

# 2020 Annual Report

just human  
Productions

*“I depend on you, and owe you my gratitude for delivering the facts and explanations we all need to understand and navigate these times.”*

**-- EPIDEMIC podcast listener**

# We Are Just Human

Just Human Productions integrates research, narrative, and next-generation media to translate complex science and policy concepts into information, insights, and actionable solutions rooted in social justice.

We began in 2017 with a single storytelling project to elevate public health coverage beyond traditional media. Today, we are a non-profit thought leader informing the public, healthcare professionals, policymakers, and the press on their unique roles in bridging the health gap, inspiring each to create change.



## ***Letter from Dr. Celine Gounder***

*Founder and CEO of JUST HUMAN PRODUCTIONS,  
Host of EPIDEMIC and AMERICAN DIAGNOSIS*

In 2020, the world profoundly changed. In the face of impossible odds, so many of you took a stand to protect the health of your neighbors, your loved ones, and yourselves.

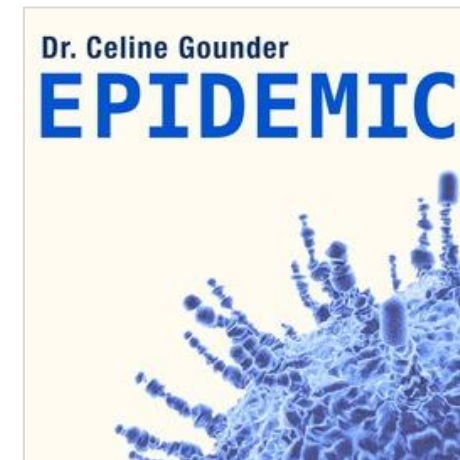
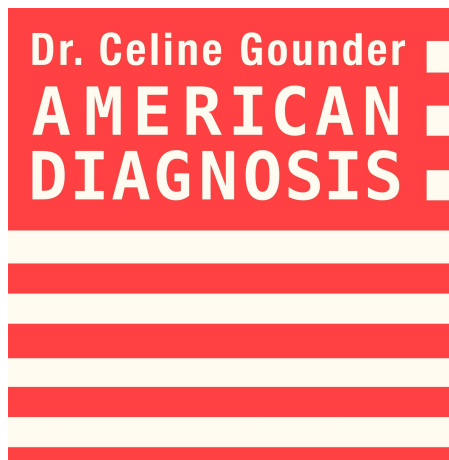
This past year, those are the stories that we chose to highlight. And as we enter the new year, I hope these stories will continue to inspire us all, as we pursue systems of care that are more just and more human.

A handwritten signature in black ink, appearing to read "Celine Gounder".

# A Year of Notable Growth

## Highlights from 2020 include

- Premiere of EPIDEMIC podcast with editorial features from Apple, Spotify and several other podcast platforms
- Continuation of AMERICAN DIAGNOSIS Season 3 on Gun Violence in America, plus four special bonus episodes on urgent topics
- National press through CNN, MSNBC, NEW YORK MAGAZINE, and more, together with podcast cross-promotion on other top series
- Launch of a new website, blog, and brand identity
- First Giving Tuesday campaign
- Expansion of the board, full-time staff, and intern/volunteer team
- New administrative and human resources infrastructure



# 2020 in Numbers

*During a year of worldwide change, Just Human addressed unforeseeable challenges with breakout growth in content creation, listenership, and overall engagement. In late February 2020, we launched EPIDEMIC, a new on-demand audio series investigating the science, public policy, and social impacts of the coronavirus.*

2,000,000<sup>+</sup>

Listener Downloads

The EPIDEMIC series launch in February 2020, together with Season 3 and bonus episodes of AMERICAN DIAGNOSIS, generated a total of over 2 million listener downloads. This represents an over 800% increase in listenership.

66

New Episodes

Our 2020 programming focused on EPIDEMIC Season 1, with 58 episodes of that series. For AMERICAN DIAGNOSIS, we completed Season 3 and created four bonus episodes. In total, we produced over 35 hours of original programming.

#1

Rank on Apple Podcasts in Medicine

EPIDEMIC premiered on the US Apple Podcast charts at #12 across all categories, #1 in Health and Fitness, and #1 in Medicine. The series continued to chart at #1 in Medicine for several weeks following launch.\*

7,000<sup>+</sup>

Social Media/Email Followers

Engagement grew significantly across Twitter and Instagram; through those combined platforms, we surpassed 5,000 followers. Through the revitalization of our e-newsletter, we reached 2,000 weekly email subscribers.

Data Sources: Simplecast, Backtracks, Apple Podcasts.

\*EPIDEMIC also charted in the Top 10 on Apple Podcasts in Medicine in over 15 countries.



# Our Flagship Series: American Diagnosis & Epidemic



## American Diagnosis

**In America, who gets to be healthy, and who doesn't?** And what can we do about it? Education, gender, age, race—they all have something to do with it. There's a divide between people who will live long and healthy lives and those who won't. Join Dr. Celine Gounder for fresh angles, deep research, a wide range of voices, and compassionate reporting. This series was originally titled "In Sickness and In Health."

*Hosted by Dr. Celine Gounder; produced by Zach Dyer and Temi Fagbenle*



## EPIDEMIC

**The power of epidemics to reshape our lives and our world** has never been more evident. In the premiere season of this weekly series, we cover the science, public health, and social impact of the coronavirus pandemic. We help you understand the latest science and the bigger context, bringing in diverse perspectives—from history to politics to virology. Hear from some of the world's leading experts and those directly affected.

*Hosted by Dr. Celine Gounder; produced by Zach Dyer and Temi Fagbenle*

# Who We're Talking To/What We're Talking About

**AMERICAN DIAGNOSIS** explored gun violence, racism in science, risks to the Affordable Care Act, impact of climate change on health.



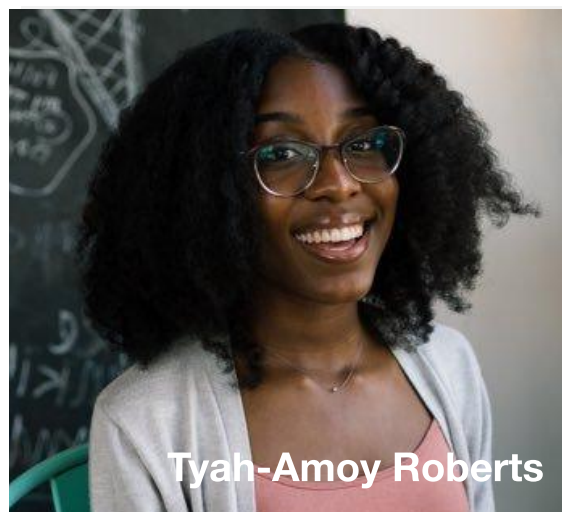
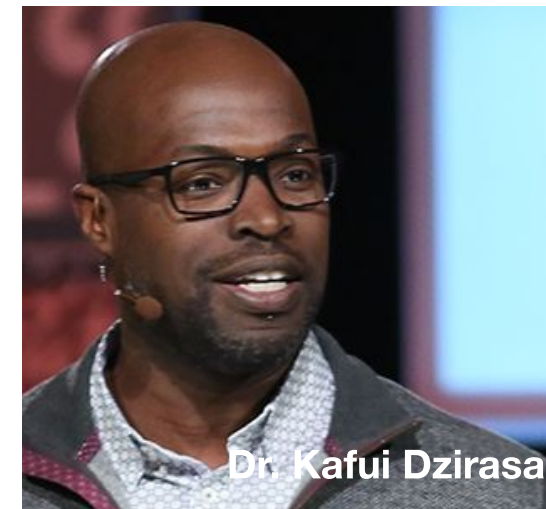
## *Featuring*

**Jon Gunnell**, a nurse who drove from Arkansas to NYC to treat COVID patients

**Nicola Corl**, a hair stylist struggling to maintain a COVID-era business in Portland

**Susie Rivera**, a Texas caregiver whose undocumented co-workers cannot seek medical attention during a pandemic

**Rosie Santiago**, a sister to a COVID patient incarcerated at Rikers



## **AMERICAN DIAGNOSIS**

- Affordable Care Act
- Institutional Racism in Science & Health
- Black Maternal Mortality
- #Vets4GunReform
- Teenage Activism on Gun Violence



# Who We're Talking To/What We're Talking About

**EPIDEMIC** tapped into experts and addressed topics that went beyond mainstream media to get to the heart of underlying issues.



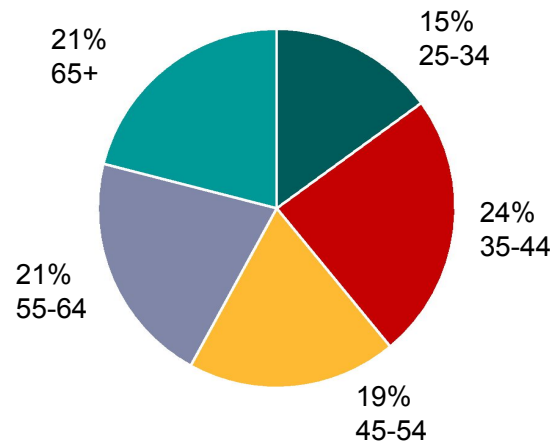
## EPIDEMIC

- Structural Racism
- Reproductive Rights
- Occupational Health
- Disability Justice
- Housing Insecurity
- Incarceration Reform
- Mental Health
- Voting Rights



# Who's Listening and How They're Listening

Age Demographics



*"[EPIDEMIC] has been an education in what it means to live with and work through uncertainty."*

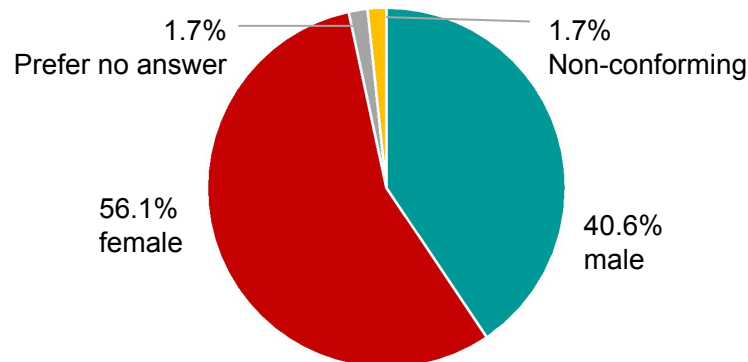
Top Listening Platforms



## About Our Listeners

As listenership grew and evolved throughout 2020, we wanted to learn more about our audience, who they are, and what topics they respond to most. We fielded an online listener survey from September through November 2020. Through 180 responses, we discovered our audience demographics, interests, and level of engagement. Additionally, our hosting platform, Simplecast, provided us with detailed statistics on daily downloads and listening sources.

Gender Demographics



Among 180 listener survey respondents, **65%** had listened to **more than 15 episodes**

*"It is, without a doubt, my favorite podcast."*

# 2020 Financial Summary\*

Revenue	FY19	FY20
Individual Donations	\$265,848	\$714,158
Foundation Grants	\$0	\$25,000
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<b>Total Gross Revenue</b>	<b>\$265,848</b>	<b>\$739,158</b>
<b>Total Functional Expenses</b>	<b>(\$264,848)</b>	<b>(\$345,951)</b>
<hr/>		
<b>Total Net Revenue</b>	<b>\$1,000</b>	<b>\$393,207</b>

In 2020, revenue rose and diversified across all categories. An angel donation of \$700,000 provided funds to lay the groundwork for expanded infrastructure and future growth. In addition, we received our first foundation grant of \$25,000 and launched our first Giving Tuesday campaign, raising over \$3,000 from new donors.

To scale future growth, we expanded our team, which led to our most significant expense increase of 2020.

# Vision for 2021 - Part 1

2020 marked a year of adaptation and growth, as we expanded our platform to address the country's most pressing questions. Now that 2021 will bring critical attention to health inequality, Just Human is uniquely positioned to continue providing solutions. **With your support, we hope to:**



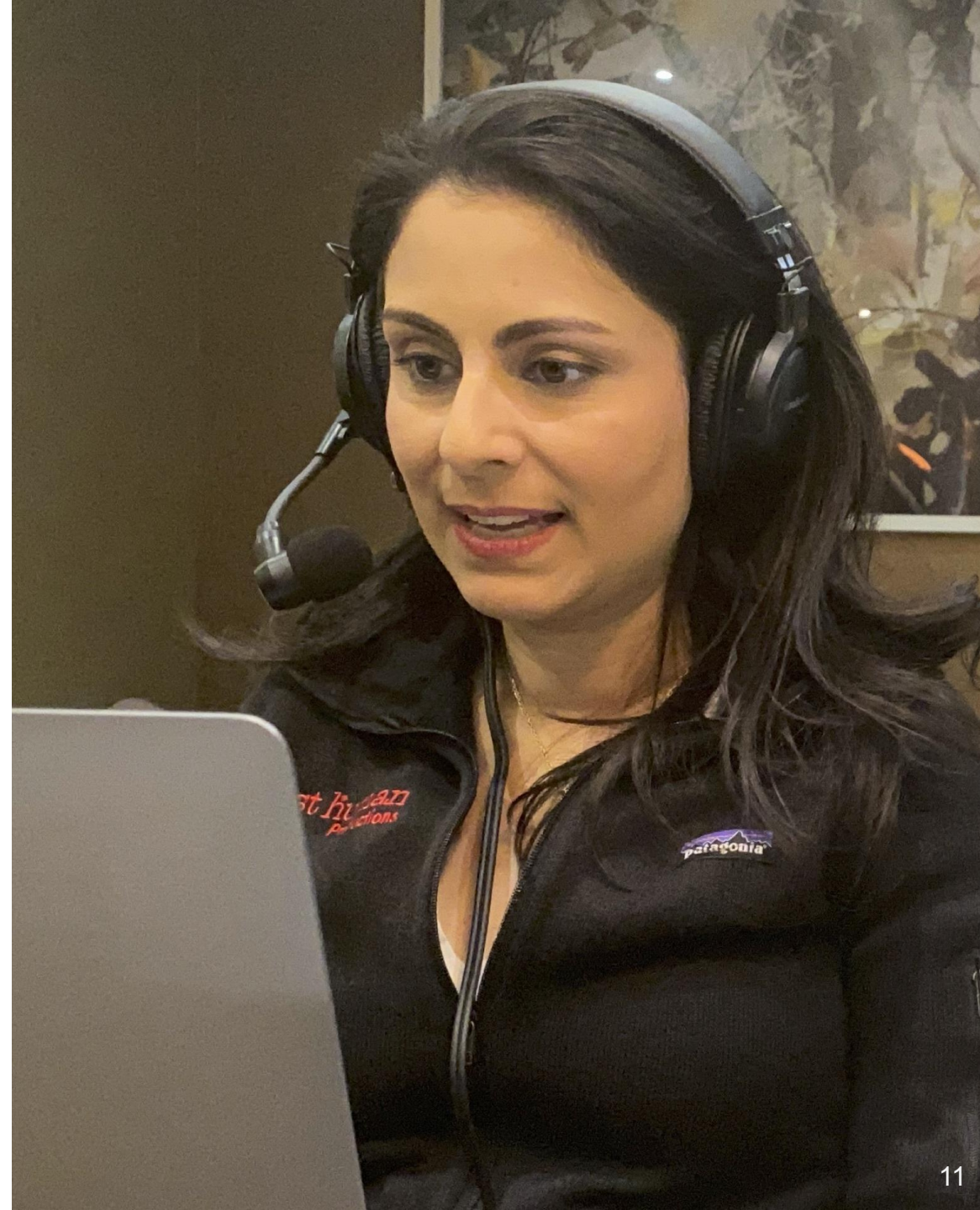
Produce our **first feature-length film** (a first-hand documentary on the 2014-15 Ebola crisis) and **our first docuseries** (on the eradication of smallpox)



Premiere a **video interview series**, putting Celine Gounder in conversation with renowned thought leaders in public health, social justice, and beyond



Grow our social justice mission with **new podcasts** on racial justice, housing reform, labor rights, environmental issues, and science literacy





# Vision for 2021 - Part 2

In 2021, we also seek to foster deeper and more direct engagement with our constituents, innovating new ways to achieve our goals in health and social justice. **With your support, we hope to:**



Launch a **nationwide virtual Q&A tour**, directly addressing audiences to discuss health issues impacting their specific communities



Develop and integrate our growing catalogue of content into **high school and college curriculum**



Partner with Second Chance Studios, offering **career opportunities for formerly incarcerated individuals**



# How You Can Create a Healthier Tomorrow, Right Now

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## LISTEN

Subscribe to our on-demand audio series, EPIDEMIC and AMERICAN DIAGNOSIS, via **Apple Podcasts, Stitcher, Spotify, Google**, or through **[justhumanproductions.org](https://justhumanproductions.org)**

## FOLLOW

Join the conversation on social media by following us on:  
Instagram  
***@JustHumanProductions***  
Twitter  
***@AmericanDxFM***  
***@EPIDEMICPodcast***

## DONATE

Help us inform and inspire people worldwide with a gift:  
**[justhumanproductions.org/donate](https://justhumanproductions.org/donate)**

# The Team

## Staff



**Celine Gounder**  
MD, ScM, FIDSA  
*CEO, Founder, Host of  
Epidemic & American  
Diagnosis*



**Nicholai Joaquin**  
COO



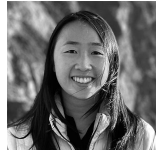
**Zach Dyer**  
*Senior Podcast Producer  
and Engineer*



**Temi Fagbenle**  
*Production and Research  
Associate*



**Tabata Gordillo**  
*Intern*



**Annabel Chen**  
*Intern*



**Bryan Chen**  
*Intern*



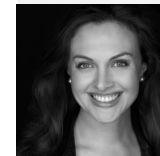
**Nadja Oertelt**  
*Treasurer*



**Victoria Sharp, MD**  
*Secretary*



**Nassim Assefi, MD**  
*Board Member*



**Jessica Federer, MPH**  
*Board Member*



**Howard Gertler**  
*Board Member*



**Benji Jasik**  
*Board Member*



**Otis Jennings, PhD**  
*Board Member*



**Udaya Patnaik**  
*Board Member*



**Stella Safo, MD, MPH**  
*Board Member*

## Board of Directors



**Celine Gounder**  
MD, ScM, FIDSA  
*President*



**Nicholai Joaquin**  
*Vice President*



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**hello@justhumanproductions.org**

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