



## THE METEOR AT A GLANCE

**The Meteor is a media company committed to using the power of journalism, art, and live experiences to tell stories that matter now to women, girls, and nonbinary people.**

We work across a range of platforms—live events, theater, audio, video, newsletters, and social media—to engage audiences, connect communities, and transform culture. We also have a nonprofit affiliate, **The Meteor Fund**, which supports workshops, educational materials, and more.

In **2022**—a year that brought new challenges for women and nonbinary people—The Meteor stepped up to tell new stories and convene audiences hungry for information. **We grew by 75%, won awards, and most of all, mobilized our community** to learn about the issues we're all living through in this moment. Our impact is clear and growing—and we're just getting started.



## 2022 HIGHLIGHTS

Even before abortion fell, we filled in crucial blanks in the debate with **video series** like “**My Abortion Story is Not What You Think**,” which has been viewed more than **2 million times** to date.



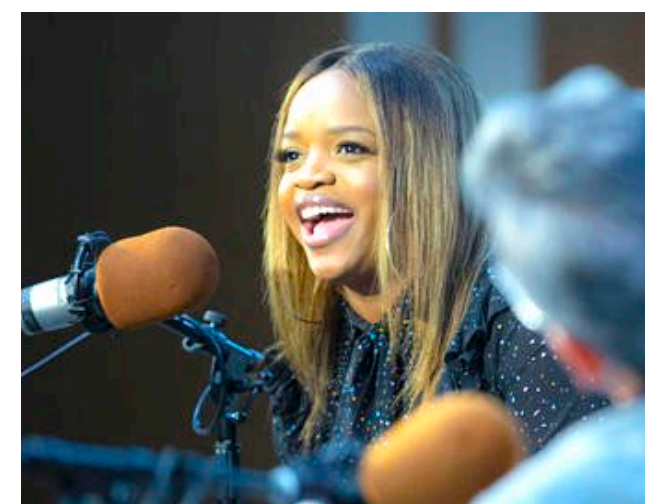
We launched a sold-out **live event series**, Say the Word, at Joe's Pub in New York City, where award-winning artists, journalists, and doctors shed new light on **reproductive rights**.



We held **major gatherings** at sites like the Brooklyn Museum, bringing feminists of all ages together to talk everything from voting rights to climate justice in uniquely powerful pairings.



We produced our 89th episode—and first live-audience recording!—of **UNDISTRACTED**, the lively weekly **news podcast** hosted by Brittany Packnett Cunningham.







## OUR STORIES

We work across a range of platforms, from audio series to live events, in collaboration with our founding **collective** of writers, artists and filmmakers. A few highlights from our year:

### OUR GROWING FAMILY OF PODCASTS:

- The Meteor's flagship weekly news podcast, **UNDISTRACTED**, hosted by Brittany Packnett Cunningham, hit 89 episodes, welcomed guests ranging from Ai-Jen Poo to Elaine Welteroth to Gloria Steinem—and had its first taping before a live audience (in D.C. with Tiffany Cross). **UNDISTRACTED** will enter its third season in 2023, with more live events attached.
- In 2022, our podcast **Because of Anita**, about the 30th anniversary of Anita Hill's historic testimony, won a Webby *and* a Gracie, and is now in development as a docuseries.
- And we can't wait to share our 2023 slate of podcasts—with shows about everything from pop culture to climate to Gen Z community to reproductive rights.



**10M** SOCIAL IMPRESSIONS ON "UNITED STATES OF ABORTION"

### OUR SOCIAL SERIES AND NEWSLETTERS:

- **The Meteor newsletter** launched in 2022, bringing our community twice-weekly analysis of what's happening in the world from a feminist POV—with our collective's cultural obsessions thrown in. Most-read issues this year: Renee Bracey Sherman on what to do the day Roe falls; Shannon Melero's explainers on Puerto Rico's challenges and why they matter; student journalist Talia Kantor's research on which colleges are willing to pay for students' abortion.
- On social, we grew rapidly—in part thanks to the success of our original videos. Last January, in recognition of the 49th and last anniversary of *Roe v. Wade*, The Meteor launched an **Instagram series** highlighting unexpected perspectives on abortion: **My Abortion Story Is Not What You Think**. The episodes have already reached **2+ million views**.
- Then, in October, we launched **United States of Abortion**, which follows three OB-GYNs as they expose the real stories of post-*Roe* America. Our first episode, breaking the story of a Texas woman who nearly died while miscarrying, generated **10M social media impressions** and made headlines everywhere from **People** to small Midwestern outlets, for total reach of **676M**. The subject, Amanda Zurawski, appeared live at our Meet the Moment event with actress America Ferrera to discuss what's next in this fight.





## LIVE EXPERIENCES

The Meteor's live gatherings—which include everything from intimate salons, virtual briefings and variety shows to large, attention-getting quarterly summits—bring our community together to listen, learn, share and take action.



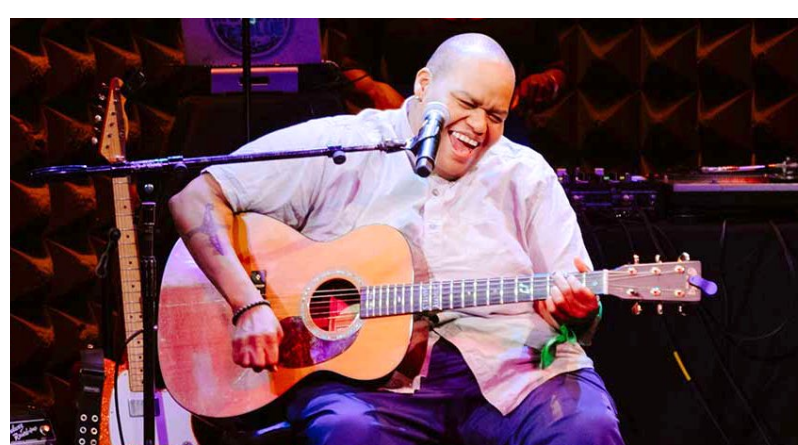
**1.5B+** PRESS  
IMPRESSIONS  
FOR MEET  
THE MOMENT

### OUR LIVE EVENTS “RATTLE THE CAGES”:

- Held days after the midterm elections in November, The Meteor's inaugural **Meet the Moment** at the Brooklyn Museum brought together intergenerational leaders on a range of issues—from voting rights to mental health to the revolution in Iran. With appearances from guests like Gen Z congressman-elect Maxwell Frost, the summit made press everywhere from Variety to the AP (1.5B impressions total!) and reached millions more on social.
- Now an annual event, the **22 For '22** summit showcased 22 global feminists from around the world—including everyone from Afghan journalists to actor Amandla Stenberg and Amazon organizer Christian Smalls. Held in partnership with Gucci, 22 For '22 “rattled the cages of what feminist summits look like,” wrote *WWD*.
- And we launched **Say the Word**—a series of evenings at Joe's Pub in New York City featuring award-winning artists, journalists, and everyone who cares about abortion rights. The lineup for these sold-out evenings has included Whoopi Goldberg, Padma Lakshmi, Raquel Willis, Toshi Reagon, and more, with tens of thousands raised for New York Abortion Access Fund.

### AND WORKSHOPS DIVE DEEP ON ISSUES:

- The Meteor Fund's **signature monthly virtual briefings** engage participants in deeper exploration of issues. Recent topics include maternal mortality in indigenous communities, the caregiving economy, and the ongoing fight to expand voting rights in the United States.
- In September 2022, we hosted our first **live briefing** in Washington D.C., focusing on online harassment, with Vital Voices, the IWFMF, and the White House Gender Policy Council.

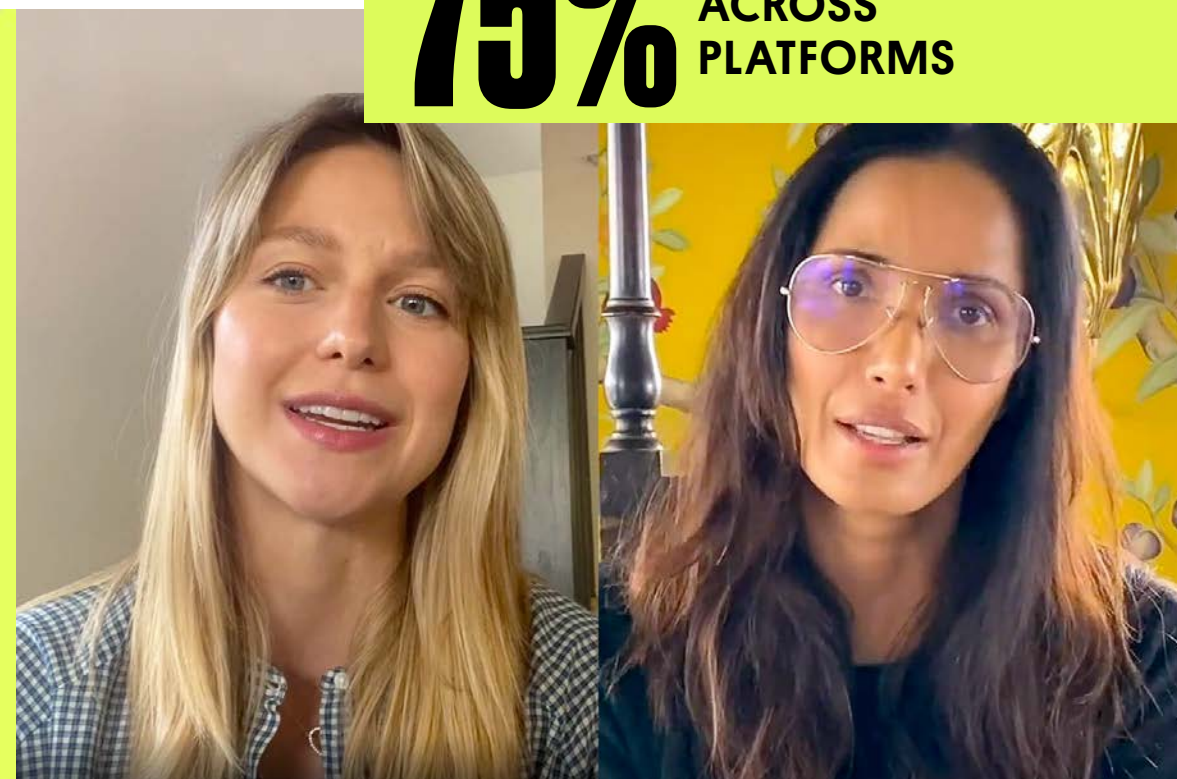




## OUR GROWTH

Since the summer of 2022, The Meteor's audience has **grown 75% across platforms**—with an influential community of followers and partners sharing our work. We're proud of our team and the creativity they're bringing to what we do every day; to build on this momentum, we are planning a series of ambitious, creative projects for 2023.

**75%** GROWTH  
ACROSS  
PLATFORMS



## WHAT'S NEXT

- **New podcasts** in development will focus on topics like sustainability, pop culture, and Gen Z's take on the world, with partners like iHeart and Pineapple Street Studios.
- **New video series** taking on mental health, media representation, online harassment, and the new “upside down leadership” women and nonbinary people are championing globally.
- **New live events**, happening quarterly beginning in spring 2023. Our slate of events includes themed summits focusing on health; the modern workplace; UNDISTRACTED Live; and more, along with Meet the Moment '23, which returns in Q4.
- **New work through The Meteor Fund**, including **The Bylines Film Festival**, which will provide mentorship to emerging filmmakers and support short films that bring the experiences of women and nonbinary people everywhere from Nairobi to Tokyo to global audiences.







## OUR TEAM

Founded by a collective of filmmakers, writers, and artists doing great work across the media universe, The Meteor's staff is led by award-winning journalist and former Glamour editor in chief **Cindi Leive** and a growing team (see below). The Meteor Fund, a fiscally sponsored project of the New Venture Fund, also has an advisory board which includes **Jamia Wilson**, executive editor at Penguin Random House and **Tanya Khokhar**, former program officer at the Ford Foundation.



**Cindi Leive**  
Co-founder & CEO



**Susie Banikarim**  
Chief Operating Officer



**Samhita Mukhopadhyay**  
Editorial Director



**Tara Abrahams**  
Head of Impact



**Ayesha Johnson**  
Senior Director of Operations



**Katie Devine**  
Head of Partnerships

## OUR PARTNERS

We're new—and couldn't grow without the help of our partners! We work with brands who share our mission, from **Pfizer** on a women-in-science initiative to **Chambord** on supporting BIPOC entrepreneurs to **Gucci** on global equality, and dozens of others. And The Meteor Fund depends on supporters like the **Packard Foundation**, **Pop Culture Collaborative** and many more.

## GET IN TOUCH

- **To stay in touch** with The Meteor and subscribe to our newsletter, write to us at [hello@wearethemeteor.com](mailto:hello@wearethemeteor.com), or sign up on [our site](#).
- **If you're a brand** interested in teaming up with The Meteor, please contact Katie Devine, head of partnerships, at [katie@wearethemeteor.com](mailto:katie@wearethemeteor.com).
- And to find out more about how to **support our work at The Meteor Fund**, please contact Tara Abrahams, head of impact, at [tara@themeteorfund.org](mailto:tara@themeteorfund.org).

*"Enough with the distractions, the noise, the billions of tweets.  
We got work to do, and we're going to do it together."*

—BRITTANY PACKNETT CUNNINGHAM, UNDISTRACTED