

*MEDIA MAKES*

**A**

*DIFFERENCE*



THE LAURA FLANDERS SHOW



## 2.

IMAGINABLE.VISIBLE.ALLURING.

*Over a decade ago, in the wake of the 2008 Great Recession, I dedicated myself to making multi-media programming that focussed on how we moved to a new more democratic, just, reparative, and joyful society. Back then, very few were talking about systems change and those that were mostly thought it was unthinkable.*

*We created the Laura Flanders Show to make the society so many dreamed of imaginable, visible, and viable, through reporting that introduced mainstream viewers and listeners to fresh ideas, reasons for hope, and routes for action.*

*As we enter our third season on national public television, I am pleased to have made a place in mainstream media for those ideas and change agents. I'm proud our show has been picked up, fast and eagerly, by TV and radio stations in every part of the country. It now reaches hundreds of millions of people for free on their local media and streams online to tens of thousands, in addition, every week.*

*As our mission statement reads:*

*The Laura Flanders Shows explores actionable models for creating a better world by reporting on the people and movements driving systemic change.*

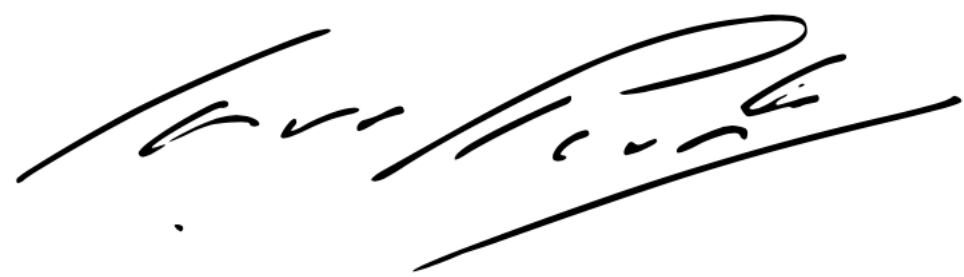


### 3.

#### DIRECTOR'S MESSAGE & MISSION

*It has never felt more important to make a difference in the direction of our country and the world. Backlash is very real. And so it is with urgency and renewed vigor that we commit in 2022 to our next chapter. Having gained traction and national syndication; having reported critical, game-changing stories from around the country and the world; having brought a generation of diverse leaders, thinkers, and doers to public attention — many of them for the very first time — we are pledging ourselves now to build the organizational infrastructure to deepen and carry this work forward.*

*The Laura Flanders Show is unique and uniquely-placed to become a vehicle for movement media and public service journalism for years to come. We need to do more than survive the next few years. We need to thrive and invest in the next generation of reporters and presenters and producers. In 2022, we are committed to recruiting the expertise and resources required to plot that future. With your help.*



*Laura Flanders*

**"The Laura Flanders Show oxygenates examples of possibility"**



*— Isaiah Poole  
board member of The LF Show and communications  
director at The Democracy Collaborative*



# REPORTING WITH IMPACT

**THE LAURA FLANDERS SHOW covers stories other media don't, with impact only national attention can bring.**

*For example, in the fall of 2021, the Laura Flanders Show traveled to North Carolina, to report on the local roots of the January 6th Insurrection and what local communities could do to make themselves safer. We found that privately-owned, for-profit training facilities were proliferating across the state, serving not only local military and police, but also, private “survivalist” groups too.*

*Just outside the predominantly African American town of Hoffman, our reporting revealed that a one such facility was hosting trainings in explosives and long-range automatic weapons, for a paramilitary group with clear ties to an organization that Militia Watch had named as a domestic terror threat in the run up to the 2020 election. We reported on the threat, and also on how the residents of a nearby town had used zoning laws to stop the expansion of a similar training facility through smart organizing and strategic coalition building.*





## In the weeks after our broadcast:

- *The residents of Hoffman held a town screening of the LF Show report, hosted by the town mayor and pastor and attended by local county officials and roughly ten percent of the town's entire population.*
- *County officials pledged to review the land use permit governing the facility and to study the strategy used by the neighboring community, which they learned about for the first time from our report.*
- *The Nation, The Takeaway, and Esquire picked up the story.*
- *Two members of Congress expressed interest in learning more with a view to drafting federal legislation.*





# GROWTH

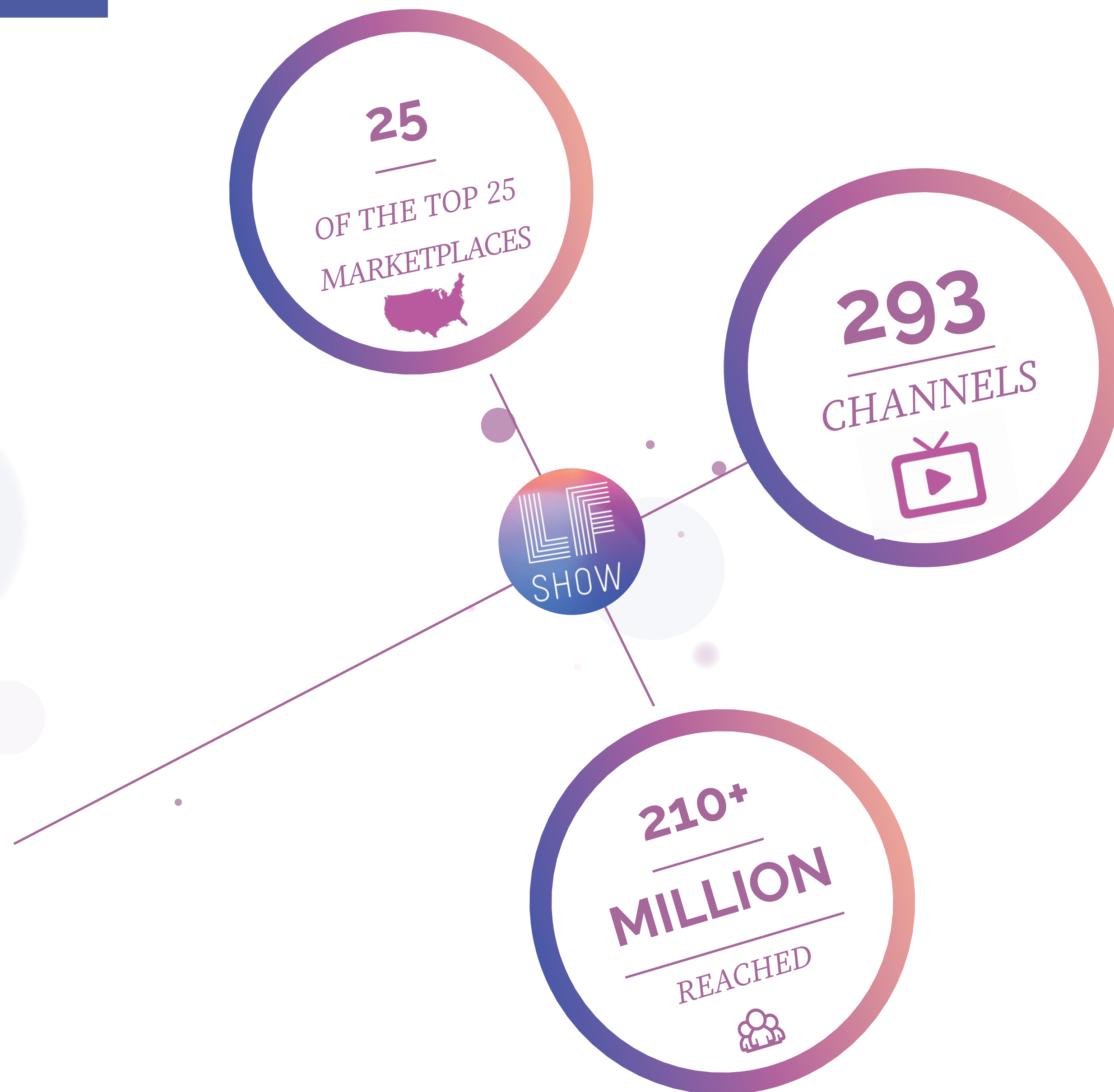
*In 2021, The LF Show increased its carriage by more than 60%, becoming the fastest-growing public affairs show on public TV.*



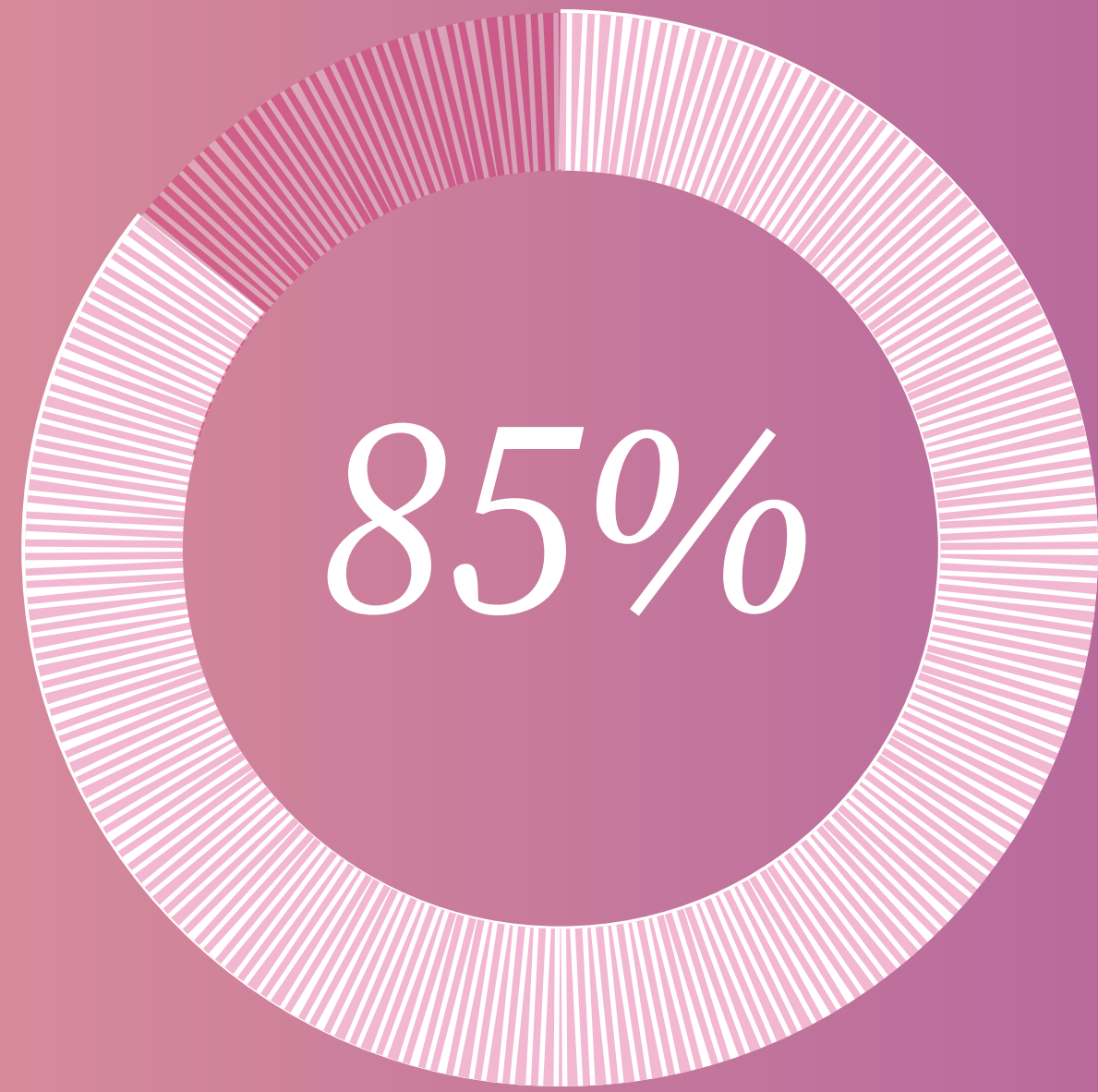
*“This speaks to the quality of the content, the distinctiveness of the stories and people you cover, and an affirmation of your thoughtful and insightful journalistic commentary.”*

**TOM DAVISON**

*Business Director, American Public Television*



7.  
REACH



∨  
*of all US  
Households*



*COMMON  
CARRIAGE*

On WORLD Channel (177 stations)  
every Sunday at 11:30am ET



*CROSSES THE  
POLITICAL DIVIDE*

Airs in red and blue states



*ON THE MOST  
TRUSTED  
PLATFORM*

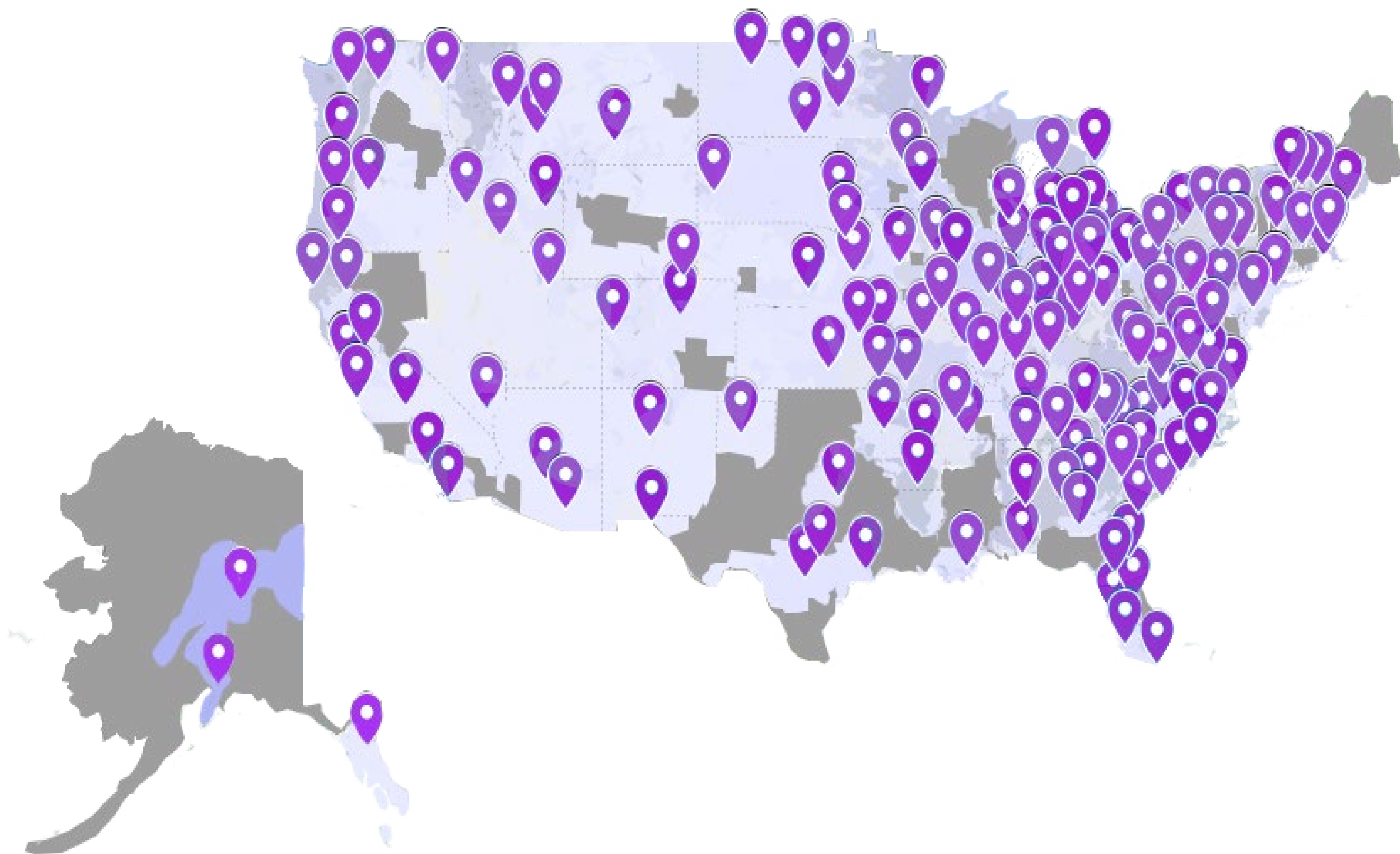
Public TV has been rated the most  
trusted platform for news and public  
affairs for 17 consecutive years

8.  
COVERAGE

CHANNELS  
301

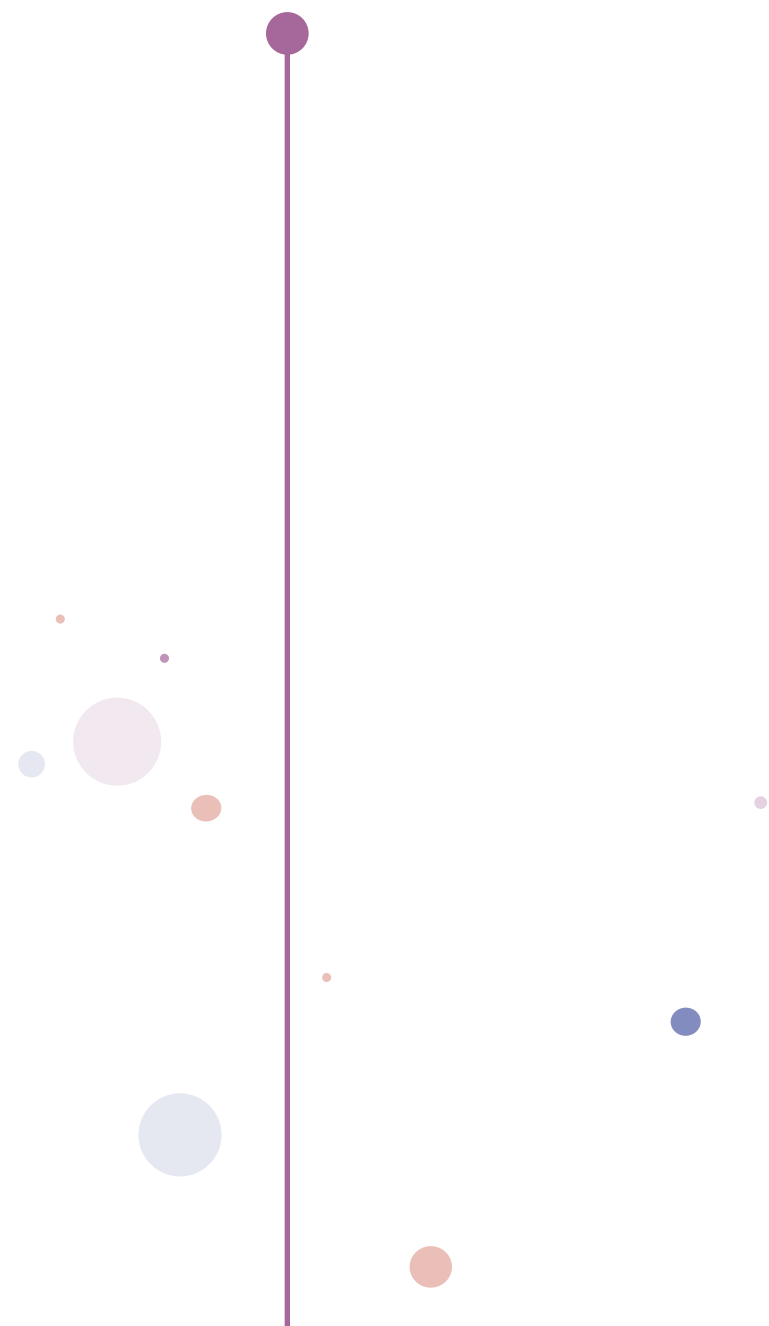
MARKETS  
145

Coverage  
on Public TV  
across the  
United States



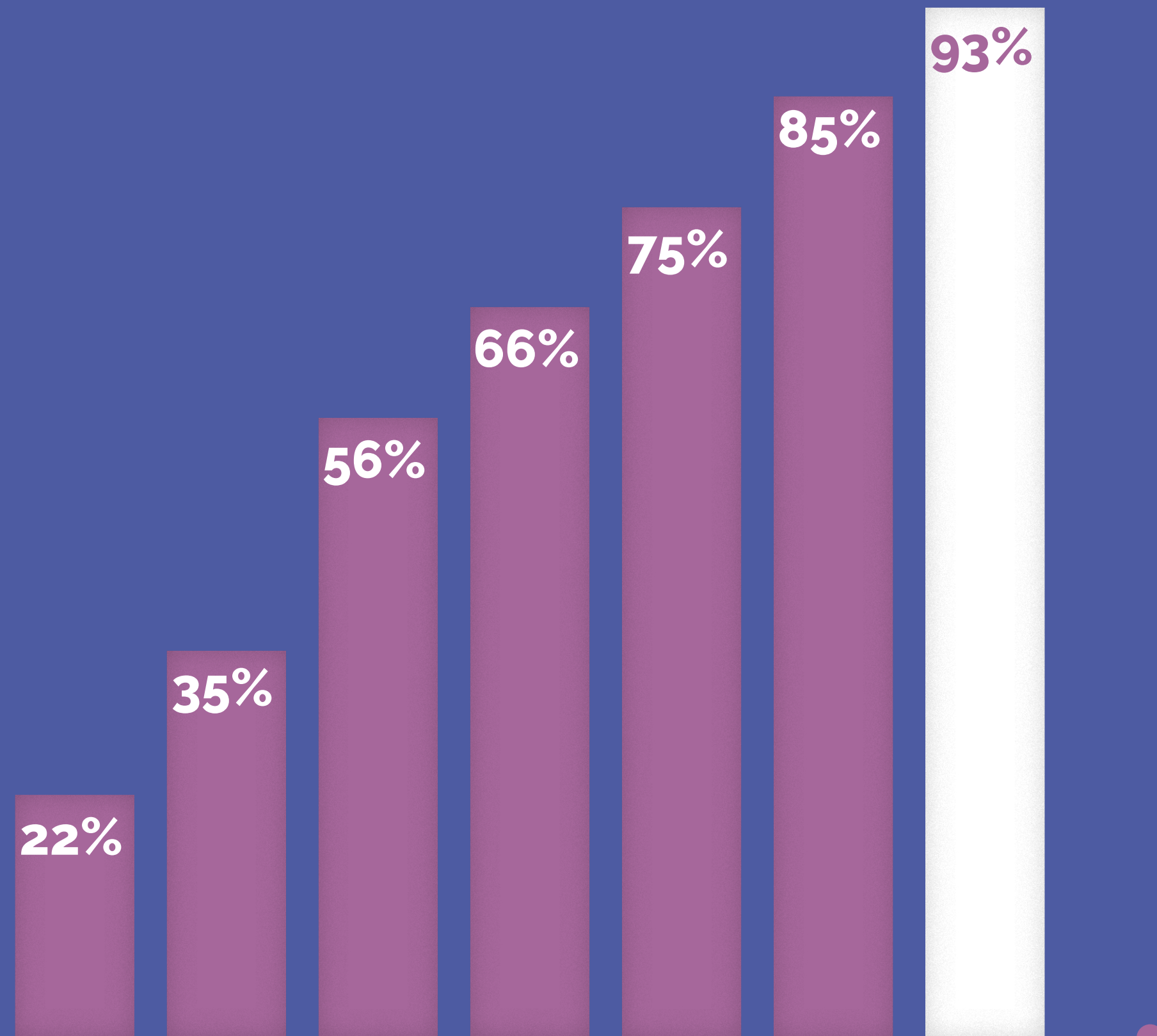
HOUSEHOLDS  
85%

AIRINGS  
11,500





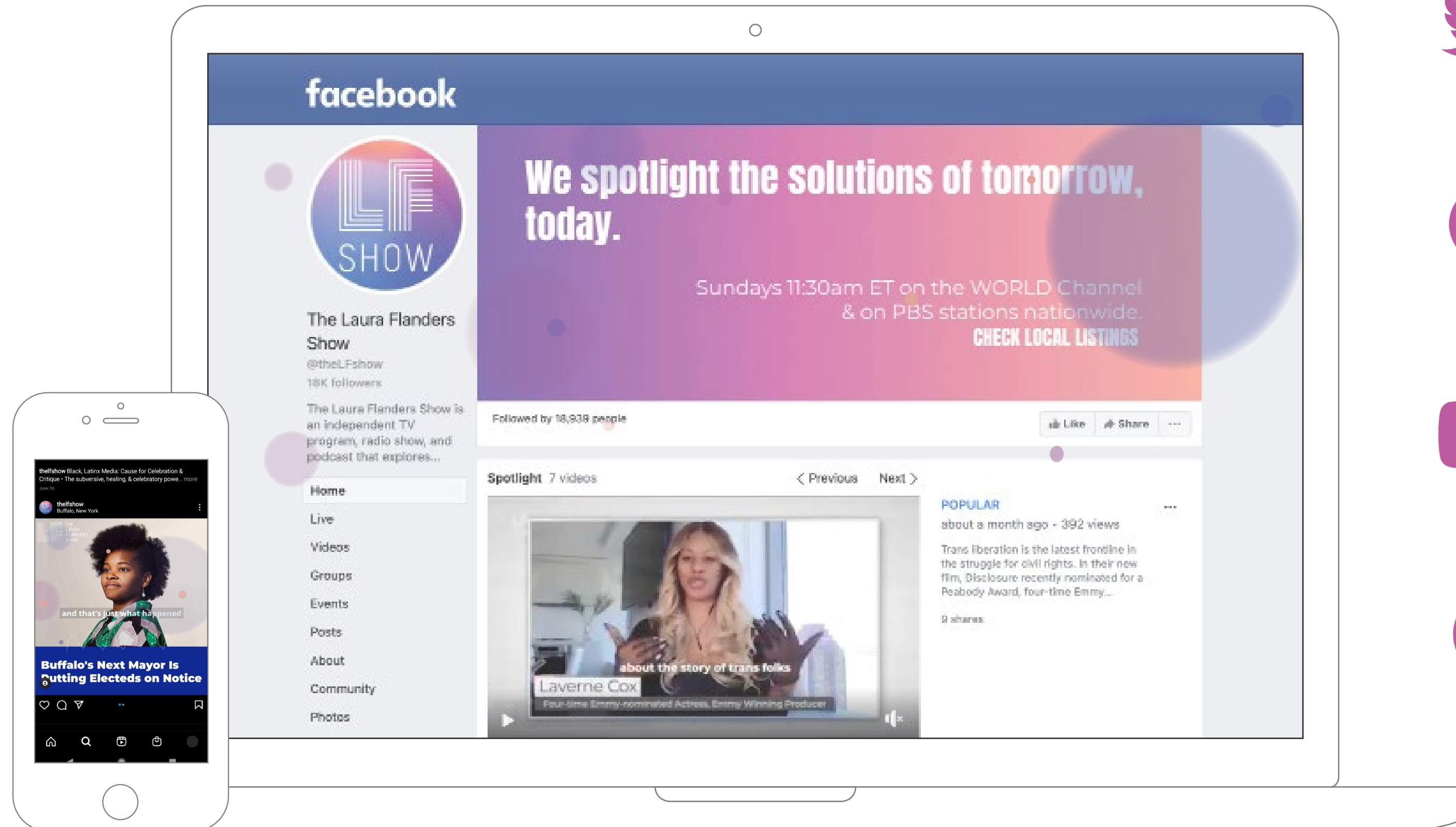
# ENGAGEMENT



*Growth in Social Media Visibility Over 2021*



# THE LF SHOW ONLINE



**21% INCREASE IN  
TWITTER IMPRESSIONS**



**125% INCREASE IN FB  
PROFILE VISITS**



**300% INCREASE IN  
YOUTUBE VIEWS**



**93% INCREASE IN WATCH  
TIME**



# 11.

## LIVE TALK -BACKS

*"I was one of three Natives featured on a nationally-broadcast public TV episode about Indigenous Power. This is the representation we've been waiting for."*

*— Gabriella Cázares Kelly, Pima County Recorder, first Indigenous person to hold county-wide office in Arizona*



*Laura Flanders & Yoruba Richen  
During a Talkback*

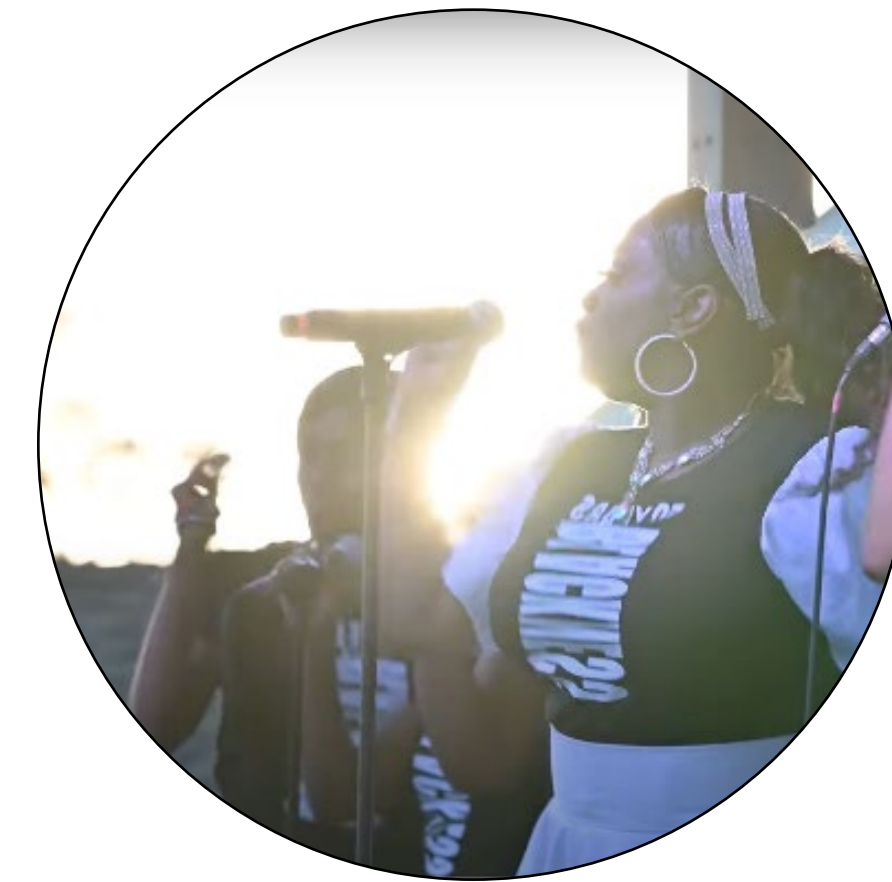
### LIVE Talk-Backs

*Every Sunday, Laura and  
guests speak LIVE with  
the audience.*

*Live talk-backs with Laura and guests allow  
our audience to really engage with what they  
see on the show. It also gives us invaluable  
audience feedback, which helps us grow and  
have even more impact.*



## 12. NEW PARTNERSHIPS



# Focus On CHANGE AGENTS

*The Laura Flanders Show occupies a unique place of trust in US media. The show is held in confidence by TV and radio programmers, audiences, and social movements alike. Building on years of relationships, the show brings movement expertise to mainstream audiences. To deepen our focus and expand our on-camera cast of correspondents and hosts, in 2021 we:*

- *Brought on co-hosts*
- *Launched a monthly feature, “Meet the BIPOC Press” presented by URL Media*
- *Committed to on-going reporting collaborations with BluePrintNC, NDN Collective, and The Democracy Collaborative*
- *Created a robust internship program for young, women-identified reporters of color*



13.

CO-HOSTS IN 2020

SOME OF OUR  
CO-HOSTS THIS SEASON

*The Laura Flanders Show has the team, the history, and the relationships to make a difference.*



**SARA LOMAX-REESE**  
*Co-Founder, URL Media*



**JUDITH LEBLANC**  
*Director, Native Organizers Alliance*



**MITRA KALITA**  
*Co-Founder, URL Media*



**REV. DR. JACQUI LEWIS**  
*Senior Minister, Middle Collegiate Church*



**SCOT NAKAGAWA**  
*Senior Partner, ChangeLab*



## URL Media

*A network of high-performing Black and Brown-owned media organizations*

*We partnered with URL (Uplift, Respect, Love) Media, a network of high-performing Black and Brown-owned media organizations launched in 2021. Together, we developed a new monthly series called Meet the BIPOC Press. Going beyond inclusion to actually sharing power, for these episodes we hand the reins over completely to our colleagues at URL. In many places around the US, Meet the BIPOC Press airs at exactly the same times as Meet The Press on Sunday mornings.*

### **2021 episodes include:**

- **How Critical Race Theory Changed an Election & What Dems Could Do About It**
- **Do Black Lives Matter to Big Banks?**
- **Black Candidates, BIPOC Media: Making Coverage Complex—And Better**
- **Black, Latinx Media: Cause for Celebration and Critique**
- **BIPOC Journalists on Covering Covid-19 and Racism**





## BlueprintNC

*A network of non-profit orgs dedicated to advancing equity and social justice in North Carolina*

*North Carolina is a target site for Georgia-style electoral change in the up-coming years. Working in collaboration with reporters from Scalawag and the women of color-owned and operated video company Vertex Theory Productions, The Laura Flanders Show made an ongoing commitment to produce a multi-part series on the work of BlueprintNC, a network of non profit organizations dedicated to advancing equity and social justice in North Carolina through research, collaboration, and sharing information.*

*Our first episode, **Community Safety in a Time of Insurrection**, premiered on October 24th to immediate effect (see page 4).*

### **Coming in 2022:**

- **Protecting the Vote Requires Protecting Voters: What Works, What Doesn't (March, 2022)**
- **Countering Control from the Capitol to Women's Bodies (June, 2022)**

*"This coverage is unique because it comes from the grassroots. Most media neglect stories based at the grassroots level, and so we lose valuable information about connections in our community and miss out on the perspectives of deeply trusted local leaders."*

*— Serena Sebring, Executive Director, BlueprintNC*





## *Red Road to the Future*

*Uplifting Indigenous power and possibilities*



*In 2021, The LF Show continued a commitment to cover Indigenous power and leadership at the ballot box, in community, and in the climate justice movement, with consistent programming that included NDN Collective, Indigenous Organizers Alliance, and IllumiNative.*

### **2021 episodes:**

- **Red Road to the Future: Native Sovereignty is Key to Climate Justice**
- **LANDBACK: A Tipi Village Takes on Healing & Homelessness**
- **The Future of Energy is Indigenous (And it Won't Involve Pipelines)**
- **Indigenous Peoples' Power: In 2020, Indigenous Votes Made the Difference**





## Reporting on the Next Systems Now

*Covid only worsened inequality along existing racial, gender and geographic lines of vulnerability. It also made more obvious the need for systemic change. In 2021, The LF Show continued its commitment to reporting on real models for change in collaboration with the research organization The Democracy Collaborative, a “think-and-do tank for the democratic economy” and with Open Collective, a global online platform set on democratizing finance.*

### **2021 episodes include:**

- **Big Pharma vs The People: The Fight to Save America's Largest Generic Drug Manufacturer**
- **This New Cooperative Business Model Could Change Everything: Open Collective**
- **Covid Couldn't Stop Worker-Owned Co-Ops**
- **Stimulus Checks Every Month? The Compton Pledge**
- **The Pandemic Economy: Building Back Different**

*"The Laura Flanders Show made a huge impact in ground-level knowledge and reporting of what's taking place here. It brought our struggle to a national audience."*

*— Joe Gouzd, President, United Steelworkers Local 8-957, Mylan Pharmaceuticals, Inc*





## Training the Next Generation



ADELLE VILLARENTE

*Since joining The Laura Flanders Show team, I have been working on an independent project about discrimination against Filipino nurses in the American healthcare system. I am extremely grateful for the skills that I have gained from the show's wonderful team and will certainly take the lessons I have learned with me in future, professional endeavors!*



JANET HERNANDEZ

*I've produced two audio stories on change-makers in the music industry, and a curriculum on independent media. I'm learning how journalism can inspire others and represent people like me.*



TEMAIA WIKI

*At The LF Show, I've been able to experience the step-by-step process of how to produce an episode. Through that process I've learned not just how the different roles contribute to the creation of an episode, but also how different roles and perspectives contribute to telling dynamic and powerful stories.*





*Trans Lives on Screen*

19.  
FEATURED THIS YEAR



*Feminism and Philanthropy*

*Critical Race Theory*

*A New Cooperative Business Model Could Change Everything*



*Direct Cash Payments*

*Minneapolis 1 Year Later*

*AOC & Noam Chomsky: The Way Forward*

*Ecology: The Infrastructure of the Future?*





We have a strong record of booking movement leaders and headline guests, including, this season:

20.  
LEADERS



**HEATHER MCGHEE**  
*Author, The Sum of US*



**EDDIE GLAUDE**  
*Author, Democracy in Black*



**REP KAREN BASS**



**MARY KAY HENRY**  
*SEIU President*



**LAVERNE COX**  
*Trans Liberation Activist*



**ROBERT REICH**  
*Economist*



**WINONA LADUKE**  
*Indigenous Activist*

*(Like McGhee, Maya Wiley, NYC mayoral candidate, made her first regular media appearances on The Laura Flanders Show.)*

*More recently, on the eve of the historic anti-pipeline protests in Minnesota, we featured **Winona LaDuke** of Honor the Earth.*



# TIMELY CARRIAGE AT A COST

## WE BEGAN OUR SECOND SEASON

*with shorter turnaround time between episodes. This allowed us to be much more timely, opening up opportunities for more impact and responding to current affairs, but it also increased our syndication fees.*

*Most of our income in 2021 (53%) was from large foundations, with an additional 24% coming from family foundations. Individual donors make up a further 10% of our total income, and another 2% is money raised by our board. In total, our donor base includes 12 foundations and 165 individual donors.*

*By far our largest expense remained payroll, which constitutes 52% of our total expenses. Contract services (e.g., our station relations manager and our audio producer, co hosts and in the field camera crew) make up an additional 27% of our expenses. Production and syndication fees comprise 11% of our total expenses, and the rest of our expenditures are distributed across facilities (our office space), equipment, and general administrative expenses.*

*The most challenges we faced in 2021 and will face in the year ahead include:*

- *Persistent reluctance of progressive philanthropy to support on-going media infrastructure"*
- *The "sunsetting" or spending down of several legacy funders.*
- *Changing priorities of several key funders*
- *Final year and uncertain future of a three-year grant from the Novo Foundation in 2022*



MAURICE MITCHELL  
National Director of the  
Working Families Party

22.  
FINANCES

ORDINARY INCOME

<i>Foundations</i>	\$662,733
<i>Individuals (Major)</i>	\$57,956
<i>Individuals (Smaller)</i>	\$26,488
<i>Board Commitment</i>	\$19,600
<i>Interest</i>	\$134
<i>Program Income</i>	\$7,614
<i>PPP COVID-19 2021 Funding</i>	\$80,715
<b>Total:</b>	<b>\$855,239</b>

EXPENSES

<i>Bank, Credit Card Proc. Fees</i>	\$2,232
<i>PR and Development</i>	\$3,559
<i>Contract Services</i>	\$223,516
<i>Professional Fees</i>	\$17,100
<i>Facilities</i>	\$23,155
<i>Equipment</i>	\$4,103
<i>Gen Admin Supplies &amp; Expenses</i>	\$17,110
<i>Payroll Expenses</i>	\$432,019
<i>Insurance</i>	\$9,241
<i>Travel and Meetings</i>	\$9,815
<i>Production – Syndication Fees</i>	\$92,679
<b>Total:</b>	<b>\$834,591</b>
<b>Net Ordinary Income</b>	<b>\$20,649</b>



# POISED FOR POWER

## **THE LF SHOW HAS THE CREDIBILITY, CARRIAGE, AND COMMITMENT**

*to make a difference. It is radical, award-winning, public service journalism that reaches mainstream audiences in an engaging, consistent way. It has the most diverse guest list in mainstream media and presents the most movement coverage to be found anywhere on TV. Its staff partner in deep and productive ways with grassroots organizations, media outlets, and movement groups to the maximum that they are able in the course of weekly production.*

*With help from federal pandemic supports, we increased our budget going into 2021, enabling the program dramatically to increase audience, reach, and reporting capacity. We also re-committed to diversity of race, class, age, and gender at every level of our organization. In 2022, we need to raise the funds to stabilize the future of the program, its staff, and the organization for the medium and long term. To that end, in 2022, we intend to:*

- Identify and recruit at least two new board members as current member terms elapse.*
- Launch and make visible in a formal way an “advisory board” comprised of our closest partners and advisors, many of whom have been meeting with us informally on a monthly basis since the launch of the program.*
- Identify and recruit at least 4 new “large” donors to expand our core donor base as some of our largest donors age out.*
- Identify and recruit at least 3 new foundation supporters to replace those that are spending down.*
- Hire a professional consultant or part time staff to conduct the research and development work necessary to build Curious Communications into the new model of media organization that our movement partners want it to be.*

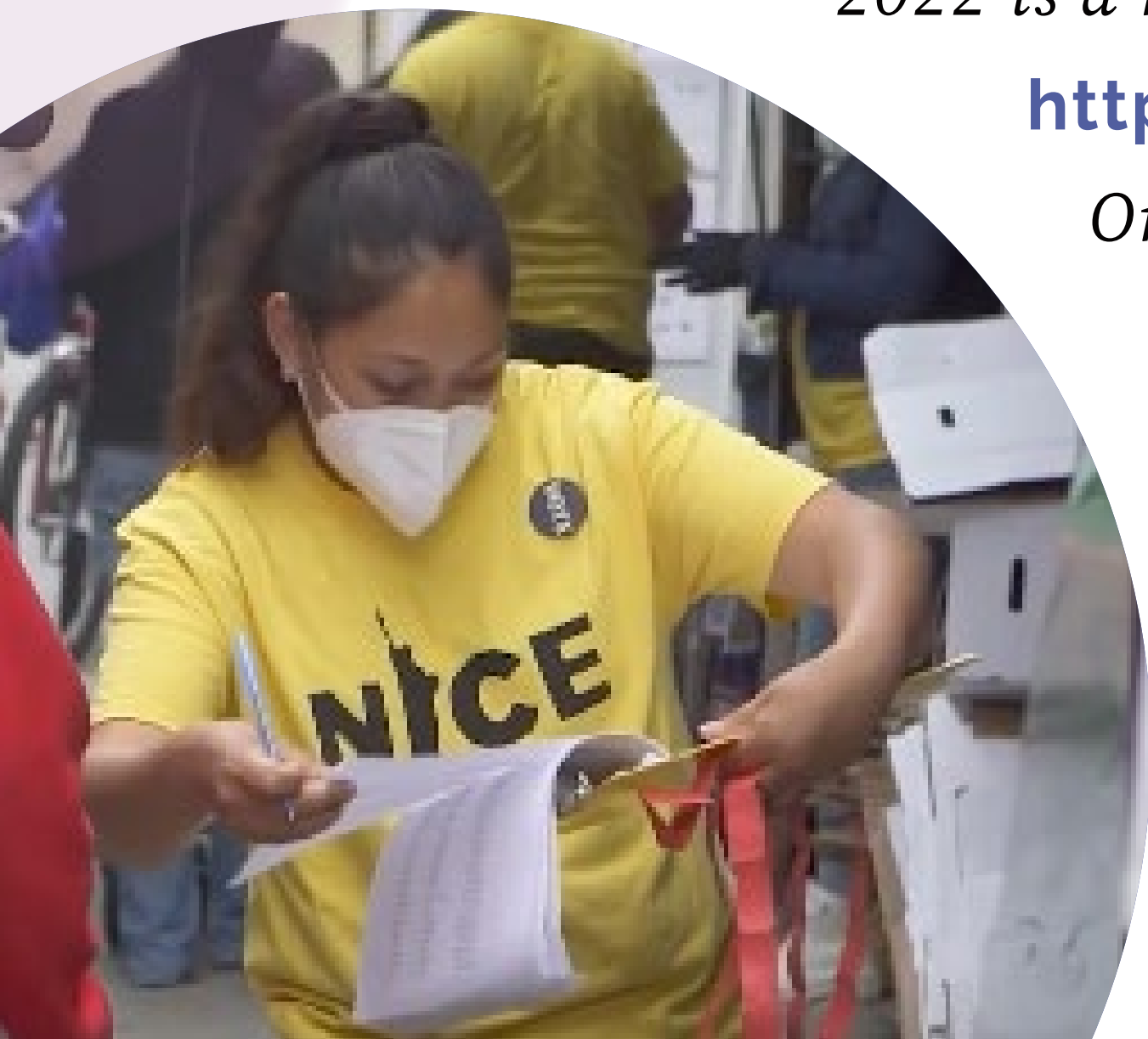
*Entering 2022 we are asking: How do we make Curious Communications Inc, the not-for-profit that produces and distributes the LF Show, into the solidly resourced, multi-stakeholder-owned movement resource its allies want it to be? Unique in mainstream media and uniquely responsive to movement priorities, the show currently reaches over 200 million people on over 300 public TV and radio stations every week, with cutting-edge, forward thinking content.*

*Laura Flanders and her team have brought it this far on a skeleton budget leveraging her personal credibility connections and drive. What Curious Communications needs now is the infrastructure to support hiring new staff, on-and-off camera; reporters, anchors, and partnership managers, to take maximum advantage of this foothold in media that reaches into every part of the country, and every audience demographic, on trusted, free, local TV and radio.*

*2022 is a make or break year. You can help through making a donation at*

<http://lauraflanders.org/donate>

*Or contact us to get more information.*



*"No journalist I know has been more determined to open public debate to new people and ideas. Or worked harder to reach beyond audiences that don't watch commercial networks. Or watch only one cable channel and no public media. Or done so much with so few resources to create an informed public."*

*— Bill Moyers, Journalist, Author, Host, Moyers & Company*





25.

AWARD-WINNING

## Awards & Recognition

- *2021 Women and Media Award from Women's Institute for Freedom of the Press*
- *Lannan Cultural Freedom Fellowship (2020)*
- *Media Fellow at the Democracy Collaborative (2020)*
- *Pat Mitchell Lifetime Achievement Award from the Women's Media Center (2019)*
- *City Limits Urban Journalist of the Year (2019)*
- *Izzy Award for outstanding achievement in independent media (2019)*
- *Named Most Valuable Multimedia Maker in The Nation's 2018 Progressive Honor Roll*



*THE LAURA FLANDERS SHOW*

is produced and distributed by Curious Communications  
Inc, a 501(c)(3) non-profit organization.

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