

**CREATING MEDIA
THAT MAKES AN
IMPACT**



BRAVE NEW FILMS

2016 Annual Report

LETTER FROM THE PRESIDENT

Friends,

Hello from the front lines. In the last eleven years of writing these letters, this has been the toughest to write. It is so very difficult to find the right words to summarize the battles, the challenges, the emotion and the policy that we're dealing with in this moment. So, consider this note a work in progress...as we engage more and more, we will provide updates.

Looking back on our year, two things always come to mind...*Making a Killing* and *Puerto Rico*. Both showed the power of our narrative shifting and storytelling expertise, and the full force of our distribution model. They also give us lessons for the way forward.

These campaigns, like all of the work, were driven by a systemic analysis of injustice. They also showed the human and community impact of greed and corruption.

That's what we do. We put a human face to policy, we hold the political elite accountable, and we flip the dominant power structure on its head. As an activist media company, we use film to educate, organize, and agitate. To say this will be necessary over the next 4 years is an understatement.

The election made a few things clear for us...

1. What this moment needs more than ever is strong, systemic narratives. In the face of sound bites, fake news, and click-bait we produce in-depth content that attacks dominant narratives and connects the dots to the systems in place that keep us poor, divided, and dis-engaged.
2. Social media is the new normal...even our new President is getting his message out using Twitter. That's been our game for a while now, and we're ready to meet him there.
3. Resistance isn't futile, it's necessary. If we want to protect our people and shape the next generation, we need a long-term strategy of civil resistance.

As I watched the Inauguration of Trump, and then watched as it was met with a massive resistance the next day, I was inspired. Among the millions marching was most of my family and friends who participated in places both big and small from Los Angeles to Philadelphia to Washington to Bend, Oregon. They all reported similar experiences – it was powerful, profound, and energizing. But now what?

For starters, we won't be marginalized or demoralized, and we certainly won't be silenced. We will fight back. How?

By producing hard-hitting investigations of horrible policies and bad actors to fuel the resistance, and focusing on in-depth campaigns of social justice issues to drive long term advocacy. This isn't new terrain for us; we've been doing it for years.

We'll also use the full force of our distribution model to break through the noise. Our campaigns are online, in classrooms, in faith communities, and sometimes in theatres. They are used by organizers to drive activists to action, and by legislators to understand issues and positive alternatives. Most importantly, it's used by activists, like you, to share online with friends and family to start discussions and shine a light on inequity and injustice.

It's time for us to fight like hell, and I'm glad to have you standing with us. Thank you...for your support and for your activism. I look forward to keeping you updated throughout the year, and to joining you in this fight!

Robert Greenwald, President



Robert with Cherise Fanno Burdeen, CEO of Pretrial Justice Institute



Robert with Exec. Producers Bill and Laurie Benenson, along with Aaron Trager, Story Producer at *Making a Killing* LA Premiere



Robert with NYC Mayor Bill de Blasio at NYC Premiere of *Making a Killing*



Senator Chris Murphy and Robert at Washington DC Premiere of *Making a Killing*

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends,

First, I want to thank all of you for your support throughout this year. Whether it was by donating money, sharing our work, taking an action, helping with strategy or giving advice - all of you reading this were part of the success Brave New Films achieved in this very difficult year. Thank you for allowing us to continue to do this work to help educate and activate people around issues that matter.

I also want to thank our tireless staff who spent countless hours doing the work of which you are about to learn more. Our Board of Directors who strategize with us and lend a helping hand with everything from fundraising to distribution. The many groups who we call and email to obtain information on the campaigns we put together and who connect us with people who we interview for our media pieces.

I especially want to thank our 2016 Fellows who started working with us in January and whom we miss already. We were lucky enough to be able to hire one of them, Kim who runs social media, and happy that the rest of them will be using the knowledge they gained while working at BNF to help shine a light on social justice issues across the country.

Together we are all able to accomplish this work with the goal of making life better, fairer, safer for everyone living in the United States and the world.

Among the highlights of our work this year was the release of the long form documentary MAKING A KILLING: GUNS, GREED, AND THE NRA. The film was released in theaters in March of 2016 and was also available free-of-charge for house, school and church screenings across the country. We had over 1,000 of those free screenings hitting all 50 states and several foreign countries. The discussion guide is now available to accompany screenings at colleges and high schools with a reflection guide for the faith community in the works.

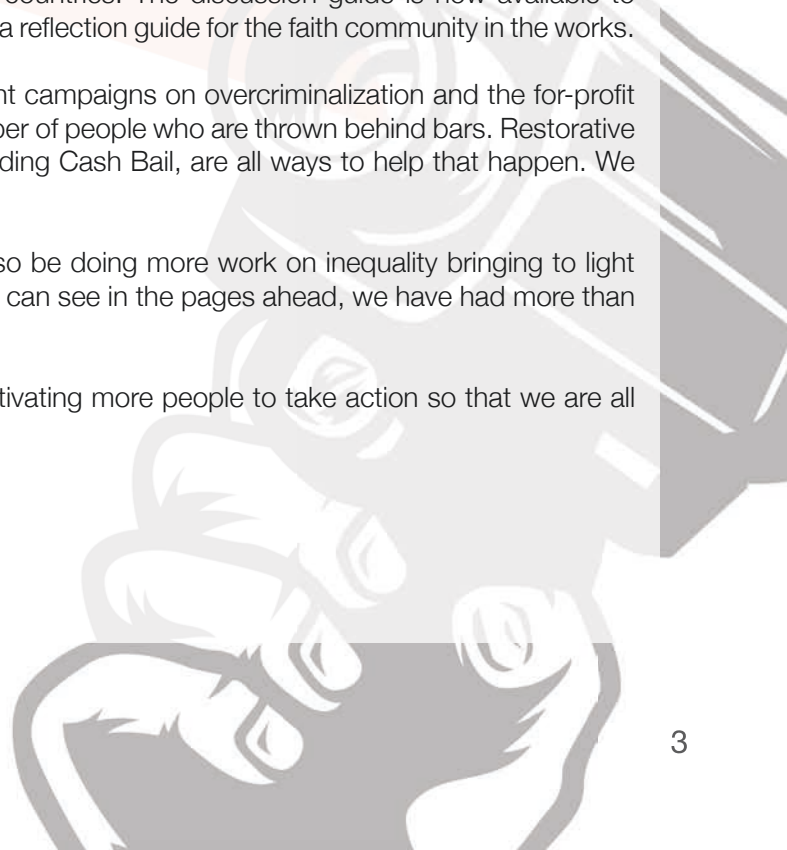
Our work on mass incarceration continued with important campaigns on overcriminalization and the for-profit justice system. It is vital that we drastically lower the number of people who are thrown behind bars. Restorative Justice, Diversion programs, Sentencing Reform and Ending Cash Bail, are all ways to help that happen. We will continue our campaigns in these areas.

Brave New Educators continues to grow, and we will also be doing more work on inequality bringing to light issues such as the Puerto Rico hedge fund crisis. As you can see in the pages ahead, we have had more than a few successes this year.

I look forward to talking with you all this year, and to motivating more people to take action so that we are all treated fairly and with respect.

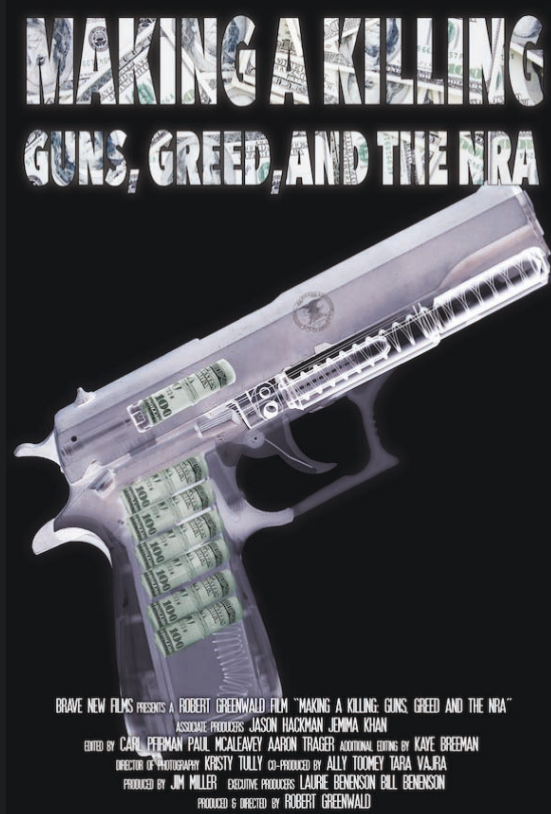
Best,

Jim Miller
Executive Director



MAKING A KILLING

GUNS, GREED, AND THE NRA

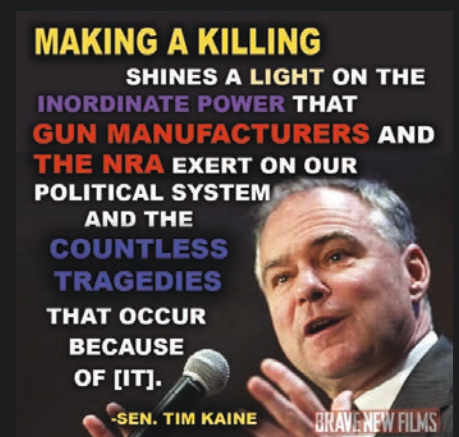


In March 2016, Brave New Films released our ninth full-length film, *Making a Killing: Guns, Greed, and the NRA*. This film is a tool to fight against the harmful directives of the NRA. Our distribution strategy is a mix of grassroots organizing meets online activism. The full film is available online at no cost to individuals, groups, and communities that sign up to facilitate a screening. At release our intention was to make this film as widely spread as possible and our concrete number goal, a thousand screenings. At the end of 2016, we achieved over a thousand screenings in all 50 states + DC. We partnered with groups to use our film to help pass California Prop 63 to strengthen gun safety. All this was made possible by our network of supporters.

Special thanks to the 3,177 individuals who contributed to the production and distribution, to Executive Producers Bill and Laurie Benenson in addition to producing the film provided additional support for the theatrical release, and to everyone from educators, to elected officials, to members of the faith community who continue to use this film to educate and engage audiences.

Making a Killing: Guns, Greed, and The NRA connects tragic stories of death and injury to the NRA's agenda dictated by gun manufacturers greed for profits. Featuring personal stories through the eyes of survivors and families affected by gun violence the film looks into gun tragedies that include unintentional shootings,

domestic violence, suicides, mass shootings and trafficking. Through this film and campaign, Brave New Films is working with partners to put an end to this profit-driven crisis and fight for a country where public safety is more valued than profit.





Unlabeled: The Most Dangerous Product on the American Market

<http://www.bravenewfilms.org/unlabeled>

In addition to our full-length documentary, we produced one additional short film to package with our short gun safety films from 2015. Unlabeled: The Most Dangerous Product on the American Market elevates awareness to the 'Protection of Lawful Arms Act' (PLCAA), a heinous law that protects gun industry profits creating industry immunity from being sued for damages.



Reach:
165,300



Views:
22,300



Engagements:
6,700



Martin Sheen



Tony Goldwyn



Michael Douglas



Alec Baldwin

Martin Sheen, Tony Goldwyn, Michael Douglas and Alec Baldwin Making a Killing Promo Videos

http://www.bravenewfilms.org/mak_organize



DEADLINE | HOLLYWOOD

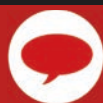
"EXCLUSIVE: Hollywood has begun lining up to help get the word out on Robert Greenwald's documentary feature Oscar contender Making A Killing: Guns, Greed And The NRA. Michael Douglas, Alec Baldwin and Tony Goldwyn are lending their names and voices and have done videos to help promote the film. . ."



Reach:
571,800



Views:
11,900



Engagements:
34,700

RESULTS

SCREENINGS IN
50 STATES
1,010
SCREENINGS

20 ELECTED
OFFICIAL SCREENINGS

2,043 SCREENING
SIGNUPS



20 MILLION IMPRESSIONS

10.8 MILLION REACH

1.5 MILLION VIEWS

257,500
ENGAGEMENTS

15,000
FACEBOOK
FOLLOWERS

318 Press Hits
2 BILLION POTENTIAL
press viewership



140
PARTNER
ORGANIZATIONS

DISTRIBUTION

Brave New Educators, Brave New Screenings, and Brave New Faith

Brave New Films has pioneered online distribution that bypasses traditional gatekeepers to leverage the power of film to educate and engage the masses.

Our films bring people together in dialogue and debate to agitate to action. In 2016 we distributed our films and resources to 1,030 community and faith screenings and 968 classrooms through Brave New Educators.

With the release of *Making a Killing: Guns, Greed, and the NRA* in 2016 we not only renewed our commitment to providing our films and resources to thousands, but we strengthened our distribution by investing and expanding our programs reach.



We now provide films and screening resources, like action and facilitation guides, to communities all across the United States, groups all over the world, thousands of individual educators and hundreds of faith groups.

BRAVE NEW SCREENINGS



<http://www.bravenewfilms.org/screenings>

In 2016 our primary focus was *Making a Killing: Guns, Greed, and the NRA*. We also focused on growth as we have expanded our screening program to provide resources to faith communities and faith-based advocacy groups.

Thanks to the financial support of our individual donors and foundations all screening resources including the film and discussion guides are available at no cost from our website. We are delighted to use technology to offer our films and resources

as digital downloads to instantly receive them and save valuable resources. We do provide DVDs and postage at no cost if a screening host prefers a hard copy.

1,030 SCREENINGS



IN 2016!



www.bravenewfilms.org/educators

Restorative Justice featuring our two-part series. Also, we continue to offer the shorts, Guns in America, To Prison for Poverty, Economic Inequality, OverCriminalized, This is Crazy, National Security Forum, and Racial Justice.

Through educators, we create change in public discourse and re-frame dominant narratives in a younger generation that will ripple through our communities as these students become future leaders.

Brave New Educators uses documentaries to start a dialogue with students and educators across college campuses and high schools. A thoughtfully crafted discussion guide accompanies each of our documentaries and short films.

Current documentary packages included Making a Killing: Guns, Greed, and the NRA, Unmanned: America's Drone Wars, Koch Brothers Exposed, and Wal-Mart: The High Cost of Low Price. We introduced two new short film packages in 2016, Preying on Puerto Rico about economic inequality and

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

- Livia Borningia, University of Saint Thomas



"The discussion questions are engaging and promote critical thinking."

- Marie Walcroft, Landsdale School of Business, professor (War on Whistleblowers)



Our top 5 Educators packages from 2016

19% Making a Killing: Guns, Greed, and the NRA

10.5% Koch Brothers Exposed

10% OverCriminalized

9% Racial Justice

8% Economic Inequality



968

*Classroom Screenings
in 2016*

58,240 Participants



JUSTICE

Elevating the profile of mass incarceration to promote effective policy alternatives

Over the last 15 years, the jail population in America has grown by 84% and of the people jailed each year nearly 75% are locked up for low-level offenses, like traffic violations and possession of marijuana. We know there is a better way, not just because we believe there is, but because there is ample evidence that supports alternatives to incarceration that increase public safety, are cost-effective, reduce recidivism and strengthen communities.

Our justice campaigns build capacity for institutional change by transforming research into engaging stories to inform large audiences of systemic inequality, and greed that is contributing to mass incarceration with no consideration to public safety.

In 2016 we worked with over 60 community-based groups to produce short but impactful public education and advocacy campaigns. Our diverse breadth of work this year includes restorative justice, drug policy reform, environmental justice, and more. Highlighting programs and policies that work we took a deeper look into causes and investigated who is benefiting financially from our broken system.

What we found was astonishing and has led to our next multi-year, multi-pronged campaign to break the money bail system. **The Bail Trap: American Ransom** launched at the end of 2016 with the release of our first short, *Breaking Down Bail*, we will continue this work into 2017. Brave New Films is taking on the money bail system to replace it with systems that stop punishing people simply for being poor.

HIGHLIGHTS

Brave New Films

VICTORY!

Due to advocacy efforts, Tennessee's harmful law criminalizing women expired in July 2016.

TO PRISON FOR PREGNANCY

www.bravenewfilms.org/prisonforpregnancy



Reach:
107,500



Views:
16,500



Engagements:
4,400



Press Hits:
4



Potential Viewership:
1.2M



Partner:
Healthy and Free Tennessee

TREATMENT INDUSTRIAL COMPLEX

www.bravenewfilms.org/treatmentcomplex

Brave New Films



Exposed the prison profiteers behind the "TIC" (Treatment Industrial Complex).



Reach:
245,500



Views:
65,000



Engagements:
13,100



Press Hits:
6



Potential Viewership:
29.6M

RESTORATIVE JUSTICE, 2-PART SERIES



Showed that restorative justice can reduce recidivism rates while positively affecting victims and communities



Reach:
395,400



Views:
106,700



Engagements:
20,400



www.bravenewfilms.org/thebailtrap

Money bail is fueling America’s mass incarceration system and failing to address public safety—and yet most Americans know little about “the bail trap.” Brave New Films is creating a series of short films to educate and advocate for the investment in alternatives. By breaking current cash bail practices at state and local levels, we can reduce overcriminalization, increase public safety and stop the systemic criminalization of poor people and people of color.

Of the more than 2.3 million people incarcerated in America, 450,000 have yet to be found guilty of a crime and 9 out of 10 times they have been detained because they can’t afford to pay bail.¹ The money bail system is broken.

[1] Source: <http://www.pretrial.org/the-problem/>



THE BAIL TRAP: BREAKING DOWN BAIL

www.bravenewfilms.org/breakingbail



Reach:
1M



Views:
367,600



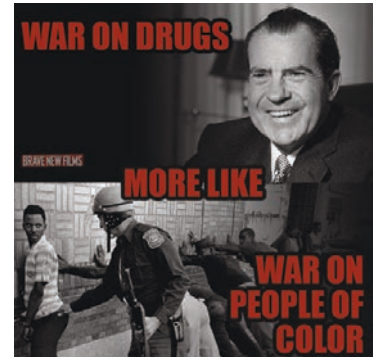
Engagements:
101,600



Partners:

Pretrial Justice Institute, Californians for Safety and Justice, ACLU of California

JUSTICE BEST PERFORMING MEMES FROM 2016



2016 JUSTICE VIDEOS BY THE NUMBERS

150,000
engagements

8 ORIGINAL VIDEOS

604,000 VIDEO VIEWS

2.1 MILLION PEOPLE REACHED

CIVIC ENGAGEMENT & GOTV

Educational films about critical issues to inspire civic participation



Brave New Films Action Fund hit a little harder, as the 501(c) 4 advocacy arm of Brave New Films responsible for GOTV efforts in 2016. Our multichannel strategy to mobilize the Latino vote proved impactful.

We forged 14 strategic partnerships that represented over 58 organizations in 8 states, Florida, Arizona, Illinois, Colorado, Oregon, Utah, Idaho and Nevada.

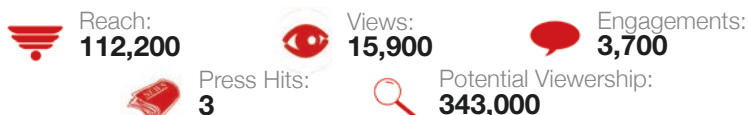
“At Generation Latino, our goal is to use networks to harness energy that will improve our lives and ignite our Latino communities. Brave New Films’ GOTV film series is the perfect tool to do this with at a time when mobilizing young Latinos is critical to the future of Colorado – and the country as a whole. There is no better medium to reach the hearts and minds of budding activists and voters.” - Maria Handley, Executive Director, Generation Latino



DEMOCRACY AWAKENING 2016

<http://www.bravenewfilms.org/demawakening>

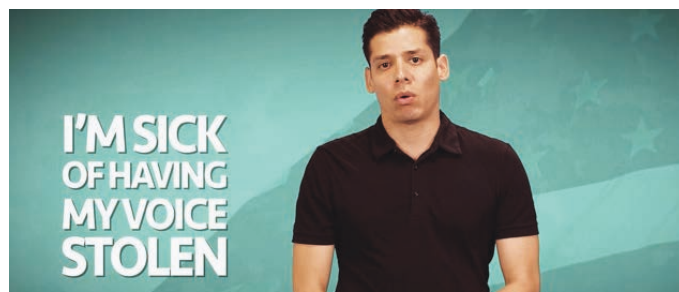
In coalition with hundreds of fellow progressive orgs, we mobilized the Democracy Awakening by creating this video that served as a critical recruiting tool.



NATALIE'S STORY "WHY I VOTE SERIES"

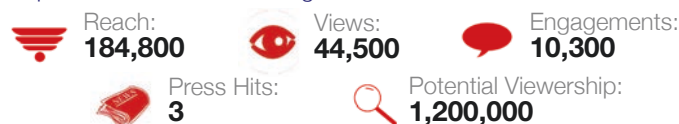
<http://www.bravenewfilms.org/whygotv2016>

[Two-part series]



TAKE BACK YOUR VOICE "GET OUT THE VOTE 2016!"

<http://www.bnfactionfund.org/>



2016 CIVIC ENGAGEMENT VIDEOS BY THE NUMBERS



5
Original Videos



891,300
People Reached



275,500
Video Views



44,000
Engagements

OTHER CAMPAIGNS - 2016

Economic Justice and Security

BNF has been working on issues of security and economic justice for many years, and the campaign highlights below represent the breadth of work from 2016. They also show the power of our approach. Our campaigns have the ability to go viral, to immediately respond to current events, to amplify issues that get little notice in the mainstream, and to drive people to action.

VIRAL : WHEN A CAMPAIGN CATCHES ON



PREYING ON PUERTO RICO: THE FORGOTTEN CITIZENS OF HEDGE FUND ISLAND

www.bravenewfilms.org/puertoricancrisis

In 2016 Puerto Rico, US Commonwealth with over 3.5 million US citizens, experienced a severe economic, social, and financial crisis when vulture hedge funds demanded 245% profit on their debt. Hundreds of schools and hospitals shut down, forcing children out of school and leaving the sick helpless. Through online distribution, we reached over 16 million people and engaged millions in dialogue about economic justice. We filled a hole in coverage and education of the debt crisis and collaborated to expose the profits of greedy hedge funds while the people of Puerto Rico were impacted by austerity measures.

[Two-part Series]



Reach:
17.2M



Views:
6.3M

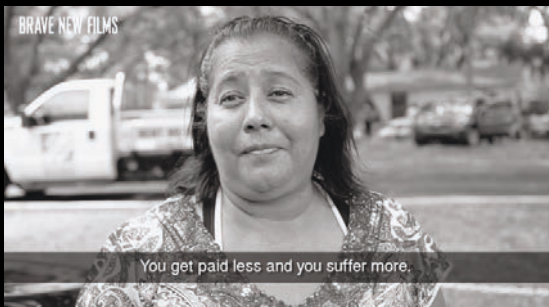


Engagements:
2.2M



Partners: HedgeClippers, CPD Action, Organize Now, American Federation of Teachers, Make the Road New York, Progressive Cities, and Neighborhood Planning

LONG TERM : FOR SOME ISSUES, WE KEEP UP THE DRUMBEAT OF PRESSURE



THE TRUTH BEHIND THE KOCH-FUNDED LIBRE INITIATIVE

www.bravenewfilms.org/libre

In 2016 we continued our work on the Koch Brothers and the impact of money in politics as we uncovered their shadow organization aimed at recruiting Latinos and destroying minimum wage, the Libre Initiative.



Press Hits:
5



Potential Viewership:
3M



Partners:
People for the American Way



Reach:
170,000

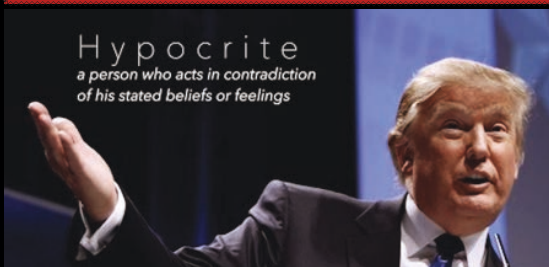


Views:
35,600



Engagements:
9,300

RAPID RESPONSE : WE'RE NIMBLE ENOUGH, AND EXPERIENCED ENOUGH, TO RESPOND TO THE DAY...AND QUICKLY



THE PRESIDENT-ELECT IS A HYPOCRITE

www.bravenewfilms.org/trumphypocrisy

When President-elect Trump started nominating the wealthiest, most out-of-touch Cabinet in history we responded to mobilize action. This short piece began our resistance movement by organizing a call-in from constituents to their Senate representatives to oppose the nominees.



Reach:
1M



Views:
178,500



Engagements:
36,500

2016 SECURITY AND ECONOMIC JUSTICE VIDEOS BY THE NUMBERS



5
Original Videos



18.4M
People Reached



6.5M
Video Views



2.29M
Engagements



BRAVE NEW FELLOWS

www.bravenewfilms.org/fellowships

Brave New Films Diversity Fellowship program employs five fellows a year from underrepresented communities, to tell their stories, learn valuable film production skills, and advance their careers in progressive new media activism. With major funding from the Atlantic Philanthropies, we are making steps towards opening up the hiring process and increasing opportunities in new media. Our Fellows are passionate about using their experiences and stories to change the world. With our support, Brave New Fellows are learning production and

distribution techniques that use film to inspire, inform and activate audiences to make a difference.

We were astounded when over 500 people applied for the five positions. The five folks that came on board in January 2016 – Kim Flores, Jonathan Curtiss, Seth Ronquillo, Marcos Nieves and Tommie Bayliss – jumped right in and have been helping to create powerful pieces which reflect their life experiences and learning 24/7 from BNF staff and our ten years of experience.

Los Angeles Times

Documentary filmmaker Robert Greenwald on the need for diversity in the hiring process

By Jeffrey Fleishman

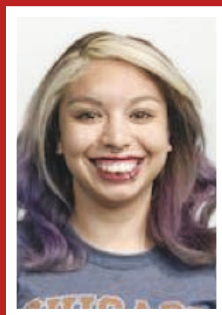
"The real systemic problem is in making the hiring more diverse, so that there are more and more candidates for the academy to consider. And I hope the press and others will focus on the diversity in the hiring. . . Brave New Films has a fellows program ... with focus on women and men of color. First year, we had 551 applications for five spots. So the talent and desire is there. We must open up the hiring process."

MEET THE 2016 INAUGURAL CLASS



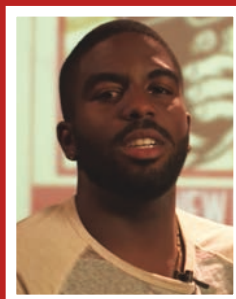
Seth Ronquillo

"It is an opportunity to do work at the intersection of filmmaking and social justice"



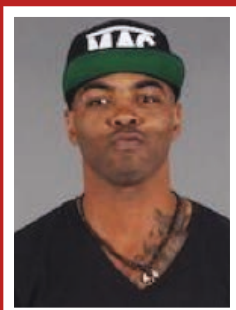
Kim Flores

"It's already so difficult to get into the film industry, and as a woman of color it's an even greater challenge."



Jonathan Curtiss

"Growing up in my community, I saw a lot of injustice and I just always wanted to be someone that stood up against it."



Tommie Tyhefe

"I'm passionate about tackling different issues through the lens, and provoking and moving people emotionally the same way films have done for me."



Marcos Nieves

"I was unable to pursue a film career because of my undocumented status, instead I turned to activism."



How Fellow Marcos Nieves '16 was sent on assignment to cover the Puerto Ricans debt crisis and created films that reached **17.2 MILLION PEOPLE.**

"I came to this fellowship with basic skills in pre-production, video production, editing, and storytelling. Over four rotations I was able to work and gain valuable experience in production, post-production, outreach and social media. I learned the value of being adaptable and trusting my craft. I was sent on assignment to Puerto Rico as a one-person crew to cover the debt crisis affecting health services, education and businesses on the island. I left California carrying three bags of cameras and audio equipment with only two story leads. Over the next six days, I researched, investigated, reached out to those with relevant stories, and recorded 27 video interviews. I edited a standalone piece on the education crisis, which reached over ten million people on Facebook and provided a platform for thousands of people, including Senator Bernie Sanders, to engage in profound dialogue about the crisis" -Marcos Nieves

BRAVE NEW FELLOWS BY THE NUMBERS



Reach:
253,000



Engagements:
6,000



Applications:
520



Press Hits:
4

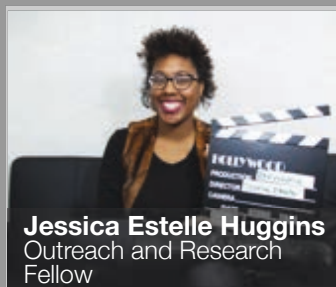


Potential Viewership:
91,700



Guest Speakers:
24

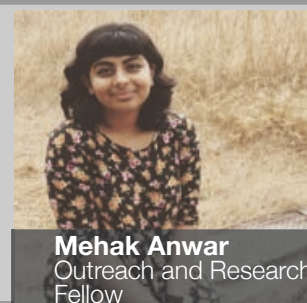
MEET THE 2017 INCOMING FELLOWS



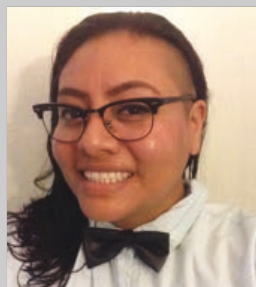
Jessica Estelle Huggins
Outreach and Research
Fellow



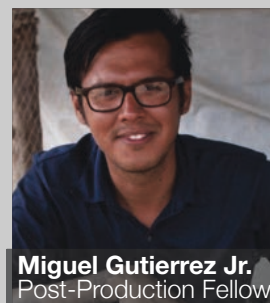
Mitchelle Jangara
Post-Production Fellow



Mehak Anwar
Outreach and Research
Fellow



Claudia Ramirez
Social Media Fellow





Miguel Gutierrez Jr.
Post-Production Fellow

2016 IMPACT

-  **186** Partner Organizations
-  **53** Original Short Films
-  **1** Full-Length Documentary
-  **1.9K +** Film Screenings



591 Press Hits
2,340,856,413
Potential Viewership

-  **24.3M** Combined Total Views
-  **84.9M** Combined Total Reach
-  **16.7M** Minutes Watched



537K Followers
56.9K New Followers
112 Number of Videos
490 Number of Memes
2.7M Total Engagements
20.5M Total Views
159.5M Total Impressions
73.4M Total Reach



12.5K Total Followers
4.2K Followers Gained
24K Engagements
43.1 Engagements per Media



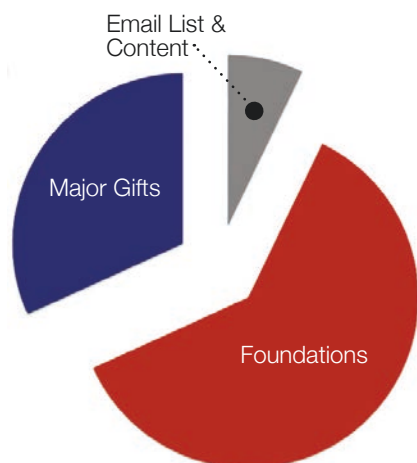
1.3M Organic Impressions
36.4K Engagements
2.3K Link Clicks
1.3K New Followers
15K Total Followers
4.5K Retweets
4.6K Favorites



2.2M Views
16.7M Minutes Watched
7:33 Average View
9K New Subscribers
97.9K Total Subscribers
207K Comments
113.9K Shares
162K Likes

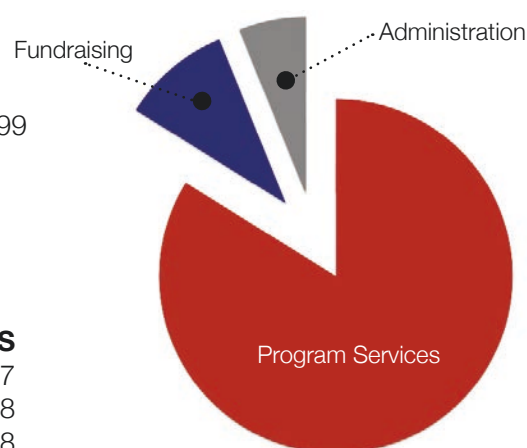


FINANCIALS



REVENUE

Email list and content – \$184,299
 Foundations – \$1,571,500
 Major gifts – \$818,100
 Total - \$2,573,909

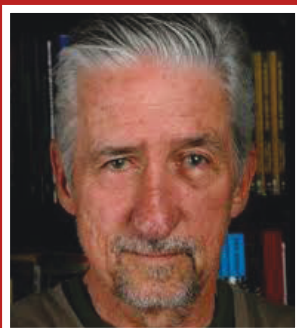


EXPENSES

Program Services – 2,205,137
 Fundraising – 263,338
 Admin – 161,668
 Total - \$2,630,143

IN LOVING MEMORY

Tom Hayden, Activist, Author and Friend



SPECIAL THANKS TO OUR BOARD MEMBERS

Brave New Films 501(c)3

David Bryan
 Shepard Fairey
 Robert Greenwald
 Roger Lowenstein
 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

2016 CONTRIBUTORS- THANK YOU!

\$200,000 and above

Anon
 Atlantic Philanthropies
 Bohemian Foundation
 Ford Foundation
 Open Society Foundations

\$100,000+ (\$100,000- \$199,999)

The Schooner Foundation

\$25,000+ (\$25,000- \$99,999)

Arca Foundation
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