



2022

XR project screenshot from BPMplus mixer at Sundance Film Festival 2022



black  
public  
media

# Annual Report

212-234-8200

[engagement@blackpublicmedia.org](mailto:engagement@blackpublicmedia.org)

[www.blackpublicmedia.org](http://www.blackpublicmedia.org)

# About Us

Black Public Media (BPM) develops, produces, funds, and distributes media content about the African American and global Black experience.



BPM programs and services are tailor-made for Black and POC media makers who focus on Black stories. Each year, our investment in films and emerging media programs typically results in 7-10 BPM-funded programs circulating at film festivals, appearing on broadcasts and streaming on digital networks. Meanwhile, our talent development services reach 100+ media makers from across the globe

# Our Vision

BPM remains a public media leader. We envision a future in which Black people, Black stories and Black voices are fully represented in every sector of the media landscape, including ownership, management, production, distribution, and engagement.



# Our Mission

Black Public Media supports the development of visionary content creators and distributes stories about the global Black experience to engage audiences and inspire a more equitable and inclusive future.





# Our Values

## ACCOUNTABILITY

We are accountable for our work and to our workers. We are transparent in our operations. Our intent is to offer superlative media and support programs that address the information and cultural needs of the African American community and the American public at large. We appreciate our funders and supporters, and provide information in a timely fashion to all who support us, including our board of directors, producers, staff, and community.

## LIFELONG LEARNING

BPM recognizes its role to support talent and professional development, and to refresh the skills of staff and content makers with whom we collaborate. BPM values education as the key to making informed decisions. We continually educate our producers about new opportunities. Our productions communicate both the rich experience of people of the African diaspora as well as the entrepreneurial energy coming from that diaspora.

## INNOVATION

From its origins as the National Black Programming Consortium (NBPC), which elevated the voice of the African American Community on public television, to its current iteration as Black Public Media, BPM has demonstrated an unwavering passion for innovation. It manifests in the institutional infrastructure as well as in BPM's work to secure fresh presentations that engage the public.



## OUR COMMUNITY & OURSELVES

**BPM is leader in the global public media community. We maintain a strong sense of family and a commitment to inclusiveness. We are steadfast champions for the unheard. BPM strives tirelessly to encourage connections between important legacy media, emerging media, social media, and the community.**



# A Year in Review

No doubt, 2022 was a trying year for all, but we're happy to say that, despite the challenges, Black Public Media met its mission admirably. We continued to serve independent media makers by funding their projects, providing professional development training, and helping them grow their professional networks. Our funding investments from the previous years helped bring to fruition several documentary and immersive programs that premiered at festivals and/or on public media platforms. We released our 14th season of *AfroPoP: The Ultimate Cultural Exchange*, which reached millions of households across the country by way of our co-production partner WORLD Channel, and our distributor American Public Television. Further, BPM was excited to launch climate justice and vaccine equity initiatives to bring attention to timely issues and their unique and specific impacts on BIPOC communities.

This year, we increased our capacity by creating two staff positions — engagement manager, and contracts and grants specialist — to help bolster BPM's engagement activities with makers and broadcast stations, and to strengthen our ability to raise funds needed to expand our programs and grow our granting initiatives.

The following pages highlight our 2022 accomplishments. We hope you enjoy learning about our progress this year and invite you back in 2023. Many thanks to all who've contributed to Black Public Media. As long as there is inequity in media, BPM will do its part to eliminate disparities and create opportunities.



Image still from  
***When Claude Got Shot***  
which premiered on "Independent  
Lens" 5/9/22

# Program Development

40 Acres
Baltimore Speaks!
BeHeard! I Am Who I Say I Am
Covid Conversations
Fannie Lou Hamer's America
In the Making: Still Here
Outta the Muck
r/evolution - An American Tech Story
Rabiola Skies
Smile4Kime
The Big Payback
The Museum of Black Joy
The Picture Taker
Wa'Omoni Rising
Wednesdays in Mississippi

Black Public Media granted \$815K to 15 media projects in 2022. BPM funding is designed to help producers at critical stages of production. They may use our funds to: support travel for research and development, to shoot another round of interviews, to pay production staff, to clear rights to music or archival video/stills, or to move a project to final completion and distribution. The projects we supported cover a range of topics including biographies, health and wellness, history, race, arts and culture, and environmental and economic justice.

*Our 2022 **BeHEARD!** digital campaign centered on gender affirmation. **I Am Who I Say I Am** captures the stories of four people who span the gender identity spectrum. Each person was featured in a 2-minute vignette/profile piece where they discussed their pronouns and centered the conversation on the affirmation of their gender. Videos were shared on **Facebook**, **Instagram**, **Tik Tok** and **YouTube**, and are currently housed on BPM's YouTube channel and dedicated **BeHEARD!** webpage.*



# Pitch BLACK

BPM held its fifth **PitchBLACK Forum and Awards Ceremony** virtually. Ten producers pitched their projects to industry in a high-stakes competition to secure \$150K in project funding for a feature documentary, and up to \$75K for immersive projects. In all, three projects were awarded funding. During the awards ceremony, we also announced the recipient of the **Nonso Christian Ugbo** **Emerging Media Fellowship** and we recognized award-winning producer **Orlando Bagwell** with the **BPM Trailblazer Award**, which celebrates a Black documentary producer who has a significant track record of mentoring the next generation of makers. The keynote speaker was veteran media maker **Dawn Porter**.



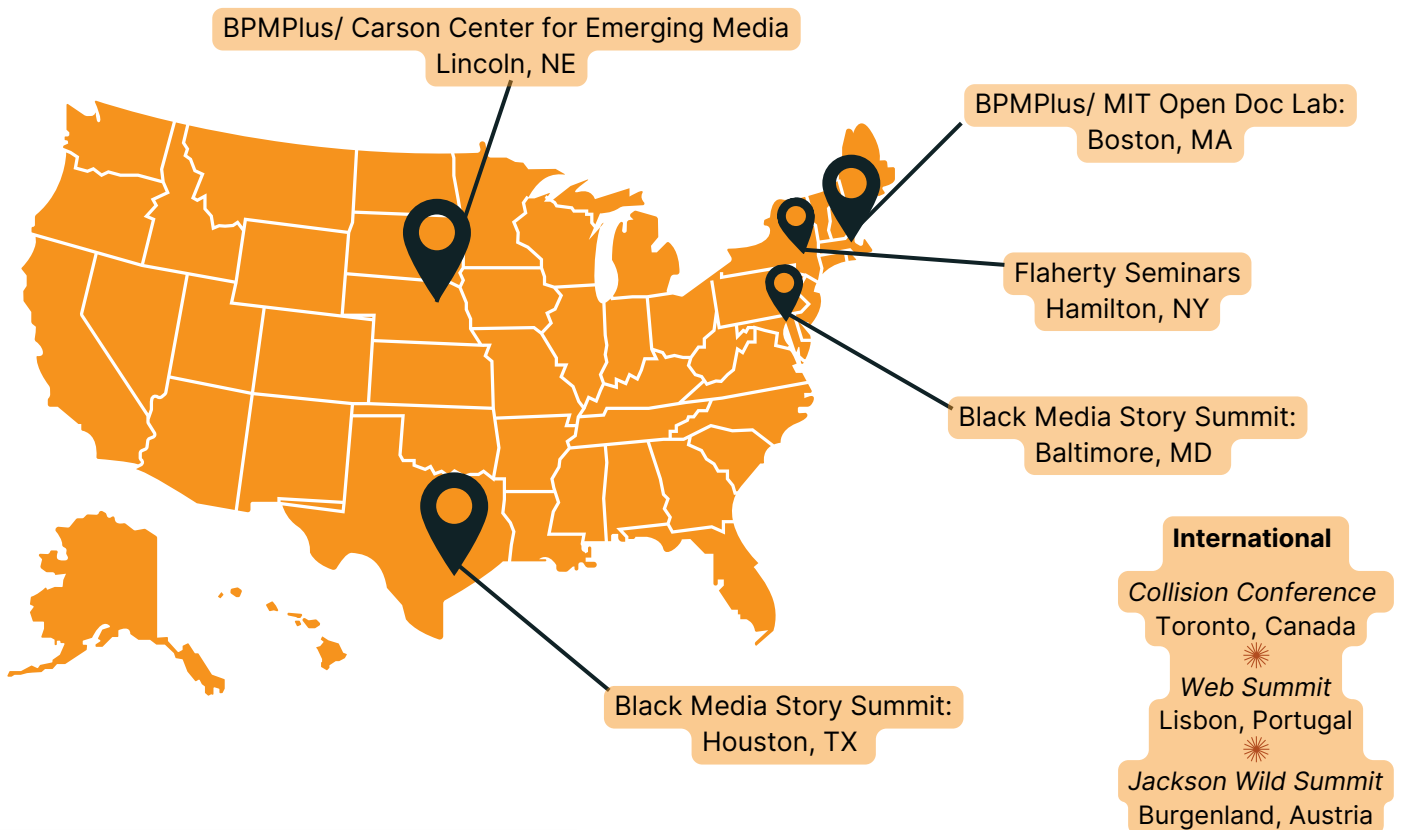
*The call for content creators to share the African American experience does not wait for peace or promise. Our stories are part of what makes the world a better place. Our content is part of the intricately woven human narrative connecting and uplifting all people. — Darryl Ford Williams, BPM board chair*





# Talent Development

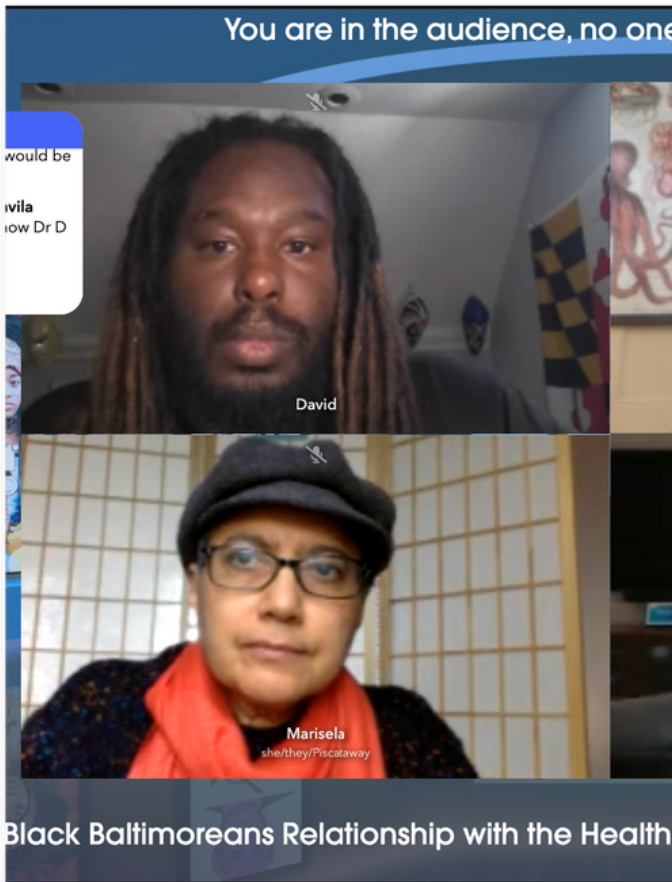
Black Public Media provided direct professional development support to more than 50 independent media makers in 2022 through its talent development programs — **BPMplus and Black Media Story Summit** — and by covering registration fees and travel grants allowing makers to attend industry related conferences, festivals and summits



BPMPlus Fellows with Carson Center faculty & staff



*In summer 2022, **BPMplus** and the **Johnny Carson Center for Emerging Media Arts** partnered to launch an in-person residency to support Black filmmakers, creative technologists, and artists who need access to emerging-tech equipment. The 2022 residents and projects were: **Andrea Walls**, (Museum of Black Joy); **Johannes Barfield** (Ancestral Plane); and **Rae Phillip**es, (School Sagas).*



BPM held two **Regional Black Story Summits** this year. The first, in Baltimore, MD, focused on vaccine hesitancy. Creatives, health care professionals and other stakeholders networked and exchanged information and ideas around COVID-19 and adult vaccine hesitancy in BIPOC communities. After the summit, BPM invited creatives to submit proposals for funding. **COVID CONVERSATIONS: Baltimore on the Street**, a short doc series, was released in November across social media platforms.



BPM launched its 3-year Climate Justice initiative with a **Black Media Story Summit** in Houston, Tex. In partnership with *Houston Cinema Arts Society* and *Austin Film Society*, the one-day summit, held in-person and virtually, convened activists, community organizers, filmmakers, and more to discuss creative ideas on how to address the unique and specific impacts of climate change on BIPOC communities. BPM is currently accepting project proposals for climate justice centered documentaries features and shorts.

# Distribution & Engagement

Black Public Media-funded content premiered on several public media series: *Independent Lens*, *POV*, *American Masters*, *American Experience*, and *America Reframed*. Additionally, BPM released its 14th season of *AfroPoP: The Ultimate Cultural Exchange*; its second season of *BeHeard!*; and premiered *Covid Conversations*, the first of two vaccine equity projects from Baltimore. Overall, we released 15+ hours of content across public media and digital platforms.



## Awards

BPM racked up several major awards this year including two Emmys (*When Claude Got Shot* and *(Un)resolved*), and an International Documentary Award (IDA) for Best TV Documentary (*Fannie Lou Hamer's America*)



Image from

*Everything: The Real Thing Story*




*AfroPoP: The Ultimate Cultural Exchange* is co-produced with *WORLD Channel* and distributed by *American Public Television*. Season 14 premiered April 5, 2022 on *WORLD Channel* and streamed over the *PBS App* and *YouTube*, reaching over **4M households**.






# BPM Virtual Audience Stats\*

## Social Media \*\*

 **47K+** YouTube impressions

 **32K** Facebook followers

 **8,506** Twitter followers

 **7,077** Instagram followers

\*These data are from BPM social media channels only and do not include the virtual and broadcast audience stats of our distribution partners.

\*\*December 2022



## Website Page Views\*\*

# 31K+

\*\*Q4, 2022

# Supporters

Financial support for Black Public Media was high in 2022. In addition to an increase in our core funding from CPB, we received support from other members of the public media family including PBS and POV. We received renewed support from previous private and state foundations and welcomed several unsolicited gifts from new funders and donors. BPM is honored to have received this recognition as it will equip us to continue the vital work of amplifying the voices of Black media makers with stories that illuminate the diversity of the Black experience.

## Partial List of Black Public Media Supporters and Donors

Acton Family Giving	Corporation for Public Broadcasting (CPB)	Gimlet Media
Leo Model Foundation	MacArthur Foundation	Michigan State University
National Endowment for the Arts (NEA)	Netflix	New York Community Trust
New York City Department of Cultural Affairs	New York State Council on the Arts (NYSCA)	PBS
Silicon Valley Community Trust/Chan Zuckerberg Initiative	Tarver Walls Foundation	Upper Manhattan Empowerment Zone
WGBH	Anonymous Donors	

# Our Team



**Leslie Fields-Cruz**  
Executive Director



**Diane Carr Joseph**  
Dir. of Operations



**Denise Greene**  
Dir. of Program Initiatives



**Cheryl D. Fields**  
Dir. of Marketing & Engagement



**Lisa Osborne**  
Dir. of Emerging Media



**Alisa Norris**  
Fund Development Manager



**Kat Walsh**  
Social Media Manager



**Qiona Woffard**  
Special Programs Manager



**Eboni Johnson**  
Engagement Manager



**Carol Bash**  
Programs Associate



**Chloe Cuffe**  
Assistant Content Manager



**DeLynda Lindsey**  
Contracts & Reports Specialist



**Aja Evans**  
Immersive Projects Producer



# Work with Us

Black Public Media welcomes opportunities to collaborate with other institutions and individuals who share our mission. If you or your organization would like to talk about partnership opportunities, contact us by email or phone. To learn more, follow BPM on social media, or visit our website.

**"Those kinds of [collaborative, mentoring] organizations work because the people-to-people interaction — teaching, mentoring — works today as well as it did 33 years ago when I got started."**

— Mable Haddock (2013 remarks), BPM founding director



212-234-8200



[info@blackpublicmedia.org](mailto:info@blackpublicmedia.org)



[www.blackpublicmedia.org](http://www.blackpublicmedia.org)



Follow BPM

