

futuro

the futuro matters



MARIA

LETTER FROM MARIA

- 2018 a year of trauma, year we knew we needed to use our voices.
Maria year in review - current events, copy from chapter interview.
- DEI not some lofty goal, but true priorities, lived experience.
- Futuro Media is proud of the diversity of its management and staffing.
Executive leadership = 100% women of color.
- Look to EOY 2018 copy
- Yet, Futuro Media rising to occasion

LETTER FROM ERIKA

- Strategic Plan tenets. Focus on funding diversification, business growth and expansion.
Futuro Studios language. Futuro Investigations language.
- 2018 was our first full year with Latino Rebels. Founded in 2011 by Julio Ricardo Varela, Latino Rebels is one of the top Latino media outlets in the world. A collective of writers, editors, journalists, bloggers, opinion makers, and content curators, the group uses social media, news, humor, and commentary to analyze and observe the U.S. Latino world and Latin America. With the acquisition, Futuro cemented its position as a leader in the Latino media space.
- Futuro Media's Community Podcast Lab is distinctive as a podcast incubator because of the depth of content of the tutorials, the duration of the course, the information and skills acquired, and the engagement of dedicated personnel and community organizations. In addition, participants are provided an attendance-based stipend to ensure that barriers to participation are neutralized and the training is accessible to all.
- Unladylike2020.



ERIKA

LETTER FROM DEEPA

- The importance of supporting nonprofit, independent journalism, especially now.
- The Columbia Journalism Review recently declared Maria a media "pioneer" and Julio earned acclaim from Hispanicize in 2018 for his post-Maria Puerto Rico coverage for Latino Rebels and Latino USA digital.



DEEPA

who we are

The Futuro Media Group is an independent, nonprofit organization producing multimedia journalism that explores and gives a critical voice to the diversity of the American experience. Based in Harlem and founded in 2010 by award-winning journalist Maria Hinojosa, Futuro Media is committed to telling stories from a point of view often overlooked by mainstream media. Futuro Media produces Peabody Award-winning Latino USA, NPR's only national Latino news and cultural weekly radio program; In The Thick, a political podcast from the perspective of journalists of color; and, Latino Rebels, a pioneering digital news outlet founded by Julio Ricardo Varela that reaches millions through its website, radio programming, and podcasts.

Futuro Media holds a special place in the journalism world. We have become a vibrant home for authentic and independent journalism that is distinguished by the combination of what we cover and how we cover our stories. We focus on expanding narratives beyond mainstream coverage, as we report on issues where we see a lack of racial equity.

THE LANDSCAPE

For too many American newsrooms, diversity, equity, and inclusion are still lofty goals. According to the 2018 American Society of News Editors (ASNE) Newsroom Employment Diversity Survey, only 22.6 percent of the workforce in U.S. newsrooms are people of color, and that number only reflects respondent newsrooms. In 2018, ASNE recorded a record low for survey participation.

THE NUMBERS - FUTURO MEDIA

- 100% - Futuro Media's executive leadership is 100% women of color.
- 73% - Futuro Media is comprised of 73% persons of color (POC).
- 75% - Futuro Media is 75% women.
- 85% - Futuro Media staff is 85% bilingual.
- 77% - Futuro Media staff is 77% immigrant or first generation.
- 91% - Futuro Media's editorial team is 91% people of color.

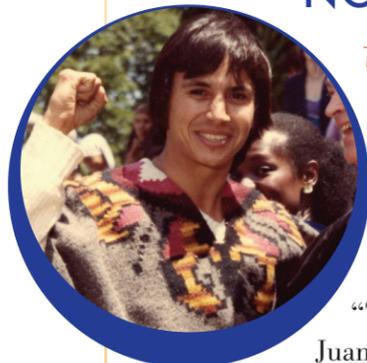




ABOUT LATINO USA

Futuro Media's flagship property is the Peabody award-winning Latino USA, an hour-long nationally syndicated public radio program distributed nationwide by NPR on 212 stations as of December 31st 2018. Anchored by veteran journalist Maria Hinojosa, Latino USA aims to contextualize and tell stories about the Latino experience in the United States.

NOTABLE STORIES OF 2018



THE MORAL DILEMMA OF JUAN SANCHEZ

Since our founding over 25 years ago, Latino USA has covered changing immigration policies with expertise and care. In 2018, Trump administration rules - including family separation - created crises in this country for those caught in the crosshairs, as well as for those who support due process and humane immigration law.

In this crisis environment, Latino USA rose to the challenge. We aired a two-part "Torn Apart" series in August which featured "The Moral Dilemma of Juan Sanchez."

Juan Sanchez was the CEO of Southwest Key Programs that houses immigrant minors in the US, including separated children. Southwest Key received nearly \$1 billion in government contracts and Sanchez's compensation was nearly \$1.5 million in 2017. Sanchez was criticized for choosing to shelter kids under Trump's "zero-tolerance" policy and turning a profit. The company was criticized even more after reports of sexual misconduct in its shelters. Yet, Sanchez's bio depicts a different narrative—that of a social justice champion praised by multiple Latino advocacy organizations. Which story is right?

The New York Times and ProPublica published major stories on Juan Sanchez and Southwest Key Programs, but neither had the same level of access to Sanchez that Latino USA's Maria Hinojosa and Antonia Cereijido achieved in 2018.

"The Moral Dilemma of Juan Sanchez" was selected as a finalist for a 2019 National Association of Hispanic Journalists' Ñ Awards in the Al Neuharth Award for Investigative Journalism category.



ESTRELLA

In February of 2017, an undocumented transgender woman named Estrella González filed a protective order in an El Paso County courthouse. Shortly after the judge granted the order, immigration enforcement agents violated a longstanding norm: they apprehended Estrella in court.

Since then, Immigration and Customs Enforcement (ICE) has issued a directive explicitly permitting agents to detain people in courthouses. The agency says it's necessary because local jurisdictions have been increasingly uncooperative in handing people over to ICE. Maria Hinojosa and reporter Jonathan Hirsch spent a year interviewing Estrella, who is now in West Texas, where she is currently serving a nine-year sentence in a state penitentiary. In this Latino USA exclusive, we hear Estrella's story in her own words.

Maria Hinojosa and Latino USA won the 2019 NAHJ Ñ Elaine Rivera Civil Rights and Social Justice Award for "Estrella."

THE RETURN

Javier Zamora was nine years-old when he made the journey from El Salvador to the U.S.-Mexico border. Now, nearly 20 years later, he is forced to return to the country where he was born, to apply for a visa to maintain the life he has in the U.S. We follow Javier's return in his own words: through audio diaries, archival family tape, and interviews. "The Return" is an intimate portrait of what - and who - gets left behind when we emigrate and what we can gain when we return.

Sayre Quevedo's "The Return" won gold for Best Documentary at the Third Coast/Richard H. Driehaus Foundation Competition.



THE QUEVEDOS

In 2014, Latino USA producer Sayre Quevedo's mom, Maria, picked him up from work. She had some news about their family. Up until this point, Sayre had only ever met two members of his blood family: his mom and brother. His mom ran away from home as a teenager and never returned. His father left before he was born. Then one Mother's Day, he finds out that a woman who could be his grandmother was alive and living in San Francisco, just a few miles away. Sayre finds himself on a journey to understand what happened to his grandmother, the secrets that his mother kept from him, and the family that he never knew.



"The Quevedos" was named a 2019 finalist for the The Whickers Documentary Audio Recognition Award, in addition to being named an IDA finalist for best audio documentary, a "Podcast of the Year" by IndieWire, and a "Top Ten" podcast by New York's Vulture.

OTHER NOTABLE STORIES

- Janice Llamoca's "The Diary of an Undesirable" was selected as a finalist for the 2019 NAHJ Ñ Elaine Rivera Civil Rights and Social Justice Award and won second place in the 2019 National Headliner Awards. The Americas Society/Council of the Americas staff named "The Diary of an Undesirable" as a favorite podcast episode of 2018.
- Janice Llamoca's and Antonia Cereijido's story "By Right of Discovery" won an RTDN Kaleidoscope Award in the Network radio category.
- Maggie Freleng's and Fernanda Echávarri's "All They Will Call You Will Be Deportees," was selected as a finalist for a 2019 NAHJ Ñ Awards in the Latino Issues - Radio/Online Audio Journalism category.

LATINO USA DIGITAL - The Numbers

In addition to our audio content, the Latino USA digital team publishes daily news stories and commentary on our website LatinoUSA.org. Led by Digital Director Julio Ricardo Varela and Digital Editor Amanda Alcántara, LatinoUSA.org earned over one million page views in 2018.

New stations in a year of strong carriage growth*

25



463,300 CUME (total average weekly terrestrial radio audience)*

19% Percent increase in CUME since 2017*

94% Percent increase in CUME since 2013*



3M

Over 3 million downloads in 2018.



90,288

Average weekly downloads*



145%

Percent increase in average weekly downloads since 2017*

40,324

Average weekly podcast users*



65%

Percent increase in average weekly podcast users since 2017*

Top 10 Stations

Program's top stations with their DMA and primary daypart

1. KQEQ-FM	San Francisco-Oakland-San Jose	Sun 6-7p	1.8%
2. WNYC-FM	New York	Fri 9-10p	3.2%
3. WAMU-FM	Washington, DC (Hagerstown)	Sat 6-7a	5.8%
4. KPCC-FM	Los Angeles	Thu 9-10p	4.7%
5. WHYI-FM	Philadelphia	Sun 6-7p	4.9%
6. KZKA-FM	Dallas-Ft. Worth	Sat 8-9p	3.5%
7. KUT-FM	Austin	Sun 5-6p	3.2%
8. KUNM-FM	Albuquerque-Santa Fe	Mon 8-9a	3.2%
9. KUNC-FM	Denver	Wed 12-1p	2.8%
10. WLBN-FM	Miami-Ft. Lauderdale	Fri 8-9p	2.0%
			88.5%



APPLAUSE - LATINO USA



vbarriga7, 11/21/2018

Spot on

Historical or current, cultural or political, this podcast is engaging, thought provoking, and intelligent.



Nolita Yeaux, 11/30/2018

Enlightening, Enthralling, Excellent Journa...

I learn so much every episode and thoroughly enjoy this podcast! It's tough building a library of podcasts because I don't come across many that meet the bar set by Latino US [more](#)



Lisa_MS, 12/06/2018

Latino USA

I listen to this podcast religiously every week! It's my number one source for news on Latino community happenings, politics and culture. The Latino USA team does a wonderful j [more](#)



ebalva, 12/12/2018

Truly Wonderful

Latino USA brings a fresh perspective to everyday Latino stories. Enjoy every minute of this podcast.



Min. Cody, 11/27/2018

Must Listen

This podcast helps a pocho like me living in Missouri discover a deeper sense of identity and feel a sense of connection to the community. A must listen for all Latinos.



Gryffindor for evs, 12/01/2018

Great reporting!

I love this podcast! Such a wide range of stories being told all of which help you feel connected to the latinx community!!! [more](#)



koiniss, 12/07/2018

Gratitude

I'm so grateful to Latino USA for centering Latinx stories and experiences. I appreciate seeing myself and family reflected in the media. I am thankful for the struggles th [more](#)



Matt in AQ, 12/14/2018

Amazing stories that need to be told

Oh, and I wish Maria was my Titi [more](#)



ElBarriomeetsJC, 11/28/2018

Informative and Relevant

I love being able to have so many new stories that are of the times and relatable to Latino Americans. Informative on so many different topics from funny interviews to serious [more](#)



Hhenry1, 12/04/2018

Contemporary

Relevant, entertaining, enlightening, sad, fun and inspiring.

I am indebted to Latino USA. [more](#)



Nessienessa, 12/11/2018

Great show

I really love the story telling in Latino USA. First hand accounts are some of the best ways to educate yourself. Great show.



None Ya Biz WAC, 12/14/2018

Excellent perspective!

This show is a magnificent way to get the Latino perspective on everyday issues we hear in the news but never really are from a





ABOUT IN THE THICK

In 2016 Futuro Media launched In The Thick, a politics podcast from the perspective of journalists and opinion leaders of color, co-hosted by Maria Hinojosa and Julio Ricardo Varela. Every week, they sit down with prominent journalists, advisors, politicians, influencers, and activists of color to discuss what's missing from mainstream news.

This was a thrilling year for In The Thick. With live episodes taped in Mexico City, West Hollywood, Chicago, New York City, and Aspen, and one to two podcasts dropped each week, Maria and Julio engaged guests of color on topics of key import. In The Thick currently earns 70K+ downloads per month and continues to grow with 842K listens in 2018, a 27% increase over 2017. ITT maintained a 5-star rating on Apple iTunes and for the second year in a row was an official Webby Award Honoree.

IN THE THICK'S DIVERSE ROSTER OF GUESTS IN 2018:

- Cristela Alonzo**, comedian, writer and producer.
- Wajahat Ali**, commentator and playwright.
- Dr. Brittney Cooper**, author, activist and cultural critic.
- Rosa Clemente**, organizer and journalist.
- Callie Crossley**, broadcast journalist and radio presenter.
- Jane Coaston**, senior politics reporter.
- Christina Greer**, political scientist and commentator.
- Imara Jones**, journalist, activist, and producer.
- Cristina Jiménez**, activist and community organizer.
- Jamilah King**, journalist and podcast host.
- Eric Liu**, co-founder and CEO of Citizen University.
- Sandra Lilley**, editor, NBC News-Latino.
- Donna Lieberman**, executive director of the New York Civil Liberties Union.
- Brentin Mock**, staff writer for @Citylab.
- Lulu García-Navarro**, host of NPR's Weekend Edition Sunday.
- Carlos Jesus Calzadilla-Palacio**, founder and president of Young Progressives of America.
- Ravi Ragbir**, immigration activist and organizer.
- Terrell Jermaine Starr**, senior reporter at The Root.
- Felix Sanchez**, co-founder of The National Hispanic Foundation for the Arts.
- Jamil Smith**, senior writer at Rolling Stone.
- Amanda Terkel**, Washington bureau chief at HuffPost.
- Tina Vasquez**, senior reporter for Rewire.News.

NOTABLE EPISODES OF 2018

Alexandria Ocasio-Cortez's Revolution

Four weeks before the podcast dropped, no one knew her name. Suddenly, Alexandria Ocasio-Cortez gave hope to progressives across the country (and around the world). Julio and Maria talked to Ocasio-Cortez about why she decided to run for Congress and what the future could bring for her and the Democratic Party.

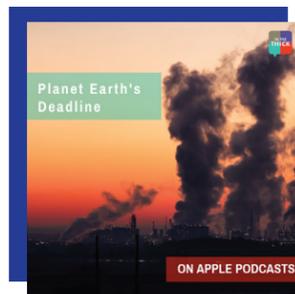


Inside the Briefing Room

Few people get access into the James S. Brady Press Briefing Room at the White House, and even fewer journalists of color do. In spite of the systematic attacks journalists of color receive from government officials and the President himself, they have a responsibility to report for their communities. Maria and Julio go inside the briefing room with April Ryan of American Urban Radio Networks and CNN, and Ayesha Rascoe, White House correspondent for NPR.

Look at Me

By confronting Senator Jeff Flake and telling her story of sexual assault, Ana María Archila became an icon in the midst of the Kavanaugh nomination debate. Maria and Julio talk to Archila about the behind the scenes of her action in Capitol Hill and discuss her next steps.



Planet Earth's Deadline

We have 12 years left to reverse the effect of climate change, according to the latest report from the United Nations. Maria and Julio talk with Justine Calma from Grist and award-winning writer Meera Subramanian about this new data and the consequences of climate change for communities of color.

IN THE THICK - LIVE IN 2018



LIVE From NYC With Jose Antonio Vargas

Maria and Julio talk to In The Thick All-Star Jose Antonio Vargas as part of the PEN Out Loud series in New York City. In a very intimate conversation about mental health and the immigrant community, Maria, Julio and Jose Antonio get personal. The live audience also shared their experiences, anxieties and advice. Special thanks to PEN America and The Strand bookstore.

LIVE From Mexico: From Catcalling to Femicide

Seven women are murdered in Mexico each day. Impunity, narco and state-sponsored violence, plus everyday machismo, are at the root of this. However, Mexican women are mobilizing to fight for their lives and each other. For this live show, Maria and Julio are joined by Gabriela Warkentin, host for W Radio and contributing writer with El País, and Catalina Ruiz Navarro, columnist for several media outlets.

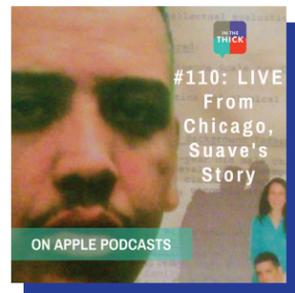


LIVE From LA: Muy, Muy California

For this LIVE In The Thick in Los Angeles, Maria sat down with Judy Reyes from Scrubs and Claws, USC professor and author Manuel Pastor, and one of our ITT All-Stars, comedian Cristela Alonzo, to discuss California as a leader in promoting immigrant rights, diversity, and social justice.

LIVE From Chicago: Suave's Story

At this live show from Chicago's DePaul University, Maria and Julio are joined by Luis "Suave" Gonzalez, former juvenile lifer and now prison reform activist, who ruminates on the life-changing US Supreme Court decision that gave him—and others like him—freedom.



APPLAUSE - IN THE THICK



haaz, 01/05/2018

Insightful show with great insight

In The Thick is an enjoyable, enlightening podcast for me to get a sense of our country from a different (read: non-white) perspective. They're passionate and [more](#)



AishaCG, 01/12/2018

Outstanding, informative, and entertaining

I have been looking for more podcast to supplement my daily fix and am so happy to have stumbled upon In the Thick. Maria Hinojosa is the professor I've always [want more](#)



FColoninFL, 01/28/2018

Yes

Yes to bringing the voice of people of color to the country. You are bold and insightful and speak truth to power with substance. This is what our communities need. We need [you more](#)



Your boss's, 02/06/2018

Simplemente, thank you 🙏

My life is bombarded with much mayhem, it's great to have a steady and consistent flow of insight, of social context, and of raw emotions. I consider myself Latinx, and [I more](#)



sjptoo, 01/06/2018

So much more than politics!

This podcast interested me because it focused on the narrative of politics from a POC point of view but it has evolved into a time to reflect on culture, art, nationality [more](#)



Mhstory, 01/22/2018

In the thick is one of the most informative ...

As a white Jewish female, I love getting the poc perspective on the news. Interviewers and interviewees are very engaging and the format is great. I learn so much from [you more](#)



Jonbass83, 02/02/2018

I can dig it!

This has opened my eyes to the issues that really matter and are currently happening today. Thank you everyone at In the Thick for putting on such a great podcast!



jocasoi33, 02/08/2018

For the Culture!

Great show. Incredibly diverse content coming from POC. A huge asset to the culture. Latino representation is a must and this show brings that to us!



Ivy Augustus, 01/10/2018

This is great!

Humor and insight. That's all you really need in a politics podcast 🙌



Mayrraww, 01/25/2018

Why ITT matters to me

Long time listener of ITT, here. But today's episode launching the segment "sin pendejadas/No BS" really prompted me to write a review. Because that's what I've [more](#)



fanofharry, 02/03/2018

Outstanding

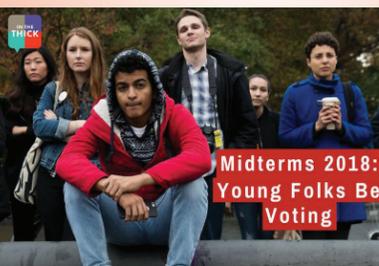
Thoughtful passionate useful interesting perspectives and topics you don't hear discussed in the mainstream media.



ClarkLa2, 02/08/2018

The story that matters most this week

Two veteran reporters examine the moment, put it in perspective, get out of the way of the voices of the marginalized, and consciously do it all from the point of view of [commu more](#)





Latino Rebels

ABOUT LATINO REBELS

In 2017, Futuro Media expanded its network of media properties by acquiring the hugely popular Latino Rebels. Founded in 2011 by Julio Ricardo Varela, Latino Rebels is one of the top Latino media outlets in the world. A collective of writers, editors, journalists, bloggers, opinion makers, and content curators, the group uses social media, news, humor, and commentary to analyze and observe the U.S. Latino community and Latin America. With the acquisition, Futuro Media cemented its position as a leader in the Latino media space.

Latino Rebels reaches a wide audience through Latino Rebels Radio and its website, latinorebels.com, which has received more than 3 million unique views. From 2016-2018 Latino Rebels earned over 5 million page views.

Latino Rebels: A collective of writers, editors, journalists, bloggers, opinion makers, and content curators, the group uses social media, news, humor, and commentary to analyze and observe the U.S. Latino community and Latin America. With the acquisition, the Futuro cements its position as a leader in the Latino media space. Latino Rebels reaches a wide audience through Latino Rebels Radio and its website, latinorebels.com, which has received more than 3 million unique views. We're thrilled to have LR as part of the family. LR was consistently credited for being ahead of other mainland outlets on Puerto Rico coverage post-Maria. Latino Rebels reporting and opinion has recently been cited in the Washington Post, LA Times, NYT, CJR, Nieman, Pew, BBC, Remezcla, Slate, Vibe, and The Grio. Latino Rebels enjoys close to 120K Facebook page likes, 56K Twitter followers, plus 14K Instagram followers.

NOTABLE STORIES OF 2018

"IN TIJUANA, BRINGING A 'SENSE OF NORMALCY' TO MIGRANT CHILDREN, ONE MEAL AT A TIME"

In this photo essay, Latino Rebels followed Chef José Andrés' World Central Kitchen as they served an average of 3,200 meals a day to migrants, mostly women and children, seeking asylum at the U.S./Mexico border.

FIGHTING FEMICIDE AND MACHISMO IN PUERTO RICO

Latino Rebels Radio spoke with Colectiva Feminista's Shariana Ferrer about Colectiva Feminista en Construcción demonstration in front of the governor's residence to bring more attention to the island's femicide cases.

LATINOS CAN BE AN ELECTRICAL FORCE IN 2020

In this article, Latino Rebels looked at the upward trend of Latino voter turnout in the 2018 midterms and what that could mean for the 2020 U.S. elections.

LA TIMES PUBLISHES COMPLETELY DIFFERENT POLITICAL ENDORSEMENTS IN ENGLISH AND SPANISH

The LA Times would issue a formal apology after citing this story calling attention to the fact that the Los Angeles daily endorsed different candidates for the same federal, state and local elections in the English and Spanish versions of the paper covering the same geographical areas.

A LOOK INTO THE LIVES OF UNDOCUMENTED RETAIL WORKERS

In this article, Latino Rebels speaks with retail workers in New York City and reports how bonds can form between those facing the same struggles living and working as undocumented immigrants in this country.

A REFUGEE COMMUNITY GETS ITS SAINT

In 1980, Archbishop of San Salvador Oscar Arnulfo Romero was assassinated by government security forces while celebrating mass at Church of the Divine Providence in that city, the capital of El Salvador. Now, 38 years after his death, he has been made a saint by Pope Francis. Latino Rebels talked to members of the Salvadoran immigrant community to learn more about their celebration and why the Archbishop was considered a "warrior" for the poor.



new initiatives

FUTURO INVESTIGATIONS

Futuro Media is committed to upholding the tradition of investigative journalism. As a respected and experienced independent, nonprofit media organization, Futuro Media has demonstrated its capacity to generate original and topical investigative content that is timely and highly relevant, and sets high standards in the current media environment.

In 2018, Futuro Media launched Futuro Investigations, led by Senior Producer Nina Alvarez and seasoned Latino USA Producer Fernanda Echavarri. For the first time in our history we had staff dedicated solely to investigative work. Initial reporting focused on the struggles faced by migrant workers in the United States and continues at the time of printing this Annual Report. Futuro Investigations is now led by Senior Producer Diane Sylvester, a twenty-five year veteran journalist and storyteller, most recently of the Wall Street Journal's Global Video Unit.

COMMUNITY PODCAST LAB

In May 2018, Futuro Media announced our groundbreaking new project in partnership with MASSCreative and hosted by the PRX Podcast Garage. We worked with local Boston storytellers to create multimedia journalism that explores and gives a critical voice to the diversity of their experience. With support from the Rockefeller Brothers Fund, the Heising-Simons Foundation, and WBUR, this hands-on 15-week program trained participants of color who had no prior formal experience in public media to create podcast storytelling with content distributed nationally via Latino Rebels Radio.

Futuro Media's Community Podcast Lab is distinctive as a podcast incubator because of the depth of content of the tutorials, the duration of the course, the information and skills acquired, and the engagement of dedicated personnel and community organizations. New Community Podcast Labs are in development in Jackson, MS, Hartford, CT, Detroit, MI, and a second lab in Boston, MA.

(2nd Photo credit: The Bay State Banner)
 Reaction from Boston's former Chief of Arts and Culture Julie Burros (via Twitter): "Coolest thing I've heard about in quite a while: @futuromedia (Producers of the show @LatinoUSA) announces new Community Podcast Lab in Boston to elevate stories of people of color, by people of color. #BostonCreates @artsinboston."

Reporter's Notebook: An Unexpected Outcome After Deportation

By FERNANDA ECHAVARRI MAY 14, 2018 • IMMIGRATION



Julie Burros @JulieBurros

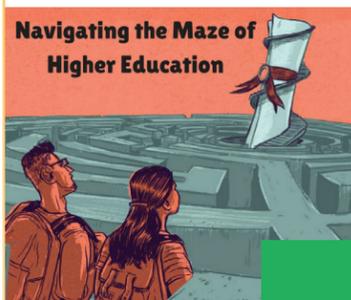
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Futuro Media Announces Community Podcast Lab in Bosto...
 Creating an opportunity for people with no formal media training to own and share stories of their communities ...
futuromediagroup.org

3:05 PM · Jun 6, 2018 · Hootsuite

19 Retweets 27 Likes

Deutsche Bank and Community Service Society



Futuro Media in partnership with the Community Service Society of New York (CSS) submitted a proposal to Deutsche Bank Americas Foundation to produce three Latino USA stories on Latino youth, distributed by NPR, grounded in the most recent and compelling data about these communities of young people. With excellent research as our foundation, we were able to tell human stories about trends that can oftentimes appear invisible unless there is reportage. The stories found eager audiences, and we are proud that “Navigating the World of Higher Education” – detailing the plight of students not being able to finish college sparked strong online interaction and engagement. Our story “Warehouse World” was adapted for NPR’s daily economic podcast The Indicator. For our third story we sat down with lead CSS researcher Lazar Treschan and delved deeper into the data.



Partnerships in Puerto Rico



In January 2018, Latino USA broadcasted “The Death Count.” In this episode we teamed with Puerto Rican journalist Omayra Sosa Pascual to investigate the chasm between the official death count and what is believed to be the more accurate - and much larger - death toll. For our post-Hurricane Maria reporting we collaborated with Puerto Rico’s Center for Investigative Reporting (CRI), The Marshall Project, and Reveal. Reveal included Latino USA reporting in its own separate broadcast. Later in 2018 we partnered with WNYC to humanize the Puerto Rico financial crisis in “Puerto Rico’s Financial Crisis: Part II.”



New York Women’s Foundation IGNITE! Fellows



In 2018, the New York Women’s Foundation partnered with Futuro Media to create the NYWF IGNITE! fellowship, a program to recruit, train, and mentor young female and non-conforming journalists of color. The first two NYWF IGNITE! Fellowships were awarded to emerging journalists Maya Cueva and Virginia Lora. Both fellows produced significant stories for Latino USA, including Lora’s anchor story “In the Hands of the State” and Cueva’s How I Made It story “A Dominican Doula in a Not so Diverse Profession.”



our funders

Our journalism remains independent because of our funders - every dollar counts.

Foundations

Thanks to these foundations, we can preserve our independence and carry out our mission to produce journalism that explores and gives a critical voice to the diversity of the American experience.

- Anonymous
- The California Endowment
- Carnegie Corporation of New York
- Annie E. Casey Foundation
- Marguerite Casey Foundation
- Ford Foundation
- Heising-Simons Foundation
- IIE
- Robert Wood Johnson Foundation
- W.K.Kellogg Foundation
- MacArthur Foundation
- New York Women's Foundation
- Oregon Community Foundation



THE ANNIE E. CASEY
FOUNDATION



THE LIBRA FOUNDATION



A Partner With Communities Where Children Come First



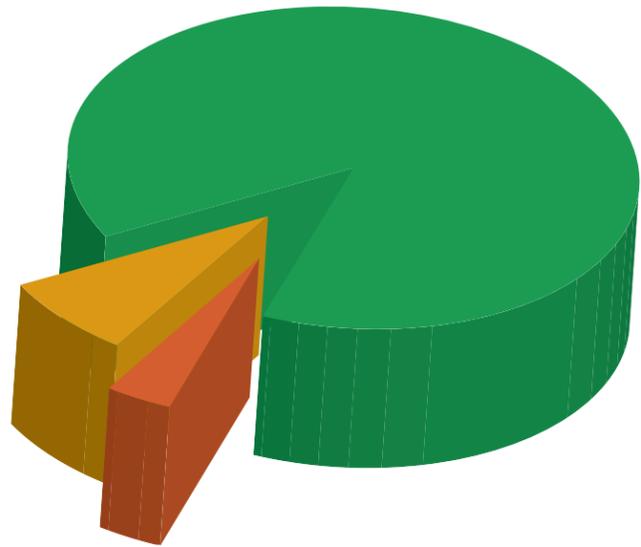
marguerite **casey** foundation
change is possible.™



Wyncote
Foundation



86%
\$2,408,164
Total Foundations



numbers yet to be finalized

8%
\$227,959
Total Individuals

6%
\$165,530
Earned Income

\$2,805,219
2018 Total Income

unknown
2018 Total Income

looking ahead

NEW STRATEGIC PLAN

In late 2018, Futuro Media completed its new six-point three-year organizational strategic plan. Over the next three years, Futuro Media will continue to report stories for and about people of color in a variety of different media including radio, film, video, and digital. As we strengthen and expand our production in different media, we will expand our current audiences and attract new ones.



Additionally, we have established that part of our growth as an organization means advancing our brand as “Futuro Media” and not as a collection of products. We endeavor to make the recognition level for “Futuro Media” as high as it is for Latino USA and In The Thick. To advance the process, we brought together an internal team to focus on branding. After they complete their work, we hope to add a full-time marketing member to our development team who will have the responsibility of promoting our brand as well as publicizing our work.

NEW BUSINESS DEVELOPMENT

An important part of our strategic plan is new business development. We have continued with this work, engaging outside partners and pitching standalone podcasts. One major success includes securing support from the Art for Justice fund to create a stand-alone podcast on criminal justice reform, with a focus on former juvenile lifers who were freed by the 2012 Supreme Court case Miller vs. Alabama.

We know that strategic partnerships will be the key to expanding our business and media products. It is important that we create the ability to assess existing and possible new partnerships for long-term fit, mission alignment, and content symbiosis. In the next year, we plan to announce staffing changes that will facilitate our ability to deliberately develop a holistic approach that considers all of Futuro content and products as opposed to individual silos.

“Journalism at its best is a very profoundly powerful force for equality and justice. And there’s no better example of this today than in the outstanding coverage of America’s demographic revolution. And no one does a better job of holding that mirror up to society than Maria Hinojosa.”

– **Darren Walker**, Ford Foundation CEO and President

HOW TO DONATE

The Futuro Media Group is a non-profit organization that relies on your support. For more information or to make a taxdeductible contribution, please contact our Development Department at:

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