

the futuro matters 2016





Mission

The Futuro Media Group 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, the Futuro Media Group (FMG) was founded in 2010 by award-winning journalist Maria Hinojosa. What distinguishes FMG is the combination of what we cover and how we cover it. We investigate deeply and passionately and find the stories that reflect larger truths, using the tools 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: <http://www.futuromediagroup.org>.

"A **critical, independent and investigative** press is the lifeblood of any democracy. The press must be free from state interference. It must have the economic strength to stand up to the blandishments of government officials.

–NELSON MANDELA

"Stories make us more alive, **more human**, more courageous, more loving."

–MADELEINE L'ENGLE

"The **great stories** are the ones you have heard and want to hear again...They don't deceive you with thrills and trick endings. They don't surprise you with the unforeseen. They are as familiar as the house you live in."

–ARUNDHATI ROY

"We need to write because **our stories are not being heard.**"

–SANDRA CISNEROS

A WORD FROM OUR PRESIDENT



When I founded the Futuro Media Group in 2010, I had a dream to create smart journalism from diverse perspectives, telling underreported stories of a changing America. Now in our sixth year, our newsroom in Harlem is doing just that—through radio, podcast, television, digital video, and online reporting.

We have grown to over 20 people, and the Futuro is brimming with a youthful spirit and willingness to take risks in order to better inform and enlighten the public at large. I have never been more proud of the talented, diverse, young staff—primarily women—who are on my team. Humbled to be mentoring the next generation of journalists, I am energized by the fact that no one else is doing what we do.

This is a time when walking in someone else's shoes is crucial—and where being bold and fair is most needed. In a world of “alternative facts,” people are craving clarity, and in a world with so much change they need a guiding light. We believe that stories where you can walk in someone else's shoes are those guides. There is no better way to understand someone or something than to be there, to feel what they feel, and to see things from a perspective you never thought was there. Independent journalism can take you there because we have no agenda other than fairness and information. Narrative independent journalism, like we produce, can put people in others' shoes through honest and true scenes, characters, and interesting storytelling—and we all absorb fact-based stories more than just facts.

Our entrepreneurial spirit has led us to deepen and expand our multimedia programming and our impact this year. I truly believe—now more than ever—in the importance of our independent journalism to change the narrative in America from one of divisiveness and vitriol to one of enlightenment and connection.

Thank you for your support,

A handwritten signature in black ink, appearing to read 'Maria Hinojosa', with a large, stylized flourish at the end.

Maria Hinojosa

A WORD FROM OUR BOARD CHAIR

The 2016 election revealed that hard facts, alternative viewpoints, and personal commentary fast became a wedge to polarize our country. Nonprofit, independent media organizations able to withstand the head winds of change during these turbulent times have an extraordinary opportunity to prove their relevance, accuracy, and civic engagement.

The Futuro, as we colloquially call it, stands front and center to lead this charge. We embody core public media values: to report and give voice to marginalized communities.

The power of one person's voice has become an echoing theme to challenge stereotypes inherent in public and commercial media. In my journalistic life Maria Hinojosa has been that one voice, to inspire me, by telling stories that empower and shed light on diverse communities. Twenty years ago, I started my career as a production assistant at NPR's Latino USA; during my time there, I learned about the profound intersection of race, ethnicity, gender, sexuality, culture, and class, or in Maria's words: The New American Mainstream. I serve as a testament to the true mentorship and guidance that embodies Maria's deep personal commitment to nurture, grow, and develop the next generation of journalists, storytellers, and media makers.

The Futuro stands on the precipice of a watershed moment. Historically, we have relied upon terrestrial public media broadcast channels, but are increasingly focusing our efforts to nurture authentic, emerging voices with the ability to reach a larger, diverse audience on a digital platform. We are charting a new path forward for inclusive and civically engaged journalism that does not cower in the face of alternative facts or misinformed perceptions. This is the Futuro.



BOARD OF DIRECTORS

Deepa Donde (*Chair*)
Writer, Independent Producer

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A handwritten signature in black ink, appearing to read 'Deepa Donde'.

Deepa Donde



Only 38% of Latinos and African Americans say the news media regularly covers their communities.¹



Hispanics make up only 4% of the total newsroom workforce.²



Futuro's editorial team is 71% women.



Futuro's editorial team is 79% people of color.



Futuro's editorial team is 79% bilingual.



Futuro's editorial team is 64% immigrants or first generation Americans.

¹ Source: American Press Institute and Associated Press-Norc Center for Public Affairs Research, 2014.

² Source: American Society of News Editors, 2015.

THE NUMBERS



Futuro reached 4.7 million across our 4 media properties in 2016.



Futuro had a 226% increase in individual donors in 2016.



In 2016, our Facebook had 37 million impressions.



Futuro's social media audience is 64% female.



Our twitter had 11 million impressions in 2016.



Futuro's website page views increased 79% in 2016.



We breathe stories, we need to tell stories to connect, and we believe the best way to communicate and inform people is by telling them a story they will remember.

On the air for nearly 25 years, Peabody Award winning Latino USA on NPR is the only national, English-language radio program produced from a Latino perspective. Anchored 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 to the cultural, political and social ideas that impact the country's demographic.

“the only national, English-language radio program
produced from a Latino perspective”

Each week, we present a unique mix of coverage on culture and politics, diverse on-air voices, and in-depth reporting on current and emerging issues impacting Latinos and the nation. In our narrative journalism, we use characters, plot, and an attention to detailed storytelling combined with the highest standards of ethics and journalism to connect people to the stories that matter to them.



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

Latino USA has received a myriad of awards for its exceptional programming. In 2016, Latino USA earned the Robert F. Kennedy Journalism Award for Human Rights for “Strange Death of José de Jesús.” In 2016, we received the Certificate of Merit in the Gabriel Awards Competition for “Death and an Election in Pasco.” In 2015, Latino USA won a Peabody Award for “Gangs, Murder, and Migration in Honduras,” a 2014 documentary which detailed the motivation behind the migration of thousands seeking to escape the violence of Honduras for a life in the United States. Other awards have included the National Association of Hispanic Journalists for Radio Coverage on Latino Issues, the National Council on Crime & Delinquency Media for a Just Society Award in Radio, and the New York Festival for World’s Best Radio for Documentary International Affairs.

Our original reporting is in English and includes both explanatory and deep investigative journalism and can be found at: <http://latinousa.org>.



Our First Two-Part Investigative Series, “The Strange Death of José de Jesús”

In this special two-part radio series published in July 2016, Latino USA investigated the unusual death of a man in a U.S. immigration detention center; what his death tells us about conditions inside the immigration detention system and how this affects his family and our country. This was reported with assistance from The Marshall Project, and we produced an hourlong Spanish version with and for Radio Ambulante.

 **LISTEN** <http://latinousa.org/josedejesus/>

 Robert F. Kennedy Award Winner

Impact:

One month after the airing of our two-part investigative series, the Federal Bureau of Prisons announced its plans to end its use of private prisons, and afterwards the Homeland Security Secretary announced a review to determine whether Immigration and Customs Enforcement (ICE) should do the same. While we do not claim our reporting caused these decisions, we believe that collective and increased coverage were tools in bringing to light the complexities of the private immigration detention system and other systemic issues not often covered in-depth with the necessary context needed to inform the public.

The episode was also featured on KERA’s Think Show and Spanish news station Telemundo Arizona in a four-part video series titled, “Celda 603: la agonía de un inmigrante” (“Cell 603: The Agony of an Immigrant”) and All Things Considered. To date, the series garnered 58,000+ downloads, and the special article and webpage for this series has received 10,000+ views.



“You Are Cordially Invited to Hailey’s Quinceañera”

We follow the journey of one quinceañera Hailey Alexis from Whittier, California—as she plans for the big day. From going to the Los Angeles Fashion District with her mom in search of the perfect dress, to last-minute dance rehearsals, we follow Hailey every step of the way. We meet the self-proclaimed “quince lord,” whose videos garner scores of likes on Instagram. We also talk with family friends debating whether they will have a quinceañera for their daughter, and attend one of the biggest Quince Expos on the East Coast. We explore the quinceañera as a status symbol, a form of female empowerment, a statement about Latinx identity and also just a really fun party.

 **LISTEN** <http://latinousa.org/episode/cordially-invited-haileys-quinceanera/>

“One Nation Under Trump”

Following election week, we gave space to hear what Latinos on both sides of the political divide were feeling. We took a close look at how the Latino vote shook out on election night, and how Trump’s campaign promises on immigration might translate into policy. Plus, the history of “white rage,” the election of the first Latina senator in Nevada, and some emotional voicemails from our listeners.

 **LISTEN** <http://latinousa.org/episode/one-nation-trump/>

“The 25 Percent”

Today, Latino students make up 25 percent of public school students in the U.S. We visit an elementary school in the South where 98 percent of the students are Latino. Then, we follow the story of what happened at an Oakland high school when an influx of undocumented students stirred up a debate over how much a city is responsible for an international problem.

 **LISTEN** <http://latinousa.org/episode/the-25-percent/>

OUR LISTENERS

Hola, Latino USA! **Muchísimas gracias** for your impactful work...As a language teacher, one of my professional and personal goals is to advocate for educational equity and social justice...**Thanks to your work, I have become a more culturally empathic and responsive teacher.**
¡Gracias!

—ALLISON MUOTKA

#TheFuturoMatters because as my niece grows up in TX, I want her to know how much **power, influence & potential** she has as a Latina.

—JUAN LUIS GARRIDO

The best part of Sunday is listening to Latino USA. This is **the only media source where I can directly relate**. Film, TV, and almost all of radio does not know I exist in the US, or is unwilling to accept—you folks on the other hand, **love** me!

—MIGUEL BARRAGAN

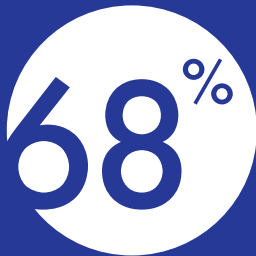
THE NUMBERS



Latino USA terrestrial radio listeners increased by 45% in 2016.



Latino USA podcast had 1.7 million downloads in 2016.



LatinoUSA.org website sessions increased by 68% in 2016.



Website page views and unique visitors increased by 79% in 2016.



Latino USA is distributed to 190 broadcast stations around the U.S., including 9 of the top 10 markets.



Latino USA station carriage grew by 20% in 2016.



America By The Numbers is the first documentary series to report on dramatic demographic shifts taking place in our country, airing on PBS and the WORLD Channel since 2014. We explore underreported stories from across the nation, revealing the human face behind the biggest population change in U.S. history.

“revealing the human face behind the biggest population change in U.S. history”

By 2044, if not sooner, the U.S. will be a majority non-white nation. How are those changes playing out in local communities across the country, and how are Asian Americans, African Americans, Native Americans, Latinos, and immigrants increasingly influencing politics, commerce, culture and more?

Behind every number, there's a story...



In September 2016, America By The Numbers (ABTN) premiered an hourlong election special in prime-time on PBS. “The New Deciders” focused on power and politics, tracking new voters that are getting engaged in politics and exerting influence in towns and cities across this nation. It presented stories from four different communities.

Impact:

After the special aired, ABTN continued its partnership with the Southern Poverty Law Center and Teaching Tolerance for the creation of educational materials and classroom curriculums. “The New Deciders” lesson plan was distributed to over 400,000 middle school and high school teachers nationwide¹.

¹ <http://www.tolerance.org/lesson/new-deciders>



“Latino Evangelicals: The Unpredictable Evangelical Vote”

Latino Evangelicals, also known as “Evangélicos,” are up to 6 million in number and are growing into a powerful political force that is being courted by both parties. ABTN visited Florida, a state that is home to the third-largest Latino population in the U.S., to document the power and influence of mega-churches on this voting block, and to see how Latino Evangelicals are impacting the political landscape of this swing state and the nation.



WATCH

<http://americabythenubers.org/episode/tnd-latino-evangelicals>

“Arab Americans: Fight Islamophobia Through the Ballot”

Traveling to Cleveland, Ohio, ABTN explored how the growing Arab American population in the U.S. is countering the rise of anti-Muslim rhetoric heard on the campaign trail by becoming more involved in electoral politics. ABTN followed leaders in Cleveland’s Arab American community to report how, in response to vitriolic sloganeering, threats of bans and deportations, as well as fear and hate crimes, Muslim and Christian voters of Arab descent are finding their political voice.



WATCH

<http://americabythenubers.org/episode/tnd-arab-americans/>



“Asian Americans: Candidates Compete for the Asian Vote”

The Asian American and Pacific Islander community is increasing at four times the rate of the overall population, projected to grow from 18 million to more than 40 million by 2060. Asian Americans are becoming a dominant political and cultural force in more than half a dozen cities in the Los Angeles area where they constitute the majority. ABTN followed a local State Senate race between a Taiwanese American Republican and a Korean American Democrat who face-off in a district of Southern California where the Asian community has grown over 130% since the 1990s.

 **WATCH** <http://americabythenubers.org/episode/tnd-asian-americans/>

“Black Millennials: Do Not Count on Us Or Count Us Out”

Young people between the ages of 18 and 35 now surpass Baby Boomers as the largest generation in the nation for the first time. ABTN looked at the ways millennials are participating in politics by focusing on young, politically engaged African Americans in North Carolina. In 2012, African American millennials in this swing state had one of the highest voter turnouts of young voters in the nation. This segment profiles black millennials across the political spectrum who say they are continuing the Civil Rights movement in the South, but in very different ways.

 **WATCH** <http://americabythenubers.org/episode/tnd-black-millennials/>

OUR AUDIENCE

Informative, seeing **many perspectives...** from groups of people often not asked about politics or the election. This was excellent and true and **great journalism!** Thank you Maria Hinojosa and all those who participated and worked on this!!!

–SAMUEL JR OCASIO

It was excellent and gave **a lot of insight into our changing electorate.** Love that y'all not only included Latinos and African Americans, but also Arab Americans and Asian voters. Excellent and would recommend everyone check it out if they missed it!

–BRE SZUHAY

America By The Numbers is still **one of the best programs** on TV. The New Deciders presented voices rarely seen in context on news shows. **Thought-provoking!**

–RAQUEL CEPEDA

THE NUMBERS

1.15
million

1.15 million unduplicated viewers
of "The New Deciders."

94%

"The New Deciders" seen on PBS on
94% of US television households.

3x

Attracts up to 3x more
African American viewers than
PBS average.

younger
and more
diverse

Draws a younger & more diverse
audience than other PBS primetime
and PBS news/public affairs series.

2x

Attracts up to 2x more Latino viewers
than PBS average.

10
years

Media age is 10 years younger
than PBS average and skews
female (57% women 18+).



IN THE THICK

In 2016 we launched In The Thick, a political podcast from a person of color (POC) perspective, co-hosted by Maria Hinojosa and Julio Ricardo Varela. Each week, they sit down with prominent journalists, advisors, politicians, and activists of color to discuss what's missing from the mainstream news.

Our roundtable conversations about race, identity and politics are genuine and relatable. In The Thick is regularly out-rating podcasts from Anderson Cooper, Bill O'Reilly, Morning Joe and Rush Limbaugh.

"the #2 and #9 most influential national Latino political commentators"

Hosts Maria Hinojosa and Julio Ricardo Varela were selected as the #2 and #9 most influential national Latino political commentators for the presidential election by the 2016 National Institute for Latino Policy in a survey of Latino opinion leaders.



In The Thick's diverse roster of guests in 2016 included:

Jelani Cobb, Staff Writer for the New Yorker

Linda Sarsour, Executive Director of the Arab American Association of New York

Bettina Inclán, former Director of Hispanic Outreach, Republican National Committee

Wesley Lowery, Washington Post reporter

Rita Moreno, perhaps the most accomplished Latina actress in history

Hari Kondabolu, comedian and co-host of the podcast Politically Re-Active

Amanda Terkel, senior political reporter for Huffington Post

Yamiche Alcindor, New York Times reporter

DeRay Mckesson, prominent member of Black Lives Matter

Bill Richardson, former Governor of New Mexico Governor and U.S. Energy Secretary

Dolores Huerta, co-founder of the National Farm Workers Association

Jose Antonio Vargas, journalist and founder of Define American

on  **iTunes**



"So, You Call Yourself an American?"

This election renews the question of what it means to be an American. How should we define American values in light of the Orlando murders, the debate over gun rights, and politicians stoking our worst fears? Maria Hinojosa leads a discussion with Wajahat Ali, attorney, playwright and commentator, Veronica Bayetti Flores, freelance writer, and co-host of Radio Menea, and Julio Ricardo Varela, Political Editor for the Futuro Media Group.

 **LISTEN** <http://inthethick.org/episodes>

"The Debate We Deserve?"

What led to the circus that was the Oct. 9th Presidential debate, and how does that reflect on us as a country? Also, what did we miss by having white moderators who may not have the life experience to reflect on issues that are important to communities of color? Host Maria Hinojosa leads a discussion with Jamilah Lemieux, Vice President of News and Men's Programming for Interactive One, Wajahat Ali, attorney, playwright, and commentator, and Julio Ricardo Varela.

 **LISTEN** <http://inthethick.org/episodes>



“Undercover with White Supremacists”

With all the media attention about white supremacy and the alt-right, one former FBI undercover agent who infiltrated the white supremacist movement wants to tell this country that we have it all wrong. In this extended In The Thick, co-hosts Maria Hinojosa and Julio Ricardo Varela talk with Mike German about his experiences undercover, and how the media is missing the real story.

 **LISTEN** <http://inthethick.org/episodes>

“A Bouquet of Bigotry”

After an appearance on MSNBC, Maria Hinojosa went viral—for explaining why language is important when talking about undocumented immigrants. In this episode, Maria speaks with Julio Ricardo Varela about her appearance, and Julio leads a discussion on the same topic with Jelani Cobb, Staff Writer for the New Yorker, and Julianne Hing, reporter for The United States of Anxiety. They discuss the dangers of calling someone “illegal” and how violence is often treated differently when it’s committed by white people than when it comes from people of color.

 **LISTEN** <http://inthethick.org/episodes>

“Of Taco Trucks and American Flags”

Donald Trump visited Mexico and an African American church in Detroit, but was he really addressing people of color, or were these speeches simply dog whistles designed to show white voters that he connects with communities of color? Also, quarterback Colin Kaepernick continues to silently protest the National Anthem. We ask: “What does the American flag really mean?” Maria Hinojosa leads a discussion with Jamil Smith, Senior National Correspondent at MTV News, Jamilah King, Senior Staff Writer at Mic, and Julio Ricardo Varela, Political Editor at the Futuro Media Group.

 **LISTEN** <http://inthethick.org/episodes>

Diversity and Politics! Where Have You Been?

Leave it to Maria Hinojosa to pull together a podcast that brings these issues together organically. She and her team are smart, insightful and I learned something in each of these episodes. I subscribed. Hope you do too.

–IN THE THICK SUBSCRIBER

Diversity welcome! It's refreshing to listen a diverse group of journalists discuss issues that affect all of us, especially debunking myths...permeated by other media platforms.

–IN THE THICK SUBSCRIBER

Some flavor up in politics: Great journalist discussing the 2016 election with depth, insight and nuance. A diverse group I can relate to, and if you're a fan of Latino USA, you will too.

–IN THE THICK SUBSCRIBER

THE NUMBERS



21,000% growth since In The Thick's start in Feb 2016.



Over 169,000 total listens in 2016.

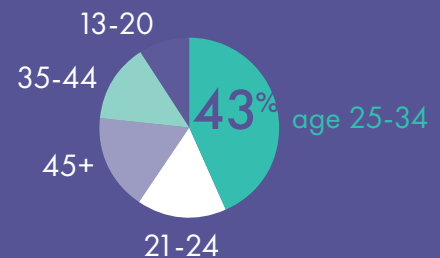
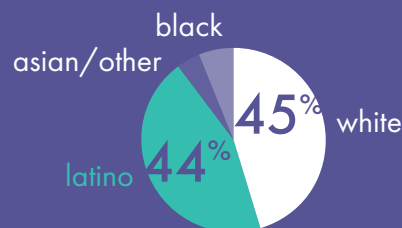


Ranked as high as #143 for all iTunes podcasts.



Ranked in the top 50 news & politics podcasts on iTunes.

IN THE THICK AUDIENCE IS...





In 2016, FMG launched Humanizing America, a series of digital video shorts that deconstruct stereotypes by presenting the human stories behind the American electorate. Humanizing America uses the power of a personal story as a vehicle into a conversation about issues that are often overlooked or simplified. Distributed by NBCNews.com, in partnership with NBC Latino, NBC BLK and NBC Asian American, the videos were also featured at the Aspen Ideas Festival and on MSNBC's The Shift, Latino Rebels, FWD.us and Medium.com.

“the power of a personal story as a vehicle”

Humanizing America had 860,000 views across 9 episodes, and the “Standing Rock” episode received 2.6 million likes and 7K shares on Facebook.





“Standing Rock”

Maria Hinojosa visited Standing Rock to interview Tara Houska, an Ojibwe from Couchiching First Nation, tribal rights attorney in Washington D.C., the National Campaigns Director for Honor the Earth, and an advisor on Native American affairs to the Bernie Sanders campaign. This episode focused on how she is engaging in the Dakota Access Pipeline protest for the protection of natural resources and how she is turning protest into power.

 **WATCH** <http://humanizingamerica.org>

“Undocumented and Asian”

Of the more than 11 million undocumented immigrants in the United States, approximately 12 percent are Asian, according to the Department of Homeland Security. Maria Hinojosa meets an undocumented mother and son of Korean descent in Flushing, Queens, home to an estimated 40,000 undocumented immigrants.

 **WATCH** <http://humanizingamerica.org>



“Young, Black, and Republican”

African American voters overwhelming vote Democrat—85 percent on average in presidential elections going back to 1972. But, roughly 1/3 of black Americans self-identify as conservative. Maria Hinojosa meets 25-year old Brandon Washington, who is the first black president of the Brooklyn Young Republicans Club.

 **WATCH** <http://humanizingamerica.org>

“Young and Muslim”

Maria Hinojosa meets Reema Ahmad, a young Palestinian American millennial and community organizer. By leading a voter registration effort at one of Chicago's oldest mosques, she is trying to encourage her community to help change the discourse around Islamophobic rhetoric and be engaged in the political process.

 **WATCH** <http://humanizingamerica.org>

OUR AUDIENCE

A story you **rarely see**—a profile of an Asian family with unauthorized immigration status.

—DANIEL CONNOLLY

Through the lens of one person's story, Maria Hinojosa successfully humanizes relevant issues such as voter engagement, political participation and the state of immigration in the U.S. Her pieces distill these themes with **touching humanity**, and we are happy to share them with our NBC Latino family.

—SANDRA LILLEY, MANAGING EDITOR AT NBC LATINO

Just viewed this! Great job @Maria_Hinojosa!
Every story you tell **makes me a wiser man**.

—DERRICK SLONE



LOOKING AHEAD



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



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



Protecting our Democracy with
more Investigative and Public
Affairs Reporting



Training the Next Generation of
Diverse Young Journalists



Telling your Stories that Matter



Partnering with More Newsrooms
Nationwide



Creating Safe Spaces for
Community Dialogue

OUR FUNDERS

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



Corporate Sponsor: Silver Level



Also a big thank you to all of our individual donors!

FINANCES

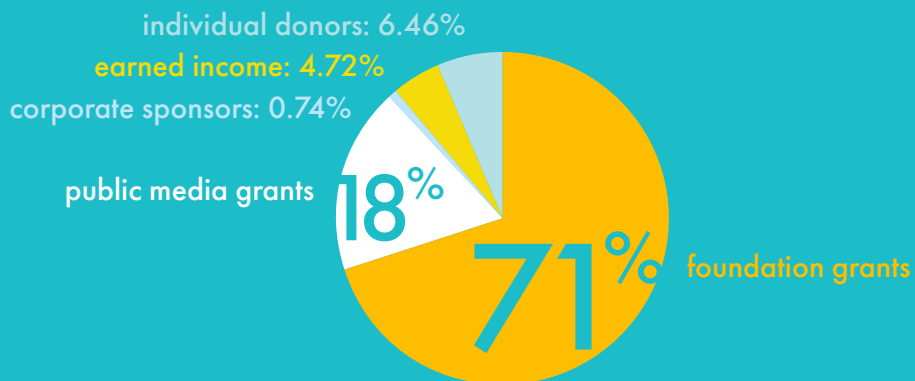
INCOME 2016

Net assets:

\$250,979

Total income:

\$2,719,160



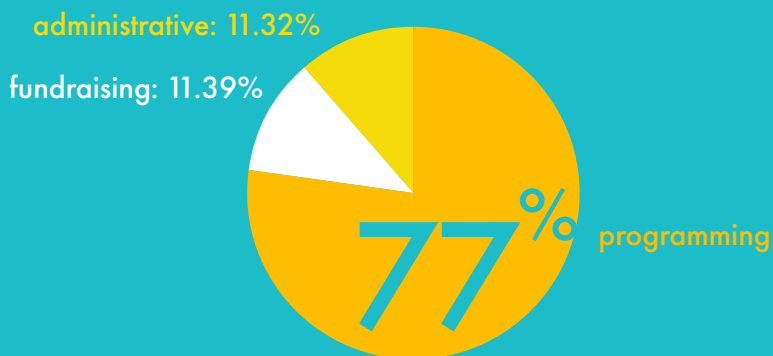
TOTAL INCOME AND NET ASSETS

\$2,970,139

EXPENSES 2016

TOTAL EXPENSES

\$2,856,487



"I am donating monthly to the Futuro Media Group. **#TheFuturoMatters** because diverse Latinx stories are essential to our growth."

—MARIA BELFORD



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: info@futuromediagroup.org



OR CONTRIBUTE ONLINE AT

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



LISTEN

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



WATCH

Find America By The Numbers at AmericaByTheNumbers.org and Humanizing America at HumanizingAmerica.org



JOIN THE CONVERSATION

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JOURNALIST WITH A STORY?

Pitch Stories at <http://latinousa.org/submit/>

