Dear Friends,

Can numbers tell a story?

I was lousy at math, and I never really got the beauty of numbers. My love and focus is telling stories. So when I was presented with the 2015 numbers, at first glance my eyes glazed over as if I was reading a foreign language. But then I looked and I looked, and I thought – well, that really does tell a story.

A story of impact, a story of reaching and engaging millions, a story of the power of video, and a story of the power of narrative. This is our story of the women and men at Brave New Films who work 24/7 to create and distribute stories that change the way people think and act. And it’s a story about you and the amazing supporters who have made this possible.

So take a deep breath, if you are not a numbers person, then dig in. Let me know what story they tell you.

Thanks for the support that allows us to keep fighting the good fight as we head into our 12th year.

Sincerely,
Robert Greenwald
President and Founder
Letter from the Executive Director

Dear Friends,

A decade ago, I began working at Brave New Films. Way back in the olden days before the Internet and sites like YouTube, Facebook and Twitter changed media forever. We had no clue how the social media landscape would change and how impactful our work would become because of it. This past year, our viewership and engagement doubled. We are grateful for all of the support you have given us this past year and look forward to another year of powerful work.

In October of 2014, we started working on what will become our biggest project to date, the documentary MAKING A KILLING: GUNS, GREED, AND THE NRA. When we started researching for this film, we were floored by the statistics of gun violence in the US. Not only from comparisons with other countries across the world, but by people whose lives are ended so abruptly and the families and friends who are left behind. In 2015, there were 353 mass killings in the US almost as many as there are days in the year. In addition, we lost tens of thousands of people to suicide, domestic violence and unintentional shootings. After spending a full year in production and editing, our film is ready to be seen for free. You can sign up for a screening here - www.bravenewfilms.org/mak_organize and get your discussion/action guides to help make a difference on this issue.

In addition to all of the new work that we accomplished in our Justice, Inequality and Security issue areas, we embarked on a project to offer a small group of people training and hands-on experience in our brand of film production and social media. With the strategic and financial support of The Atlantic Philanthropies, we were able to create a Fellowship for five people from diverse racial and economic groups. The process started in June with the hiring of our Fellowship Coordinator, Angel Mortel, who had the job of getting the word out and then going through the 520 applicants to help find our inaugural class of Fellows. You can meet the Fellows below – a great group whom we are excited to work with.

I want to thank our passionate staff for working diligently everyday in order to bring these issues to the forefront. Their creativity helps to educate and activate people to change our society for the better. I also want to thank all of you reading this for your support. Without you we would not have the means to put together this work and have it seen by so many millions of people. Thank you!

Best,
Jim Miller
Executive Director

Tommie Bayliss
Seth Ronquillo
Kim Flores
Brave New Films’ documentaries have been shown in over 1,000 universities across the globe.

Last year we launched Brave New Educators with the vision of providing free films and educational resources to teachers. This year we celebrated a year of the program where we not only met our 1,000 screening goal but exceeded that goal. We had 1,790 screenings in 2015, that brings our total screenings since we launched to 2,455!

Brave New Educators uses documentaries to start a dialogue with students and professors across college and high school campuses. The program provides all resources at no cost to educators. These resources include digital or physical copies of the films and facilitation guides that include questions, activities for the classroom, backgrounds, timelines and more. These resources contribute to Brave New Educators’ goal of utilizing the classroom screening experience to create engaging conversation that inspires continual learning by raising awareness of important issues.

In addition to meeting our first year goal, we expanded our film selection and updated our resources. We currently offer 10 screening packages, 4 full-feature films, 5 curated short series and 1 live discussion. 2015 added 3 new curated shorts, 1 live interview and 1 feature film - an updated version of War on Whistleblowers: Free Press and the National Security State that includes an interview with Edward Snowden.

For the first time, Brave New Educators partnered with Huffington Post’s Ryan Grim to bring a live discussion about economic inequality, starring economist Thomas Piketty and Senator Elizabeth Warren, to classrooms across the country. We added our new releases to our shorts catalog as we produced 3 thought-provoking series in 2015. Guns in America features 3 short films focusing on the American public health crisis caused by guns. To help distribute our films into more classrooms, Tavis Smiley, broadcaster, author and publisher, did an on-camera introduction to the Racial Justice Series. Additionally, the final series we added in 2015, This is Crazy: Criminalizing Mental Health, included writings by Dominic Sisti, PhD and professor of Medical Ethics and Health Policy at Penn State.

We look forward to another year of Brave New Educators. Our goal in 2016 is an additional 1,500 screenings. Since inception, the program’s growth truly has been exponential. But one thing is certain: the success of this program in engaging thousands of students is only possible because of the generous donors who contribute to make these resources available.
Yield

Ingredients

War on Whistleblowers
Premier Screening and Panel Discussion
Sept. 23, 2015: American University, Washington DC

In collaboration with American University School of Communication, Center for Ethics, Peace and Global Affairs, GAP, and the Investigative Reporting Workshop, Brave New Educators premiered the updated War on Whistleblowers: Free Press and the National Security State to a packed and eager audience. Following the screening was a panel discussion moderated by Chuck Lewis, editor and investigative reporter. The panel consisted of whistleblower John Kirakou who was just released from prison for helping expose the CIA torture program, Thomas Drake who is featured in the film, and GAP legal expert Tom Devine.

Reviews ★★★★★

“The film and the speakers were riveting and certainly captivated the audience. The fact that the audience poured down on stage after the panel and literally lined up to talk individually with each speaker showed the impact of the film and testimonials.”

– Sharon Metcalf, American University

Films Screened in Over 1,000 Classrooms Throughout the Country

Economic Inequality Discussion Guide
a HuffPost Live Interview with Elizabeth Warren and Thomas Piketty

This is Crazy:
Criminalizing Mental Health
In 2015 Brave New Films announced a major commitment of resources to taking on the National Rifle Association and the gun manufacturers. In March, we released the first of a 3-part series of shorts exposing the NRA and announced the feature-length documentary *Making a Killing: Guns, Greed, and the NRA*. Since that announcement, we have raised over $150,000 in contributions from thousands of individuals and $125,000 of that money was matched by the generosity of Bill and Laurie Benenson. We launched a new Facebook community dedicated to ending the epidemic of gun violence, a community that had 12 million impressions by 6.5 million users and 382,000 stories created by 298,672 users. Through the rest of the year we produced 2 additional shorts, 1 rapid response, celebrated 2 major victories, and mobilized 1 direct action.

### Yield

<table>
<thead>
<tr>
<th>Impact of all gun safety video content</th>
<th>How We Did It</th>
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</thead>
<tbody>
<tr>
<td>3.7 million people reached</td>
<td>In 2015 Brave New Films announced a major commitment of resources to taking on the National Rifle Association and the gun manufacturers. In March, we released the first of a 3-part series of shorts exposing the NRA and announced the feature-length documentary <em>Making a Killing: Guns, Greed, and the NRA</em>. Since that announcement, we have raised over $150,000 in contributions from thousands of individuals and $125,000 of that money was matched by the generosity of Bill and Laurie Benenson. We launched a new Facebook community dedicated to ending the epidemic of gun violence, a community that had 12 million impressions by 6.5 million users and 382,000 stories created by 298,672 users. Through the rest of the year we produced 2 additional shorts, 1 rapid response, celebrated 2 major victories, and mobilized 1 direct action.</td>
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<tr>
<td>950,742 online views</td>
<td></td>
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<tr>
<td>82,802 engagements</td>
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<tr>
<td>96 press hits</td>
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<td>554 million press reach</td>
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</tbody>
</table>

### Ingredients

**MAKING A KILLING**

*Guns, Greed, and the NRA*


Expected release: Spring 2016

Every night when we turn on the news, there is another account detailing the murder of someone by gunshot. A woman shot in the heart by an estranged husband, a toddler gunned down by his 5-year-old neighbor, a police officer shot to death by a drug dealer, a young worker loses his job and kills himself, an aimless soul who opens fire on innocent schoolchildren. Every night, every day. Over and over and over again.

While the blood is pouring into the street, the gun manufacturers and the NRA board members are getting richer and richer. America’s insane fascination with guns and reluctance to change policy has created a $6 billion-a-year industry.

With *Making a Killing: Guns, Greed, and the NRA* we will expose the people whose greed is facilitating these daily tragedies. We will connect legislators who are being paid off to the laws that are not passed and to the checks being cashed by the NRA Board and the people whose lives are ended.

So many other countries around the world have had similar circumstances and have been brave enough to make the necessary changes to save their citizens from this violence. In America we have lagged behind and allowed people to get rich while our loved ones have been shot down in cold blood. This film will help give people a voice to rise up and defeat the NRA and its greed.
The NRA versus Pediatricians
www.bravenewfilms.org/doctors_for_gun_safety

285,078 people reached
8,463 engagements
28M press reach

Purpose: Inform the public of deadly NRA legislation enacted within states — in this case Florida, that makes it a crime for pediatricians and doctors to discuss basic gun safety with parents and patients.

Campus Carry
www.bravenewfilms.org/_nocampuscarry

904,249 people reached
15,052 engagements
86M press reach

Purpose: Empower students to preserve the safety of their college campuses and stop legislation that would allow guns on campus. This film was used to educate, engage and organize students in 4 states — Florida, Georgia, Texas and Nevada to take action against guns on campus.

Victory: April 2015. Guns on campus legislation was defeated in Florida.

Gun Free Retirement
www.bravenewfilms.org/guns_divestment

45,605 people reached
1163 engagements
448M press reach

Purpose: In solidarity with California Teachers, we pushed CalSTRS and Cerberus to allow teachers to divest their money from gun companies.

At the time of release there had been 109 school shootings since the Sandy Hook Shooting. California teachers had $500 million of their dollars tied up against their will with gun companies that manufacture firearms and bullets used in school shootings.

Victory: May 2015. Educators’ pension fund announced they will finally divest and teachers can cash out of guns.

Direct Action – CalSTRS Board Meeting
April 2, 2015- Sacramento and Los Angeles, CA.

In collaboration with the California Federation of Teachers, we premiered this film, heard testimony from teachers affected by gun violence, and delivered our petition to the annual board meeting in Sacramento. Additionally, a group of activists took action at the Cerberus headquarters in Los Angeles by hand-delivering a petition in support of divestment. We live streamed the action and, when the headquarters refused to answer, we delivered the hundreds of pages of signatures under the door.

In 2015 we used digital story telling to transform our nation’s current struggles with justice into 7 short engaging narratives that reached millions of people. We gathered concrete facts, studies, statistics, and research. Through personal stories, these films captivated a diverse and large audience of engaged, responsive and inspired people ready to take action.

This year we demanded justice through institutional change in two specific areas— featured in 2 short series we produced— racial and criminal justice. Each series is vital to our justice work and key in taking eye-opening statistics and facts and transforming them into an engaging story. Not only do these series point out what needs to be changed, but our justice work builds capacity for institutional change by offering solutions that can be implemented.

**Ingredients**

**This is Crazy: Criminalizing Mental Health**

Premier Event: September 15, 2015, New York City, NY

Brave New Films’ own Robert Greenwald and Jim Miller premiered the third piece of the 2015 mental health diversion series This is Crazy: Criminalizing Mental Health to a packed audience. Over 60 people gathered at the event which included a panel hosted by the Vera Institute of Justice. Also in participation, the Deputy Chief of the NYPD, who committed to having her officers watch this series so that they understand why training is essential.

Purpose: Engage the public, policy makers and law enforcement in a collaborative dialogue regarding the desperate need for treatment of mental health through a public health system, not the barbaric criminalization of it. This series transforms a devastating and very complex issue into hope for social change. Through the diverse stories told we highlight peoples’ lives that were improved because of policy enacted to stop treating mental illness with criminalization. These examples serve to build capacity and supporting evidence that treating mental health through a public health system improves lives and saves money.

\[1\] Think Progress, “There are 10 times More Mentally Ill Americans Behind Bars Than Being Treated in State Hospitals” by Tara Culp-Ressler 2014

\[2\] Yale Law School, “Race and Gender Discrimination in Bargaining for a New Car” by Ian Ayers and Peter Siegelman

\[3\] The New England Journal of Medicine, “The Effect of Race and Sex on Physicians’ recommendations for Cardiac Catheterization” 1999

\[4\] American Journal of Political Science, “Do Politicians Racially Discriminate Against Constituents? A Field Experiment of State Legislators” by Daniel Butler and David Broockman 2011

\[5\] “Are Emily and Brendan More Employable than Lakisha and Jamal?” by Marianne Bertrand and Sendhil Mullainathan 2002

\[6\] ACLU “The War on Marijuana in Black and White” 2013

\[7\] ProPublica,“Deadly Force, in Black and White” by Ryan Gabrielson, Ryann Grochowski Jones and Eric Sagara

**Second Chance Citizens**

Purpose: Collaborate with groups across the country to encourage business to give formerly incarcerated people a second chance.
RACIAL JUSTICE SERIES

This series is a compilation of facts proving, beyond a reasonable doubt, that racism is still a very destructive force in our society. The reality of every piece in this series is disturbing: people of color are disproportionately and unjustly presented with obstacles in virtually every aspect of their lives due to the color of their skin. These films speak the truth, a truth we all know, yet so many people choose to deny. However, it is hard to deny facts, and each piece highlights well-documented studies that support the necessity of racial justice in this country. The Racial Justice series is a tool to educate people about the reality of racism, and also give them tools to demand justice.

Part 1: Racism is Real
www.bravenewfilms.org/racismisreal

46.6M people reached 16.7M video views
1,124,315 engagements 30 press hits
27M press reach

Purpose: Transform empirical evidence of racism’s current reality into an engaging narrative that inspires an online dialogue about racism. Using research this video counts down reasons that racism is very real in America.

Chew on this: facts used in Racism is Real

• Black people are charged roughly $700 more than white people when buying a new car.2
• Doctors did not inform black patients as often as white ones about important heart procedures.3
• White legislators did not respond as frequently to constituents with black sounding names.4
• People with black-sounding names on resumes are 50% less likely to be called back.5
• Marijuana use is equal between blacks and whites and yet black people are 4 times more likely to be arrested.6

Part 2: Bad Cops: Get Ready for your Close Up!
www.bravenewfilms.org/filmthepolice

1.1M people reached 187,207 video views
9,141 engagements 7 press hits
23M press reach

Young black males are 21 times more likely to be killed by cops then their white counterparts.7

Purpose: Demand reform of how policing happens by raising awareness of racial profiling, excessive use of force, intimidation, and the murder of unarmed citizens perpetrated by police.

Part 3: Black Protests vs. White Riots
www.bravenewfilms.org/filmthepolice

27.8M people reached 8.8M video views
930,478 engagements 10 press hits
40M press reach

What if the media portrayed white rioters the same as black protestors?

Purpose: Influence mainstream media to stop racist media distortions and engage the public to think about how racist media can color perceptions.
This year, Brave New Films informed and engaged millions of people about broken and corrupt policies that are fueling inequality. For too long inequality has been used to divide people, successfully dismantling collective power and rigging our economic and political system in the hands of a few. Inequality in our country and across the globe is destroying democracy, fueling low wages, terminating any shred of a middle class, exploiting workers and corrupting our political and economic system.

Yield

Total impact for short film content

- 21.7 million people reached
- 6 million views
- 679,000 engagements

How We Did It

This year, Brave New Films informed and engaged millions of people about broken and corrupt policies that are fueling inequality. For too long inequality has been used to divide people, successfully dismantling collective power and rigging our economic and political system in the hands of a few. Inequality in our country and across the globe is destroying democracy, fueling low wages, terminating any shred of a middle class, exploiting workers and corrupting our political and economic system.

Ingredients

Purpose: Innovate a new frame for exposing Wall Street’s active role in fueling economic inequality. Through collaboration, this piece challenges the power of billionaires rigging the system in their favor.

Hedgefund Billionaires vs. Kindergarten Teachers: Whose side are you on?
www.bravenewfilms.org/billionairesvsteachers

1.1M people reached
30,516 engagements
270,965 video views
17 press hits
200M press reach

The Top 25 hedge fund managers make more than all kindergarten teachers in the country combined. And these billionaires get taxed at a lower rate than teachers because they have rigged the system in their favor using the carried interest tax loophole. If we closed this loophole we could generate $17.7 billion dollars over a decade.

[1] Vox “Last Year, 25 hedge fund managers earned more than double every kindergarten teacher combined” by Matthew Yglesias, 2014
[4] USA Today, “Division 1 Schools Spend More on Athletes than Education” 2013
Professors in Poverty
www.bravenewfilms.org/professorsinpoverty

- 11.5M people reached
- 3.2M video views
- 168,578 engagements
- 31M press reach
- 3 press hits
- 1 congressional briefing

**Purpose:** Mobilize support for higher education professors who are making poverty wages.

_Chew on this:_ 31% of adjunct professors live near or below the poverty line.³

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The Big Game:
College Football Stealing your Future
www.bravenewfilms.org/thebiggame

- 8.2M people reached
- 2.3M video views
- 466,842 engagements
- 113M press reach
- 10 press hits

**Purpose:** Empower students to get informed about where their tuition dollars are going.

_Chew on this:_ Universities spend almost 7 times more per athlete than they spend educating students.⁴

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DumpTrump
www.bravenewfilms.org/dumptrump

- 682,303 people reached
- 128,850 video views
- 11,045 engagements
- 7 press hits
- 77M press reach

FedUp
www.bravenewfilms.org/fedupwithfed

- 72,279 people reached
- 20,725 video views
- 976 engagements
- 2 Press hits
- 14M press reach
In 2015 we championed security through diplomacy by merging digital content and our social media influence to educate millions of people. We produced 7 shorts mobilizing support for diplomacy and the Iran Accord, 1 short about the global refugee crisis, updated our full-feature documentary War on Whistleblowers to include an interview with Edward Snowden, and produced The Henry A. Wallace National Security Forum featuring 11 foreign policy and security experts.

Championing Security through Diplomacy
In April the United States and its international partners reached a historic agreement with Iran. For once it looked like diplomacy could win. But just as the Iran Accord was gaining support for its security merits that block Iran’s path to building a nuclear bomb, war hawks were doing everything in their power to denounce the deal. Just like with the invasion of Iraq, we were witnessing mainstream media giving these war hawks a platform to sway public opinion. We did not take the push towards war lightly and went to action. We spearheaded our own campaign to ensure security through diplomacy and mobilize support of the Iran Accord. In 2015 we used our influence to refute the war hawks, mobilize constituents to hold their elected officials accountable and dismantle the false narrative being aired about the Iran Accord.

Wrong About Iraq, Wrong About Iran
www.bravenewfilms.org/irandeal

| 960,391 people reached | 581,029 video views |
| 80,028 engagements | 31 press hits |
| 658M press reach |

Purpose: Champion diplomacy by refuting the false narrative being broadcast across mainstream media about the Iran agreement. A narrative of falsehoods, being shaped by a whole host of people in Washington who in addition to opposing the deal have one very interesting thing in common. They were all passionate supporters of the Iraq war. The reality is that there is no better Iran deal, and those calling for one never offered a viable plan on how to get there. The real alternative is war, which will come at a tremendous cost, and which we must do everything in our power to stop.
Global Refugee Crisis
www.bravenewfilms.org/globalcrisis

1M people reached 283,089 video views
28,531 engagements

Chew on this: There are 60 million displaced people.¹

Purpose: Influence congressional action for emergency and humanitarian aid spending by mobilizing constituents to call and push members of Congress to support aid for refugees in crisis.

War on Whistleblowers: Free Press and the National Security State
(Updated version with Edward Snowden Interview)
www.bravenewfilms.org/waronwhistleblowers

109,000 video views

Two years after we released this documentary the war on whistleblowers is still raging and so we continue to tell these stories. When we had the opportunity to interview Edward Snowden, we asked for our supporters for help to update our original film for re-release. Thanks to thousands of small contributions, we were able to update the film to include the Snowden interview.

The Henry A. Wallace National Security Forum
http://www.bravenewfilms.org/nationalsecurityforum

387,000 people reached 100,000 video views
5,305 engagements

In 2015, Brave New Films produced The Henry A. Wallace National Security Forum featuring 11 foreign policy and security experts. Each expert was given their own section moderated by host, Sonali Kolhatkar. In partnership with The Wallace Action Fund, this forum provides a broad scope of knowledge that can guide and bridge much needed discussion.


5 rapid response videos

1.54M people reached 380,000 video views
52,000 engagements 23 press hits
658M press reach 6 collaborative distributors

Purpose: Mobilize constituents to action, calling their representatives to adopt the only viable diplomatic solution with Iran.

On August 27th 2015, there were still 16 democratic senators who were undecided or saying they would oppose the Iran Accord. Brave New Films did not take the possibility of the United States going to war lightly, so we went to work. We produced 5 rapid response pieces mobilizing support for diplomacy. We influenced 3 senators and 1 congressional member by using each film to engage and inform constituents. We also exposed 1 war profiteer and his lies by spreading awareness to Dick Cheney’s work to sabotage the agreement. We helped push 3 out of these 4 elected officials to do the right thing and listen to their constituents.

[¹] The Atlantic, “Violence Has Forced 60 Million People From Their Homes” 2015
Impact

Our 2015 progressive campaign recipes yeilded:

- Campaigns ........................................................................ 20
- Short Films ......................................................................... 30
- Organizational Partners ...................................................... 100
- Educators Screenings ......................................................... 1,790
- Community Screenings .................................................... 139
- Interns from 14 Schools .................................................... 30
- Fellow Applications ........................................................ 520
- Press Hits ........................................................................ 1,103
- Press Views ....................................................................... 11.8 Million
- Website Views ................................................................. 1,796,881

8,292 Followers gained
8,076 Engagements
39.6 Engagements per media

2.5M Organic impressions
39,703 Engagements
6,669 Link clicks
4,239 New followers
6,196 Retweets
4,652 Favorites

155,000 New fans
763M impressions by 400M Users
14M “Stories created”
483,000 Total fans

6.5M Views
39.1M Minutes watched (74 years)
6:00 Avg view duration
37,869 New subscribers
89,000 Total subscribers
25,945 Comments
53,833 Likes
59,370 Shares
Financials & Donors

$200,000 and above
Anonymous
The Atlantic Philanthropies
Bohemian Foundation
Ford Foundation
Open Society Foundations

$100,000+ ($100,000- $199,999)
Frances and Benjamin Benenson Foundation
The Jacob and Valeria Langeloth Foundation
The Schooner Foundation

$50,000+ ($50,000 - $99,999)
Bill Benter
The Nathan Cummings Foundation
Wallace Global Fund

$20,000+ ($20,000- $49,999)
Anonymous
Arca Foundation
Cloud Mountain Foundation
Firedoll Foundation
Adelaide Gomer
Lawrence and Suzanne Hess

$10,000+ ($10,000 - $19,999)
The Herb Block Foundation
Quinn Delaney & Wayne Jordan
Elizondo/Campbell Family Foundation
Charles and Francene Rodgers Charitable Fund
Straus Family Trust

$5,000+ ($5,000 - $9,999)
Anonymous
Stephanie Dillon
Sherry and Leo Frumkin
Tom and Ellen Hoberman
Marlene Share
Joe Zimlich

$1,000+ ($1,000 - $4,999)
Dominique Bischoff-Brown
Danny Blitz
David Bryan
Andrea Carlstrom

$999 and under
5,447 Individuals

Special thanks to our Board Members

Brave New Films 501(c)3
David Bryan
Shepard Fairey
Robert Greenwald
Roger Lowenstein
Liza Pike
Irene Romero
Katrina vanden Heuvel

Brave New Films Action Fund 501(c)4
Anna Burger
Richard Foos
Robert Greenwald
Danny Goldberg
Paul Rudd
Guy Saperstein
Gloria Totten

2015 Contributors- Thank You!

REVENUE
Email List & Content - $214,246
Major Gifts - $934,000
Foundations - $1,525,000
Total - $2,673,246

EXPENSES
Fundraising - $267,843
Administration - $209,549
Program Services - $2,317,742
Total - $2,795,134
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.

The Vision of Brave New Films is an open democratic society that encourages rigorous debate, opportunity, and justice for all.

Partners


www.bravenewfilms.org 10510 Culver Blvd. | Culver City, CA 90232 Tel: 310-204-0448 | Fax: 310-204-0174 Brave New Films is a non-profit 501(c)3 organization and your donation is tax deductible