

the futuro matters



2017

futuro

Mission

Futuro Media creates multimedia content for and about the new American mainstream in the service of empowering people to navigate the complexities of an increasingly diverse and connected world.

History

Based in Harlem, NY, Futuro Media was founded in 2010 by award-winning journalist Maria Hinojosa. What distinguishes Futuro Media is the combination of what we cover and how we cover it. We investigate deeply and passionately to find the stories that reflect larger truths, through the perspectives of our diverse editorial team. We bring an authenticity and nuance to stories often overlooked by mainstream media across radio, podcasts, television, and digital. Learn more at: futuromediagroup.org.



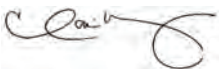
A WORD FROM OUR LEADERS

2017 was an incredible year of change and growth for us at Futuro Media. We are a nonprofit media organization founded by Maria Hinojosa, a Mexican immigrant woman and mother. Our board is led by Deepa Donde, a first generation Indian-American woman and mother. This year we are happy and proud to welcome Erika Dilday, a black woman and mother, who embodies who we are as an organization. Each of us has different backgrounds and represents different geographies across the country, but we come together with shared goals and values of creating authentic journalism from the perspective of people of color.

The work we have produced at Futuro Media has been nationally recognized because of the love, the heart, and the soul that each of us puts into it everyday. Whether the issue is identity, immigration, discrimination, or human rights, we strive to deliver news in a way that challenges, informs and engages everyone, regardless of their race, religion, gender, ethnicity or beliefs. We do this through our websites, our podcasts, radio, and television.

The past year has been a time of great change in our country, and we at Futuro Media have been here to respond. We couldn't have done it without the incredible support we receive from our friends, partners, audience, and funders. With all of us working together, the Futuro is hopeful!

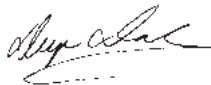
Thank you for your support,



Maria Hinojosa
President & CEO



Erika Dilday
Executive Director



Deepa Donde
Board of Directors, Chair



OUR BOARD OF DIRECTORS

Deepa Donde (*Chair*)
Writer, Independent Producer

Theresa Barron-McKeagney
*Associate Dean, College of Public Affairs and
Community Service at The University of Nebraska*

Sean Silva
Senior Account Executive, Prosek Partners

Phillip Schreiber
Partner, Holland & Knight

Alvin H. (Hal) Strelnick, M.D.
*Professor of Family and Social Medicine
at the Albert Einstein College of Medicine*

Carmen Rita Wong
CEO and Founder of Malecon Productions

Mariano Diaz
Entrepreneur, Food Industry Leader

Mark Contreras
*Dean of the School of Communications,
Quinnipiac University*

Aida Sabo
Vice President of Diversity & Inclusion, Parexel

Roy Cosme (Board Emeritus)
President, Arcos Communications

THE NUMBERS



Only 33 percent of Latinos said the news media accurately portrayed their communities.¹



Latinos make up only 5.44% of the overall newsroom workforce, and only 4.17% of newsroom leadership.²



Futuro Media's staff is 78% people of color.



Futuro Media's editorial team is 80% bilingual.



Futuro Media's staff is 65% immigrants or first-generation Americans.



Futuro Media's leadership team is 78% women.

¹Stewart, Alicia "Why Newsroom Diversity Works" <http://niemanreports.org/articles/why-newsroom-diversity-works/>

²2016 ASNE Diversity Survey – Methodology and Detailed Tables, <https://www.asne.org/files/Updated%20ASNE%20Diversity%20Survey%20Methodology%20and%20Tables.pdf>



In 2017, Futuro Media had a 53.8% increase in institutional funders.



Futuro Media increased revenue from individuals from 6.46% to 19.17% of income in 2017.



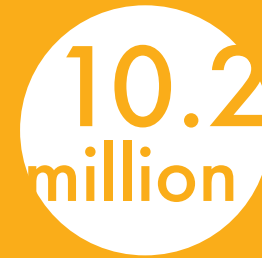
In 2017, Futuro Media's Facebook posts had over 42.5M impressions.



In 2017, Futuro Media experienced a 48% increase in Facebook likes.



In 2017, Futuro Media had a 60% increase in Instagram followers.



In 2017, Futuro Media Twitter posts had nearly 10.2M impressions.

PARTNERSHIPS

In 2017, Futuro Media deepened its content and expanded audiences with these editorial partners.



Here is a selection of some of the outlets that featured Futuro Media content in 2017.



Mayor Eric Garcetti says he is worried that arrests of immigrants by federal authorities could trigger riots in Los Angeles and put police officers in danger. **In an interview last week with the radio show Latino USA** about President Trump's immigration policies, Garcetti said relations between the Los Angeles Police Department and the community have improved in the last few decades.

–THE LOS ANGELES TIMES, JUNE 3, 2017

The show's news talk show format and beautiful editing make it easy on the ears; but it's the **topical discussions of race and ethnicity in America** "from a POC perspective", as Maria puts it at the beginning of every episode that give In The Thick the edge that has seen it skyrocket up the ranks of American political podcasting.

–HUFFPOST, MARCH 22, 2017



Storytelling is a way of life for us.

We believe the best way to communicate and inform people is by telling a story they will remember; a story that gives them a glimpse into another person's life. Stories can connect us across racial, socioeconomic, and political divides.



Preparing to celebrate 25 years on-air, Peabody and Robert F. Kennedy Award-winning *Latino USA* on NPR is the only national, English-language radio program produced from a Latino perspective. Anchored and executive produced by Maria Hinojosa, the mission of *Latino USA* is to provide weekly insights into the lived experiences of Latino communities and to be a window into the cultural, political, and social ideas that impact the country and the world.

Each week, we present a unique mix of coverage on culture, history, music, and current events from diverse on-air voices who provide in-depth reporting on issues impacting Latinos and the nation. Our brand of narrative journalism features real people and human drama to tell compelling and interesting stories. We hold ourselves, and our journalism, to the highest ethical standards, connecting people to stories that matter.

We believe in rigorous fact-checking. We believe in journalism rich in history, context, and humanity.

Our original reporting is in English and includes both explanatory and deep investigative, fact-based journalism and can be found at: latinousa.org.





-  Robert F. Kennedy Journalism Award for Human Rights for “Strange Death of José de Jesús” (2017)
-  New York Festival for World’s Best Radio for Documentary International Affairs (2016)
-  National Association of Hispanic Journalists for Radio Coverage on Latino Issues (2017)
-  Peabody Award for "Gangs, Murder, and Migration in Honduras" (2014)
-  Certificate of Merit in the Gabriel Awards Competition for “Death and an Election in Pasco” (2016)
-  National Council on Crime & Delinquency Media for a Just Society Award in Radio (2014)

Hurricane Maria struck Puerto Rico in September 2017

and Futuro Media has been on-the-ground covering the experiences of the aftermath. The devastation in Puerto Rico affects all Americans, but after only a few weeks of coverage by the mainstream media the havoc wreaked by Hurricane Maria disappeared from the headlines. Our team has made a commitment to continue reporting on post-hurricane Puerto Rico and to elevate Puerto Rico residents' stories of rebuilding and recovery to the national level, where they belong.



In October 2017 *Latino USA* producer Andrés Caballero visited Puerto Rico to record stories of surviving Hurricane Maria—and the devastating consequences of the storm. “Surviving the Storm” was aired in three segments.

 **LISTEN** <http://bit.ly/SurvivingStorm>

 **READ** Visit latinousa.org to read the accompanying digital pieces

“In Post-Storm Puerto Rico, a Mother Desperate to Contact Her Son in Prison”

In the face of an unresponsive Corrections Department and terrifying rumors about prison conditions, Mayra Latorre, a Puerto Rican woman living in Massachusetts, struggled to remain calm. Her son, Camilo, is an inmate at a prison near San Juan, and she hasn't heard from him since the storm.



THE NUMBERS

1.85
million

Marquitos' story reached over 1.85M people online, with over 672K views of the digital short alone.

400
thousand

400k preliminary terrestrial audience estimates per episode, and 38K downloads.

“Lack of Electricity in Puerto Rico is a Matter of Life or Death”

Marcos ‘Marquitos’ Aponte has diastrophic dysplasia, a deformative disease that has made him dependent on a ventilator to breathe. Without electricity, Aponte can’t live. So when his hometown of Aibonito was hit by Hurricane Maria, he and his mother set out to find electricity.

“The Death Count”

Latino USA's journalists were among the first to challenge the official death count following Hurricane Maria. Senior Editor Marlon Bishop traveled to Puerto Rico to team up with Reveal from The Center for Investigative Reporting, and local reporter Omayra Sosa Pascual of Puerto Rico's Centro de Periodismo Investigativo to document that morgues were full and patients at hospitals were dying at alarming rates.

IMPACT

The **Washington Post**, **TIME**, the **Miami Herald**, **Axios**, and other news organizations have linked to our reporting. In response to investigations by *Latino USA*, *CPI*, and others, Ricardo Rosselló, the Governor of Puerto Rico, acknowledged that there may be problems with the death count, and at the start of 2018 he signed an order for a full review.

Reporting from Puerto Rico is part of a special investigative project on the impact of Hurricane Maria, thanks to support by the Ford Foundation.





“A Border Drawn in Blood”

Dictator Rafael Trujillo controlled everything in the Dominican Republic—but he couldn’t control the 224-mile border with Haiti. 80 years ago, Dominican armies under Trujillo’s command massacred Haitian and Haitian-Dominican border families, killing thousands. *Latino USA* traveled to the Dominican-Haitian border to try and unpack what caused the massacre, what scars it continues to leave today, and what it can teach us about the lines drawn between us.

 LISTEN <http://bit.ly/BorderBlood>

“Color Me Proud”

In honor of Pride Month, *Latino USA* brought you stories of love, vulnerability, and resilience in LGBTQ communities of color. Among others, we hear the love story of gay immigrants from El Salvador navigating the asylum system in Mexico and the story of a nine-year-old boy who got kicked out of the Boy Scouts after they found out that little Joe had been born as “Jody.”

 LISTEN <http://bit.ly/ColorMeProud>





“Too Black, Too Latino”

What does it mean to be Afro-Latino and who gets to claim the title? We take a look at anti-Blackness within the Latino community and host a roundtable in our Harlem studio.

 LISTEN <http://bit.ly/TooBlackTooLatino>

“Detained”

Latino USA looks at what is changing with immigration under President Trump and how those changes affect people in the real world.

 LISTEN <http://bit.ly/DetainedLUSA>

“The USA v. Oscar Lopez Rivera”

Oscar López Rivera was a member of the FALN—an armed organization fighting for Puerto Rican independence. After years of evading the FBI, López Rivera was sentenced to 55 years in prison. Just a few days before he left office, President Barack Obama commuted his sentence. Oscar’s story asks the question: Who is a freedom fighter, who is a terrorist, and who gets to decide?

 LISTEN <http://bit.ly/USAvOLR>

 AWARD 2017 NAHJ Ñ Award



THE NUMBERS

201

In 2017, *Latino USA* was distributed to 201 broadcast stations around the US.

21%

Latino USA enjoyed an overall 21% increase in listenership in 2017.

2 million

Latino USA podcasts had over 2M downloads, a 21% increase from 2016.

94%

94% of listeners say *Latino USA's* podcasts provide information they don't receive elsewhere.

70%

70% of listeners give *Latino USA* podcasts a "Perfect 10" rating.

332

Latino USA posted 332 original articles in 2017.

Hello *Latino USA*. I have been an avid fan and listener for a few years now... **¡Me encanta su programa!** Every time I listen I go through several major emotions and always feel super charged after. Your team is amazing! You are all so talented and entertaining and still somehow stay so grounded and humble. ¡Muchísimas gracias por todo que hacen!

–BRANDON SANCHEZ MCCABE

I look forward to your podcast every week! I love how this podcast **educates and informs** on Latino culture and **tells real stories of all Latinos** across the spectrum. Keep up the great work!

–KAREN TREJO

I want to thank you for your reporting as it means a lot to me personally. You see, Soy una Americana casada con un Guatemalteco. And **your program has helped me navigate la cultura latina in my life!**

–JESSIE CACERES



In The Thick's diverse roster of guests in 2017 included:

Wajahat Ali
Journalist

Cristela Alonzo
Comedian and Actress

Margaret Cho
Comedian

Matthew Dowd
Chief Political

Christina Greer
*Associate Professor,
Fordham University*

Analyst for ABC News

Jamilah Lemieux
*VP of News and
Men's programming
for iOne Digital*

Christina Jimenez
*Executive Director
of United We Dream*

Rita Moreno
Actress

Sandra Lilley
*Managing Editor,
NBC Latino*

Lakeith Stanfield
*Actor - Get Out
and Atlanta*

Joy Reid
Host of AM Joy

Baratunde Thurston
*Comedian and
Writer*

Terrell Starr
*Senior Reporter,
The Root*



In 2016 we launched *In The Thick*, a political podcast from the perspective of people of color (POC), 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.

Our weekly roundtable conversations about race, identity, and politics are genuine and relatable. *In The Thick's* refreshing take on current events was recognized by The International Academy of Digital Arts and Sciences as a 2017 official nominee for the 21st Annual Webby Awards in the category of Interview/Talk Show (Podcasts & Digital Audio). *In The Thick* regularly out-rates other political podcasts from Anderson Cooper, Bill O'Reilly, Morning Joe, and Rush Limbaugh.



“Not as Simple as Sexual Harassment”

Hosts Maria Hinojosa and Julio Ricardo Varela lead a conversation about sexual harassment, racism and more with Celeste Headlee, host of On Second Thought from Georgia Public Broadcasting, and Callie Crossley, host of Under the Radar on WGBH Radio in Boston.

 LISTEN <http://bit.ly/ITTShow90>

“ITT Live: Immigrants, Crime, and the Culture War”

How did immigration become about national security when the facts don't back up this connection? In this live recording of In The Thick at the Aspen Ideas Festival, hosts Maria Hinojosa and Julio Ricardo Varela lead a conversation with Wajahat Ali, writer, video essayist, and contributor to the New York Times, and Jose Antonio Vargas, journalist, immigrant rights activist and founder of Define American.

 LISTEN <http://bit.ly/ITTShow69>

“Puerto Rico, Mexico, and the Future of Latino Activism”

A series of earthquakes hits Mexico City. A new travel ban, and an NFL protest. Hosts Maria and Julio go over the last week's never-ending news cycle. Plus, an in depth discussion on the future of Latino activism with Janet Murguia, President of UnidosUS, and Marisa Franco, Director of Mijente and the Not1More Deportation Campaign.

 LISTEN <http://bit.ly/ITTShow80>

“ITT Live: Undocumented and Unafraid”

In this special live show recorded at NYU, hosts Maria and Julio lead a discussion on DACA, the DREAM Act, and the future for undocumented immigrants with Cristina Jiménez, Executive Director of United We Dream, Sandra Lilley, Managing Editor of NBC Latino and Viviana Gonzalez, a student at NYU and co-director of Policy for the NYU Dream Team.

 LISTEN <http://bit.ly/ITTShow84>

OUR LISTENERS

Highly recommended! **Great show about current events from a POC view!**

–PRISCILLA VASQUEZ

Just discovered this podcast. A couple of episodes in and hearing **some of the most thought-provoking, compelling, and intelligent convo I've heard** in a minute. Love that it's non-partisan. And, love **the diversity of the stories** covered. Will def spread the word.

–AMBER MICHELLE

Thank you @InTheThickShow for **making me laugh out loud every episode** while also shedding light on politics from a #poc perspective.

–JACY MONTOYA PRICE

THE NUMBERS

663
thousand

Over 663K downloads of
In The Thick in 2017.

265%

In The Thick downloads
increased by 265% in 2017.

55

In The Thick podcasted
55 episodes in 2017.

Webby
Award
Honoree

In the Thick was an official
Webby Award Honoree in 2017.

5
stars

In The Thick maintained a
5 star rating on Apple iTunes.

74
guests

In The Thick hosted 74
guests in 2017.



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, 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.

“How Fear of Cultural Appropriation Is Canceling Out Cultural Education”

Advice columnist Pauline Campos offers her take on the cultural appropriation of *Día de Los Muertos* in the United States and suggests that if all Latinos protest all forms of cultural appropriation, we risk eliminating cultural education.



READ

<http://bit.ly/FearofCulturalAppropriation>



“What's the Future of DACA?”

Activist Belén Sisa talks about the future of the Deferred Action for Childhood Arrivals (DACA) program. Belén traveled to Washington DC to participate in a massive DREAM ACT demonstration and was one of more than one dozen people arrested during the protest at the Hart Senate Office Building. Thousands of high school and college students had traveled from as far away as Washington state and Arizona in an effort to keep politicians focused on the struggle for immigrant rights.

 LISTEN <http://bit.ly/DACAFuture>

“Puerto Rico Is Destroyed”

In this special episode of Latino Rebels Radio, host Julio Ricardo Varela calls Jay Fonseca in Puerto Rico to discuss the devastation caused by Hurricane María.

 LISTEN <http://bit.ly/PRDestroyed>



OUR LISTENERS

As a fellow Latina (boricua!), I'm so happy that this podcast was recommended. **There is a need of programs like these,** whose main purpose is to educate the public and discuss the myriad of issues that affect our community. Keep up the good work. Que viva la raza!

–ITUNES SUBSCRIBER

I absolutely enjoy this podcast. I made it a point to find podcasts with **perspectives from all different races.** This one is FAN-TASTIC! They are all over Latin America as well as the US from the Latino perspective. It gives me excellent insight to all types of different issues that I would not have known. Intelligent conversations with experts (because that is not always the case with podcasts) and very thought-provoking. Keep up the good work!

–ITUNES SUBSCRIBER

THE NUMBERS

26
million

Latino Rebels had over 26 million Facebook impressions in 2017.

14.4
million

14.42 million Twitter impressions.

2.4
million

Latino Rebels hit over 2.4 million pageviews in 2017.

165
thousand

165K Latino Rebels Podcast downloads in 2017.

1,023

Latino Rebels published a total of 1,023 stories in 2017.

52

Latino Rebels published 52 podcasts in 2017.

LOOKING AHEAD



We made important progress this year, but there is much more to be done. At Futuro Media, we remain committed to:



Uplifting Local Stories across the U.S. on a National Platform



Training the Next Generation of Diverse Young Journalists



Expanding our Civic Engagement



Partnering with More Newsrooms Nationwide



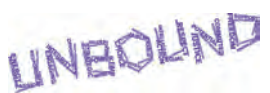
Increasing Focus on Investigative Work



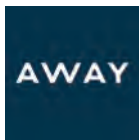
Creating Safe Spaces for Community Dialogue

OUR FUNDERS

Our journalism stays independent because of our funders—every penny counts.



Our Corporate Sponsors:



FINANCES

INCOME 2017

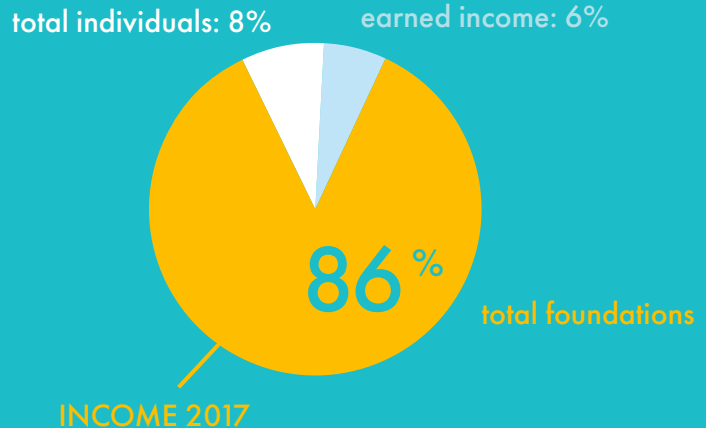
Total Foundations
\$2,408,164

Total Individuals:
\$227,959

Earned Income:
\$165,530

TOTAL INCOME

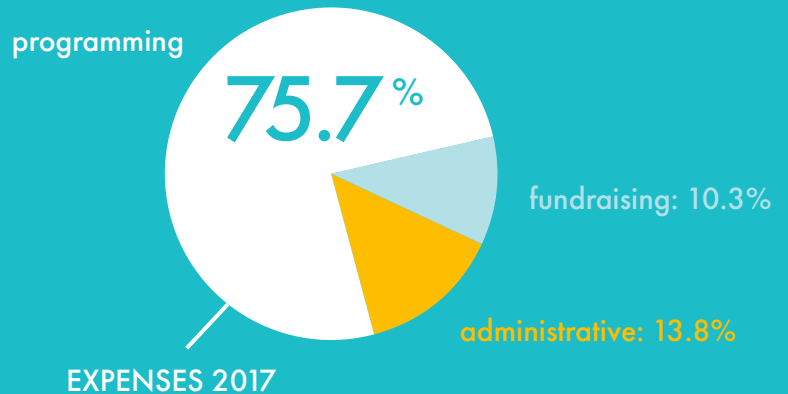
\$2,805,219



EXPENSES 2017

TOTAL EXPENSES

\$2,313,805



"I'm so, so glad that **Latino USA** exists and **highlights the issues our community faces**, in a way that's accessible for all listeners, but uncompromising in its focus.

– NPR AUDIENCE INSIGHTS SURVEY, 2017

Many Latino listeners say the program fills a void that they might not have noticed previously. Non-Latino listeners say *Latino USA* helps them to better understand the communities they live and work in.

HOW TO DONATE

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

Development Department
Futuro Media Group
361 West 125th St, 6th Floor
New York, NY 10027

PHONE: 646-571-1223

EMAIL: devo@futuromediagroup.org

OR CONTRIBUTE ONLINE AT

<https://donatenow.networkforgood.org/thefuturomediagroup>

LISTEN

You can listen to Latino USA on the NPROneApp, iTunes, Spotify, Stitcher, LatinoUSA.org and your local NPR station. Find In The Thick on iTunes, Stitcher or InTheThick.org; and Latino Rebels Radio on iTunes, Spotify or Audioboom.

JOIN THE CONVERSATION

Find us on Facebook and Twitter:
[@LatinoUSA](#) [@InTheThickShow](#)
[@LatinoRebels](#) [@FuturoMedia](#)

JOURNALIST WITH A STORY?

Pitch stories at <http://www.latino.usa/submit/> or <http://www.latinorebels.com/contact>

futuromediagroup.org latinousa.org
inthethick.org latinorebels.com

