitor Center in Washington DC. A few clips from the film were shown and we had the honor of having Senate Majority Leader Harry Reid, House Minority Leader Nancy Pelosi, and Senator Bernie Sanders present with Director Robert Greenwald.

This event was controversial as GOP members called for its cancellation. They claimed the use of the Capital Visitor Center was illegal. But Leader Pelosi, who hosted the event, did not back down from the partisan threats. Over 30 members of the press and a packed audience of onlookers attended the event.

We succeeded. This year our goal was to connect the dots between the Koch Brothers’ various organizations and secretive funding practices. We delved deeper into where their money is going, who their money is hurting, and how much they are making during this whole process leading up to the 2014 midterm elections.

When we first made this film, very few people knew who the Koch Brothers were or what they were doing. But in 2014, we strongly believed that everyone should know what was happening, which is why we updated the original version and continued to expose the Koch Brothers. Equipped with new investigative footage, *Koch Brothers Exposed: 2014 Edition* digs deeper into exposing dark money in politics. We added 3 new sections to the film that investigated Koch involvement in Citizens United, union busting and attacks on the minimum wage.

Thanks to a matching grant of $50,000, we were able to raise an additional $31,250 from our e-mail list, and add 612 ‘producers’ to the end credits of the film. We also had three other generous donors who completed the $50,000 match.
On the day of action, a passionate and dedicated crowd took to the streets and held a protest in front of David Koch’s apartment in New York City. Organizers of the event deemed the event a “block party.” They projected clips from the film KBE14 onto the sides of neighboring buildings. Action was also taken to expose Koch-funded candidates and elected officials. MoveOn.org and Common Cause partnered to hold the protest while we provided the film, and t-shirts. Through this sort of activism, the film was used as a tool for inspiring discussion and educating people to action.

**Impact**

800+ Screenings in partnership with MoveOn.org

34,000 Facebook Fans

946 Press Hits

4.9 Million Facebook Reach

53,000+ Views on YouTube
America annually spends billion of taxpayer dollars on perpetual war abroad, and spying technologies on our own soil. And while it is all supposed to make us safer, in reality it has fueled terrorism and taken away our very own civil liberties. Much of this is enabled by deep ties the war and weapons industries have with our political system.

In 2014 Brave New Films worked with local and national organizations, and anti-war and Pentagon watchdog groups to expose the tragic effects of endless wars, corruption, and militarization.

**FEATURED CAMPAIGNS**

**HOW PROTECT AND SERVE BECAME SEARCH AND DESTROY**

- 104,000+ YouTube views
- Featured on Upworthy
- 47,000+ signatures on petition to the Pentagon, Congress, and the President: No More Weapons of War for Local Police

In reaction to the events in Ferguson, Missouri, we used our quick-strike capabilities and traced the origins of police militarization through the Department of Defense’s 1033 Program. We were able to create a short piece that showed the isolating consequences of excess military spending and local police militarization. The presence of militarized police only isolates police officers from the communities they are supposed to protect and serve.

**F-35, THE JET THAT ATE THE PENTAGON**

- 122,000+ YouTube views
- Featured on Upworthy

This video shed new light on the waste and failures of the Pentagon’s F-35 Joint Strike Fighter program including the extraordinary cost of the F-35, critical design failures, “concurrent development,” and extreme technical and performance issues. The F-35 is the most expensive and wasteful weapon system in history. We also investigated the role political contributions given to select members of Congress by Lockheed Martin and other defense contractors have played in keeping the F-35 off the budget chopping block. We worked with a coalition of anti-war and pentagon watchdog groups to release the short film.
BAD PAPER

• **1,800+ SIGNATURES** TO PROTECT VETS FROM LOSING CARE
  DUE TO BAD PAPER

• **PARTNERED WITH SWORDS TO PLOWSHARES** A NOT-FOR-
  PROFIT VETERAN SERVICE ORGANIZATION THAT IS A NATIONAL
  MODEL FOR VETERAN SERVICES AND ADVOCACY

In 2014 we told the story of Josh Christmon, a veteran who is one
among a rising number of veterans
being discharged with “bad paper.”
Josh is an Iraqi war veteran who
earned a Purple Heart when he was
nearly killed by a roadside explosion.
Josh suffered physical alignments as
well as nightmares, depression, and
disconnect from his family—classic
signs of PTSD. Josh’s bad dreams
followed him home. One night he
made a mistake when he took two
puffs of a joint and a week
later he failed a random
drug test at work. Days
later he was other than
honorably discharged from
the Marine Corps, losing
all of his veterans benefits, including
his medical care. As Josh puts it, his
“purple heart didn’t mean shit.”

As a society we are so interested in
the most severe penalties that we are
blind to the context. In this case zero
tolerance threw away a brave marine.
When you place this story against
the backdrop of a military complex
intent on spending billions of dollars
on weapons we don’t even use the
situation seems even more egregious.

IMPACT

96,000
Facebook Fans

71 Million
Impressions

2,347 likes and 19,580 shares

1,837 likes and 19,801 shares

2,147 likes and 13,763 shares

549 likes and 1,342 shares

1,163 likes and 3,376 shares
Creating change by helping pass 3 initiatives raising wages for thousands

Americans have increased productivity by 80% since 1979; yet, their incomes haven’t risen accordingly, if at all. And we all know that the average worker in America makes substantially less than those who run the corporations that run our lives, and too often, the government. In 2014 our inequality work shined a light on the way powerful people profit from the exploitation of non-powerful people. Since our establishment we have long recognized our unique responsibility as a leader in the production and distribution of media campaigns that address social justice issues. Brave New Films worked with local and national organizations to decrease income inequality through reforming laws and corporate practices, from increasing the minimum wage to pressuring multi-million dollar corporations to treat workers fairly. We were able to exert pressure on the Department of Toxic Substance Control and halt the expansion of one of the largest hazardous waste dumps that was linked to childhood cancer, birth defects and miscarriages. We advocated for raising the minimum wage and were successful in helping pass 3 ballot initiatives that increased the income for thousands of workers to a proper, living wage. This year Brave New Films joined the Los Angeles Anti-Wage Theft Coalition and pushed the Los Angeles City Council to pass stronger protections for workers who are victims of wage theft.

FEATURED CAMPAIGNS

**WORKING “OFF THE CLOCK”- HOW EMPLOYERS STEAL WAGES**

In 2014 we took on wage theft with a campaign to raise public awareness about employers cutting cost by stealing from employees through wage-theft. We worked with community-based and local organizations to reach low-wage and immigrant workers and provide training resources on stolen and lost wages. We helped drive employer compliance and agency enforcement while holding the Los Angeles city council members accountable to stepping up and supporting legislation to help victims of wage theft. We produced 2 films, a public awareness film that profiles victims of wage theft in Los Angeles, exposing the realities of their lives. We also produced an additional educational video used specifically for workers to understand the resources and procedures to take when experiencing stolen wages by employers. For the first time we made this video in four different versions in four different languages: English, Spanish, Korean and Chinese. Brave New Films held a press conference in conjunction with the Los Angeles Anti-Wage Theft Coalition on the steps of City Hall urging that greedy employers be held accountable and that the City passes the anti-wage theft legislation.
WHAT HAPPENS WHEN WE RAISE THE MINIMUM WAGE

Income inequality has been an important issue for many years. In 2014 we were able to help in the fight to raise the minimum wage and actually have impactful wins, as ballot initiatives that we advocated for were successful. We made a motion graphic that was used in California (Eureka and Oakland) and Alaska to educate about the benefits and advocate for raising the minimum wage. The motion graphic was used in a variety of ways: on public access, with voters, with volunteers to base builder and at public events.

CALIFORNIA, AN ENVIRONMENTAL LEADER. FOR SOME.

The Toxic Homes campaign shined a light on Latino working communities in California where toxic waste management companies have degraded environmental conditions. We exposed the horrible environmental issues these communities face while demanding that the Department of Toxic Substance Control take action. The first video investigated the approved expansion of the largest hazardous waste dump this side of the Mississippi. The proposed expanding dump is located in Kettleman City, a rural, majority Latino and farm worker community, with high rates of childhood cancer, birth defects and miscarriages. The second video told the story of the American Dream turned nightmare of residents in the community of Autumnwood in Wildomar, CA. Autumnwood is a planned community whose contaminated soil and chemical filled landscape have caused sickness and death of far too many residents.

IMPACT

52.4 Million Impressions

133,000 Facebook Fans

From Left to Right: 1,343 likes and 22,775 shares 8,965 likes and 26,243 shares
At Brave New Films, we strive to expose the illogical ways the United States uses jail time to address social problems. We advocate for solutions by leveraging our ability to tell critical stories through our films. Instead of solving problems like drug addiction, homelessness, or mental illness, our society has criminalized them and the criminal justice system continues to play a redundant role that stands between struggling individuals and the services they need. Harsh sentences for even modest offenses are breaking up families and taking away people’s basic rights. It is clear this disproportionately affects poor people and communities of color, fortifying institutionalized racism and classism.

Solutions do exist. In 2014 our producers worked tirelessly to find stories most people had not heard and put a human face on this tough issue. What keeps us going is the knowledge that the films we make about justice have a substantial impact. We continued to bring awareness to the fact that the United States locks up more of its citizens than any other country on Earth, and that nearly two-thirds of them committed non-violent offenses. We were able to tell stories highlighting the successes of rehabilitation, diversion programs, violence reduction and increased job opportunities that prove to be more cost-effective for taxpayers than continuing to imprison people in mass numbers. The problem is these programs are not expanding nearly as much as the rate of prisons. This is why we tell the stories we do, and why in 2014 we worked with local and national justice organizations to reform the laws and industries that are denying American citizens their basic rights and opportunity to thrive in the supposed “land of the free.”

FEATURED CAMPAIGNS

To Prison for Poverty
Two-part documentary series about private probation

- 72,400 Views on YouTube
- 30 Screenings in Georgia and Alabama organized by the United Methodist Church
- 2,809 Sign to put an end to America’s new debtors’ prisons

Brave New Films exposed the debtors’ prison of today. This series showed how small towns have contracted out to private probation companies that go after people too poor to pay tickets for minor infractions like a parking or seatbelt ticket. People too poor to pay fines are threatened with incarceration with an all too familiar twist: private companies making a profit. Part one tells the story of Hali wood, a seventeen-year-old from Columbiana, Alabama, deeply in debt to private probation company JCS. Part two tells the story of Kathleen Hucks, a woman suing Sentinel Correction Services for their abuse of power.
Jazree’s Court- 2.7 Million Kids Are Affected by This and No One is Talking About It.

Jazree’s Court tells the story of one of the 2.7 million American kids growing up forcibly separated from an incarcerated parent, another terrible consequence of America’s system of mass incarceration.

OverCriminalized

76,000+ YouTube Views

We produced *OverCriminalized* with a clear goal: to show that there are solutions other than criminalization to address social problems. The 3-part series investigates the criminal justice system’s obsession with imprisoning people with mental health and substance abuse issues and those suffering from homelessness. We expose the illogical ways that the U.S. uses jail time to address social problems while advocating for successful alternatives and diversion programs.

IMPACT

123,000 Facebook Fans

279 Million Impressions

From Left to Right:
2,366 likes and 45,429 shares
2,788 likes and 5,984 shares
15,489 likes 277,246 shares
4,448 shares
3,977 likes, 1,679 shares
## IMPACT

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YouTube Views: **53,110**  
Minutes Watched: **930,000**

### Combined Facebook Totals

- 7.3m Unique Users
- 424m Impressions
- 9.7m Interactions

### Combined Press Totals

- 1,005,226,387 Press Reach
- 2,437 Press Hits

### Combined YouTube Totals

- 51,951 Subscribers
- 12,923 Likes
- 14,721 Shares
- 1,830 Favorites
- 6,797 Comments
- 6.295 Million Minutes Watched (11 years, 354 days)
WE WOULD LIKE TO THANK ALL OF OUR SUPPORTERS WHO MADE OUR WORK POSSIBLE IN 2014:

$200,000 AND ABOVE
Bohemian Foundation
Ford Foundation
Open Society Foundations
Tides Foundation

$100,000 AND ABOVE
Anonymous
The California Wellness Foundation

$50,000 AND ABOVE
The Nathan Cummings Foundation
Lawrence and Suzanne Hess
Arnie Hiatt
Wallace Global Fund

$20,000 AND ABOVE
Anonymous
Aris Anagnos
The Arca Foundation
Frances and Benjamin Benenson Foundation
Firedoll Foundation
Adelaide Gomer
Knight Foundation
The Jacob & Valeria Langeloth Foundation
Park Foundation
Charles and Francene Rodgers Charitable Fund
Paul Rüdd

$10,000 AND ABOVE
Anonymous
Ellen & Tom Hoberman
The Hull Family Foundation
Quinn Delaney & Wayne Jordan
Sandor & Faye Straus

$5,000 AND ABOVE
Robert Chartoff
Marilyn Clements
Elizondo/Campbell Family Foundation
Sherry & Leo Frumkin
The Rosenthal Family Foundation
Marlene Share
The Streisand Foundation
Priscilla Walton

$1,000 AND ABOVE
Alec Baldwin
Alan Breslauer
David Bryan
Bob Gillespie
Claire & Robert Heron
Karen Lieberman
Patrick Lavin
Ted Lieu
The Lief Nissen Foundation
Craig Platt
CS Rodriguez
Tom Safran
Jean Stein
Philippe & Kate Villers

$250 AND ABOVE
Ray Bellamy
John Bethune
Ralph S Brown Jr.
Michael Caruso
Daniel Crawford
Raff Ellis
Craig Fulton
Einar Fyllle
William Gaines
Jonathan Gewirz
Jon Grayson
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Deborah Rogers
Robert Rowen
Will Sandler
Robert Schiavinato
Jacqueline Shoen
Annie Umbricht
James Walsh


FINANCIALS & DONORS

INCOME
Foundations – $1,395,000
Major Gifts – $913,750
Email List & Content – $128,455
Total – $2,437,205

EXPENSES
Program Services – $2,048,110
Fundraising – $223,210
Administration – $194,260
Total – $2,465,580

* These are unaudited numbers
The vision of Brave New Films 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.

Special Thanks To Our Board Members
David Bryan, Shepard Fairey, Robert Greenwald, Roger Lowenstein, Irene Romero, Marlene Share, Katrina vanden Heuvel

2014 Partners

Advancement Project
AFL-CIO
African America Ministers in Action
Alabama Legal Help
Alaskans for the Minimum Wage
Alec Exposed
American Academy of Pediatrics Florida (FL AAP)
American Civil Liberties Union (ACLU)
American Federation of State, County, and Municipal Employees (AFSCME)
American Federation of Teachers (AFT)
American Friends Service Committee (AFSC)
America Votes
Applied Research Center
Bexar County Mental Health
Californians for Safety and Justice
Center for American Progress
Center for Community Action and Environmental Justice
Center For Community Change
Center for Health Care Services
Center for International Policy
Center For Social Inclusion
Center on Race, Poverty &The Environment (CRPE)
Central American Resource Center- Los Angeles (CARECEN)
Coalition for Humane Immigrant Rights of Los Angeles
Colorofchange.org
Common Cause
Community Labor Environment Action Network (CLEAN) - Carwash Campaign
CREDO Action
CREW
East Bay Alliance for a Sustainable Economy (EBASE)
Eureka Fair Wage Act Campaign
Families Against Mandatory Minimums (FAMM)
Foundation for Defense of Democracies
Generation Progress
Georgia Legal Aid
Grace Mary Manor
Greenpeace
Higher Ed Not Debt
Housing and Community Development
Instituto de Educacion Popular del sur de California (IDEPSCA)
Koreatown Immigrant Worker Alliance (KIWA)
Law Enforcement Assisted Diversion (LEAD)
Los Angeles Coalition Against Wage Theft
Lawyer's Committee for Civil Rights Under Law
Move On
Michigan Forward
National Association for the Advancement of Colored People (NAACP)
National Day Laborers Organizing Network (NDLON)
Occupy Venice
Peace Action
People for the American Way
Project on Government Oversight (POGO)
Project WHAT!
Progressive Majority
Raise the Wage Nebraska
Rebuild The Dream
Restaurant Opportunities Center - Los Angeles
Restoration Center
Roots Action
Student Debt Crisis
Swords to Plowshares
The Nation
The Road Home
UCLA Labor Center
United Methodist Church
US Action Education Fund
Utah Homeless Task Force
Voto Latino
WAND: Women Power Peace
Win Without War
Yes!

BRAVE NEW FILMS
CREATING MEDIA THAT MAKES AN IMPACT

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