



# ANNUAL REPORT

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## 2020



**JOURNALISM  
INSTITUTE**  
NATIONAL PRESS CLUB



# MESSAGE FROM THE PRESIDENT

**2020 was an unprecedented year** for the National Press Club Journalism Institute, as for so many others. But along with the challenges came opportunities. And with the help of our supporters like you, we seized on those opportunities.

When the world went virtual in March, we immediately pivoted to robust online programming. We quickly discovered that the virtual environment allowed us to reach even more people. We increased our programming and our reach and kept our eyes on press freedom, which is threatened around the world and at home more than ever.

We conducted 33 programs in 2020 to train journalists, to help them work through the pandemic and to discuss racial justice and diversity in newsrooms and in our coverage. That is three times as many programs as we held in 2019. And our reach expanded commensurately. We had nearly 5,000 registrations for our programs, serving people in all 50 states and 22 countries.

We launched a well-read daily newsletter that started as a guide for journalists covering coronavirus while also living through it and evolved into a broader focus. We also created a writing group to help participants hone their craft.

Our partnership with the National Press Club is strong, and in November, we jointly hosted the first (and hopefully only) virtual Fourth Estate gala honoring CBS's Susan Zirinsky and other talented journalists. We work closely with the Club to advocate for press freedom and shed light on injustices. With the Club, we released more than 30 statements in 2020, lending our voices to calls for action. We continue to advocate for Austin Tice's release from his captors in Syria and work to ensure Mexican journalist Emilio Gutierrez Soto can live safely in the U.S.

We appreciate your support during the challenging year and hope we can continue to count on it going into a 2021 filled with promise and an intense need to train and advocate for today's journalists and those who will follow in our footsteps.



**Angela Greiling Keane**

Journalism Institute President and POLITICO's Managing Editor for States and Canada

## On the cover:

The cover of this Annual Report thanks and honors the people who shared their expertise in 2020 with thousands of members of the Journalism Institute community. For a list of our program instructors, see page 6.

# ABOUT THE JOURNALISM INSTITUTE

JOURNALISM PRESS FREEDOM INCLUSION TRAINING DIVERSITY FREE SPEECH EQUITY

**The National Press Club Journalism Institute** promotes an engaged global citizenry through an independent and free press, and equips journalists with skills and standards to inform the public in ways that inspire civic engagement. As the non-profit affiliate of the National Press Club, the Institute is a beacon for journalism in the public interest.

The Institute accomplishes this mission by: offering programs to grow the number of people who produce and support journalism that drives civic engagement; protecting journalists from interference so they can fully and fairly represent the communities they serve; and increasing transparency to keep citizens well-informed and their governments and institutions accountable.

Additionally, the Institute's work includes:

## Scholarships and awards

The Institute recognizes outstanding journalistic work and press freedom efforts through its awards and scholarships programs. Student scholarships include the Feldman Fellowship for Graduate Studies in Journalism, the Richard G. Zimmerman Journalism Scholarship, and the Scholarship for Journalism Diversity Honoring Julie Schoo.

## Fallen Journalists Memorial Foundation

The Foundation works to enact legislation, raise funds and build a Fallen Journalists Memorial that will pay tribute to the reporters, photojournalists, producers, editors and others who have died while performing their jobs as journalists.

## Eric Friedheim National Journalism Library

The Institute provides reference materials, research facilities, and other resources to journalists, historians, academics, students, and the general public.

The Journalism Institute is a 501(c)(3) educational organization and the nonprofit affiliate of the National Press Club. Reach the Journalism Institute team at [institute@press.org](mailto:institute@press.org).

## 2020 Board of Directors

**President**, Angela Greiling Keane, POLITICO & 2013 National Press Club president

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Alison Fitzgerald Kodjak, Associated Press and 2019 National Press Club president

Richard Hutzell, Capital Gazette

Lisa Matthews, Associated Press and 2021 National Press Club president

Paul Minehart, Syngenta

Mizell Stewart III, USA TODAY Network / Gannett

Chuck Tobin, Ballard Spahr

Jill Zuckman, SKDKnickerbocker

## Journalism Institute staff

**Executive Director**, Julie Moos

**Senior Director**, Beth Francesco

**Learning Manager**, Holly Butcher Grant

# PROGRAMS

Journalists showed again and again in 2020 how quickly they can adapt and how smoothly and flexibly they keep learning in order to best serve their communities and advance during difficult times. As journalists' needs evolved in 2020, so did the Institute's efforts to support them in new ways. In March, the Institute moved all of its programming to a virtual learning format that focused on shorter, more frequent sessions on timely issues as they developed. Doing so exposed thousands of program participants from around the globe to the Institute's programming, which previously was limited to those in the Washington, D.C., area. In 2020, the Institute designed and executed 33 programs on skills areas including writing and editing, diversity and inclusion, covering the pandemic and elections, and more. The Institute waived all registration fees beginning in March, a savings of more than \$52,000 to participants.

# 5,252

Registered program participants in 2020, a 770% increase over 2019

# 33

Total educational programs, a 200% increase over 2019

# 3,206

Number of registered participants who say they joined their first Institute program in 2020, up from 56 in 2019 (a 5,625% increase)

# 95

% of survey respondents rate the program(s) they attended as meeting or exceeding their expectations

*Many webinars and virtual panels are either interesting but not applicable or have discussions at too high a level to be relevant. I left this discussion with practical tips for my work, which is so rare!*



## Being Heard: How to use your voice so people listen

Everyone has an opinion, but not everyone expresses their views with power and impact. In this program, L.A. Times editorial page editor **Sewell Chan**, Pulitzer Prize-winning New York Times reporter **Nikole Hannah-Jones**, New York Times Magazine editor-in-chief **Jake Silverstein**, and L.A. Times columnist **Erika Smith** gave tips on how to make yourself heard.

### PARTICIPANTS SAID

I have a better understanding of how major news outlets are dealing with the distinction between news and opinion.

I am reflecting more about the equal value of news and opinion in sustaining the journalism ecosystem.

## ADDITIONAL WRITING & EDITING PROGRAMS IN 2020

- The Art & Craft of the Interview: How to deeply listen
- Writing Through: Focusing in short bursts
- Covering Coronavirus: Expert tips for journalists and communicators
- Reporting on Yourself: How memoir can transform trauma into healing
- Working Through: Revising your emotional story
- Write What You Know: 'Fix what you can' & 'Love you hard'
- Writing Through: A personal pandemic
- Writing Through: Power of details in a pandemic
- Leading Through: Resilient newsrooms
- Writing Through: Resilience and community
- Writing Through: Grieving together, alone





## What Would Antiracist Journalism Look like?

As racism surged to the forefront of conversations against the backdrop of a pandemic that disproportionately impacts people of color, **Leah Donnell** of NPR's Code Switch, **Cassie Haynes** of Resolve Philly, and **Robert Samuels** of The Washington Post discussed "What Would Antiracist Journalism Look Like?" **Juliet Beverly** of BrainFacts.org moderated the panel.

### PARTICIPANTS SAID

I will be thinking of diversifying the 'audience on my shoulder' as I write, and I will also be thinking about 'neutrality' of language, especially as it relates to people versus a state that people are experiencing.

The speakers did a fabulous job of explaining concepts of anti-racist journalism, giving practical advice for how to do it, and using examples from their own work to show what it looks like in practice. I learned a ton and left inspired and empowered.

## ADDITIONAL EQUITY & INCLUSION PROGRAMS IN 2020

- Covering Justice: Reimagining the cops, crime, courts beats
- Fixers and Journalism: First-person insights into working together internationally
- How to recruit, develop and advance diverse investigative teams
- Newsroom leadership in the age of Black Lives Matter
- Covering Coronavirus: How to be antiracist
- Newsrooms after the summer of protest: Has anything really changed?
- Equity and Community in Local News: Lessons learned

# 66%

Of all Journalism Institute panelists and instructors in 2020 who are women

# 44%

Of Journalism Institute panelists and instructors in 2020 who are people of color

## Election 2020: What if? Workshop

The National Press Club Journalism Institute offered two interactive Election 2020 workshops to explore possible questions and scenarios journalists – and their audiences – could face during the 2020 election cycle. One, "Election 2020: What if? workshop" featured four election experts in contested election results, election interference, mail-in ballots and voter suppression. FEC Commissioner **Ellen Weintraub** delivered the opening remarks.

In partnership with the National Press Foundation and the RAND Corporation, the Institute offered journalists a new way to prepare for the unexpected, "**Gaming Election 2020: Chaos-proof your coverage.**" In a role play-style game, gamemaster **David A. Shlapak** presented players with scenarios based on current and likely events, and each team made coverage decisions to surface journalists' assumptions and test how reporters and editors balance competing goals, commit limited resources, and assess tradeoffs.

After the 2020 presidential election, the Institute held "**What's Next for White House coverage? Trump, Biden, and the future of US political reporting.**"

## Responding to needs

As the Institute community identified a need for skills training, staff coordinated workshop-style sessions to meet demand.

### TOPICS INCLUDED:

- How to create visuals when it's not usually your job
- How to create social media posts
- How to use the Leadership Connect database
- How to use the Bloomberg Terminal

Kimberly Adams, [Marketplace](#) | Michael Barbaro, [New York Times](#) | Amanda Barrett, [Associated Press](#) | Kelley Benham French, [Indiana University](#) | Amanda Bennett, formerly [VOA](#) | Juliet Beverly, [BrainFacts.org](#) | Marla Broadfoot, [News & Observer](#) | Agnes Callamard, [United Nations](#) | Rukmini Callimachi, [New York Times](#) | Sewell Chan, [Los Angeles Times](#) | Aly Colón, [Washington & Lee University](#) | Jessica Contrera, [Washington Post](#) | Tara Copp, [McClatchy](#) | Michael Days, [Philadelphia Inquirer](#) | Lane DeGregory, [Tampa Bay Times](#) | Leah Donnella, [NPR's Code Switch](#) | Elizabeth Flock, [independent journalist](#) | Jim Friedlich, [Lenfest Institute of Journalism](#) | Manny Garcia, [ProPublica-Texas Tribune Investigative Initiative](#) | Jill Geisler, [Loyola University Chicago](#) | Lori Gottlieb, [The Atlantic](#) | Angela Greiling Keane, [POLITICO](#) | Mindy Greiling, [author and former politician](#) | Terry Gross, [Fresh Air](#) | Suzan Haidamous, [Washington Post](#) | Nikole Hannah-Jones, [New York Times](#) | Katrice Hardy, [Indianapolis Star](#) | Cassie Haynes, [Resolve Philadelphia](#) | Tim Herrera, [New York Times](#) | Darryl Holliday, [City Bureau](#) | Tom Huang, [Dallas Morning News](#) | John Hughes, [Bloomberg Industry Group](#) | Seamus Hughes, [George Washington University](#) | Mary Irby-Jones, [Clarion-Ledger](#) | Libor Jany, [Minneapolis Star Tribune](#) | Larry Kaplow, [NPR](#) | Ibram X. Kendi, [Boston University](#) | Ashraf Khalil, [Associated Press](#) | Sarah Kliff, [New York Times](#) | Chris Knittel, [documentary filmmaker](#) | Anita Kumar, [POLITICO](#) | Jamiles Lartey, [Marshall Project](#) | Alex Mann, [Capital Gazette](#) | Alex Marquardt, [CNN](#) | Abby Maslin, [author](#) | Michael McCarter, [USA Today](#)

## Sharing experiences. Growing together.

**Thank you** to these incredible instructors who devoted their time and expertise to growing our field during one of the most challenging years for us all. You showed us how to work – and feel – better, a little more each day.



Sarah Matthews, [Reporters Committee for Freedom of the Press](#) | Amanda McClelland, [Resolve to Save Lives](#) | Nancy Messonnier, [National Center for Immunization and Respiratory Diseases](#) | Jon Mooallem, [New York Times Magazine](#) | Dee Dee Myers, [former Warner Bros](#) | Sarah Maslin Nir, [New York Times](#) | Deborah Netburn, [Los Angeles Times](#) | Lindsay Palmer, [University of Wisconsin, Madison](#) | Maria Perez, [Milwaukee Journal Sentinel](#) | Ann Marie Pettis, [University of Rochester Medicine](#) | Abby Phillip, [CNN](#) | Bill Plante, [former CBS News](#) | Tasneem Raja, [The Oaklandside](#) | Denise Rolark Barnes, [The Washington Informer](#) | Robert Samuels, [Washington Post](#) | Robert Samuels, [Washington Post](#) | Rene Sanchez, [Minneapolis Star Tribune](#) | Michael Santiago, [Getty Images](#) | Connie Schultz, [Creators Syndicate](#) | David A. Shlapak, [RAND Corporation](#) | Andrew Siddons, [CQ Roll Call](#) | Jake Silverstein, [New York Times Magazine](#) | Erika Smith, [Los Angeles Times](#) | Miranda Spivack, [University of Florida](#) | Mizell Stewart III, [Gannett/USA TODAY Network](#) | Nabihah Syed, [The Markup](#) | Cheryl W. Thompson, [NPR](#) and [IRE](#) | Robyn Tomlin, [McClatchy](#) | Dorothy Tucker, [National Association of Black Journalists](#) | Subramaniam Vincent, [Markkula Center for Applied Ethics](#) | Mark Walker, [New York Times](#) | Ellen Weintraub, [Federal Election Commission](#) | Ben Wieder, [McClatchy](#) | Mike Wilson, [Dallas Morning News](#) | Keith Woods, [NPR](#) | Shannon Young, [POLITICO](#) | Jerry Zremski, [Buffalo News](#)



# DELIVERING THE NEWS

*"The approach makes clear this information is intended for me. It also feels like a connection to a community that is of extreme value to me. Especially in these times."*

Since launching a weekday newsletter in March, the Institute has provided journalists, communicators and the public an in-depth look at how journalists were working to serve their communities during the COVID-19 pandemic. Through original reporting on best practices, how-tos, top media-related headlines, leadership advice from expert Jill Geisler, self-care ideas and a resource toolkit, *The Latest* has distinguished itself as a daily go-to resource for journalists covering the pandemic, protests against systemic racism, and the 2020 election and aftermath.



September 9, 2020

'A whole new experience': How to get the most out of virtual conferences

Attending a virtual conference for the first time this fall? The Journalism Institute reached out to four journalists to learn their strategies for maximizing remote event experiences.

## Top stories

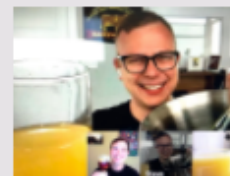
- Bob Woodward criticizer isn't there a journalistic in during a pandemic? (Scott)
- 'Watergate isn't Watergate choice isn't between Wood between Woodward publi excerpt: Trump says he kn misleading Americans (W)
- Woodward for new book li
- People who rely on soci Americans are confident li election (Pew)
- CNN says Biden campai
- Photographer apologize
- Christian Cooper has wif (Washington Post)
- A neo-Nazi threatened J Post)
- Lawyer investigating Voi
- TMZ fosters an abusive,
- Vice Media selects a Fac
- The Athletic says it hls s
- New tracker maps news
- How journalism interns r



- Rebecca Aguilar i Professional Jour journalism confen
- Juliet Beverly is th #NABJNAH.20 C
- Tara Puckey is the she facilitates lea
- Celia Wexler is an at the SPJ 2020 Jc

## 'You are not alone': Photojournalists share tips from the coronavirus frontline

"The calls and emails canceling jobs started coming about a week and a half ago. I'm trying not to think about all the money lost, but I know exactly how much it is — and it hurts," writes **Malissa Lytle**, an independent visual journalist and former NPFA president who heard from about two dozen other photojournalists. Sh



## 'Provoke ideas and let them run': What motiv

Advice from **Jill Geisler**, BN Plante Chair in Leadership & Media Integrity, Loyola University Chicago Freedom Forum Fellow in Women's Leadership

In the best case scenario, we succeed at work because of, not in spite of, our managers. The best supervisors see their jobs as far more than hitting targets and making rules. Their idea of winning isn't about their personal success. It's about yours. Don't take my word for it. Read the variety of managers when I sent out a social media request about their roles.



## Put down the phone (Really).

Tony Lin couldn't stop hitting refresh video journalist needed updates on C reporting on in December when it be

After the first couple of days of absor couldn't sleep. "It just came to me," Lin with the Institute. "It's not sustainable.

With the coronavirus impacting life in lessons from his early coverage. One for anyone — not just journalists — to

"Checking our phone is something to actually somewhat addictive — to kee

Lin shared his perspective in the Qua

- Find something to make you ha
- Practice social distancing
- Don't let fear get the best of yo
- It's OK to put down your phone

Taking a break from the news cycle is allow us to keep reporting on this iss

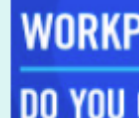
How are you practicing self-care? Sh

## Best practices: Headlines ne

In a time of information overload, rea information they need to make decis reader will experience a story. Here a



Click here to read J



COVERING CORONAVIRU

Write headlines like they're a your audience will see.

194 2,018

Number of editions reported and produced in 2020

Number of subscribers, grown organically

36% 24%

Average daily open rate, more than twice the 16% industry average

Average click-through rate, almost triple the 9% industry average

# COMMUNITY

*It felt like a sliver of normal life.*

Alone, together. Connecting as a community of journalists and writers became critical to our mental well-being as quarantines and restrictions on in-person gatherings limited our ability to come together in person. The Institute created a variety of virtual spaces and occasions to find support, camaraderie and community, even from a distance.



## Meet the journalism Class of 2020

Journalism students graduating in 2020 met an extremely challenging job market, complicated by widespread work-from-home newsrooms that are shrinking faster than ever. The Institute's Class of 2020 program helped these students meet future bosses and colleagues, who reached out and supported them with advice as they navigated their job searches. Journalism needs the next generation's optimistic energy, enthusiastic problem-solving, and innovative ideas.



## Writing Through: A group for writers of all genres

In April, the National Press Club Journalism Institute launched a daily nonfiction writing group, called Writing Through, to provide a space for writers to find feedback, respond to prompts to inspire regular writing habits, and create a sense of community that had gone missing in the pandemic environment. Writing group members say the group is an important part of their week, that it's helped them discover new publishing formats, and that the writing prompts and discussions encourage them to think differently about their approaches.

Whether a writer hoped to turn a journal entry into a personal essay, or was a newsroom journalist who wanted to improve their work, a memoirist, a biographer, a historian, whatever their preferred nonfiction form of writing — all have been welcome.

"I've had other people to talk with about stories I've been working on and problems I've hit in parts of the book, I've gotten everything this summer through the Institute."  
- Journalist and author Alicia Mundy

"During these difficult days of COVID, what gets me up in the morning and motivates me is to come down to my computer because I know I'm going to get the support and the input and the words and experiences of a wonderful group of writers who have helped me in my life and in my work."  
- Author Naomi Weiss

"The writing group has provided a safe space for me during the pandemic that I otherwise wouldn't have."  
- Student Shabnam Danesh





## Fourth Estate Gala honoring Susan Zirinski

Nearly 300 journalists and supporters gathered on Nov. 18 for the first-ever virtual Fourth Estate Award Gala, a beloved Washington, D.C., gathering and the Institute's primary fundraising event. Guests delighted in their virtual experience, which was designed to provide an elegant, "face-to-face" experience of chatting with their tablemates, meeting friends (old and new), and celebrating journalism excellence.

### 2020 HONOREES

- **Susan Zirinsky**, CBS News: Fourth Estate Award
- **Maria Ressa**, The Rappler: John Aubuchon Press Freedom Award (International)
- **Linda Tirado**, freelance photographer and author: John Aubuchon Press Freedom Award (Domestic)
- **Ed Yong**, The Atlantic: Neil & Susan Sheehan Award for investigative journalism.

### GUESTS SAID...

"It meant a lot to me, and I will likely never be able to attend in person. I ... was able to see some of my hero journalists up close – and hear their wise words."

"Visiting and catching up with old friends and colleagues was a highlight, as were the acceptance speeches of the illustrious honorees, talking about their extraordinary and, in cases, imperiled work. A visit by Susan Z to our table at the end of the evening also was a 'best' moment."

" 'Seeing' and talking to colleagues and friends – it felt like a sliver of normal life."



## 2020 Book Bracket unites book lovers, journalists

"She Said," by New York Times reporters Jodi Kantor and Megan Twohey, topped the 2020 Book Bracket – a March Madness-style digital event in which participants voted in rounds for their favorite journalism books. "She Said" narrowly bested journalism classic "All The President's Men," by Bob Woodward and Carl Bernstein, in the inaugural Book Bracket. Throughout April, voters narrowed the original pool of 64 titles submitted by participants.

## Virtual library services connect Club members to resources

The Eric Friedheim National Journalism Library, which is overseen by the National Press Club Journalism Institute staff, remained open for digital office hours from 9 a.m. to 5 p.m. Monday through Friday, starting March 17. Club members who have needed help finding an expert source, searching Lexis Nexis, or just wanted some virtual company have been able to join the Journalism Institute's Library Slack channel for the fastest response.

# PRESS FREEDOM

*You don't really know  
who you are until you're  
forced to fight for it.*

RAPPLER CEO & PRESIDENT MARIA RESSA

On-camera arrests. Physical assaults in the field. Verbal attacks and threats online. The withholding of essential information for communities to make decisions amid an ongoing health crisis. Safety for journalists and the protection of their work in the U.S. and abroad took on a renewed sense of importance in 2020, as newsrooms grappled with the convergence of hostility toward those in the field and systemic information barriers that pervaded even the most revered journalistic institutions. The Journalism Institute promotes an independent and free press to ensure the public has full access to information that affects their lives. We hold accountable those who restrict journalists in their pursuit of the truth. We help journalists obtain the tools to break barriers to a free press. And we salute those journalists who overcome obstacles to report the news.

## 21

Amicus briefs to support press freedom cases the Institute joined in 2020

## 26

Statements condemning attacks on journalists and barriers to a free press, issued with the National Press Club



## #FreeAustinTice campaign draws national attention

Raising awareness about journalist and Marine veteran Austin Tice's confinement in Syria has remained a top priority for the Journalism Institute. In 2020, the staff worked with Austin's family and supporters to coordinate a national letter-writing campaign encouraging Austin's safe return home by Thanksgiving. The effort prompted an outpouring of more than 2,400 letters from the public to elected representatives and the White House.

Austin, a writer and photographer, veteran Marine Corps captain, and Georgetown Law student, was detained in Syria in August 2012. The U.S. government believes Austin is alive and being held by an affiliate of the Syrian government. White House advisers have said they are using every tool at their disposal to bring Austin home safely and soon.

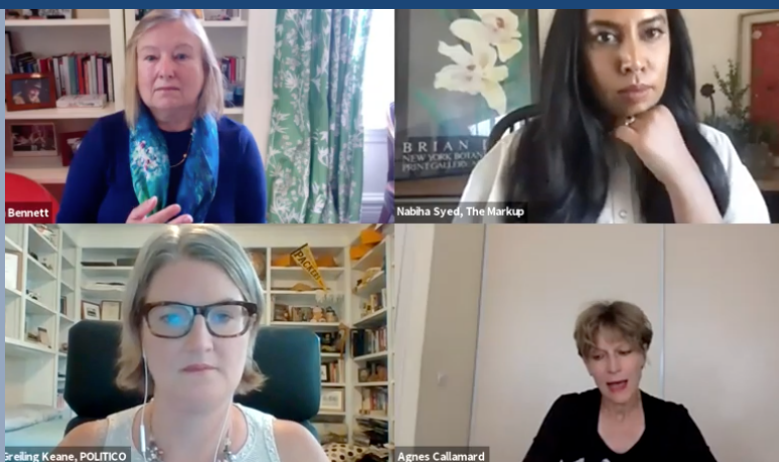
# 2,403

Letters sent to members of Congress as part of the #FreeAustinTice fall campaign

For more information  
on Austin's situation,  
visit  
[austinticefamily.com](http://austinticefamily.com)







## Free Press Under Attack: Protecting investigative journalism

Investigative journalism requires digging for information that someone wants hidden. The Journalism Institute and Investigative Reporters & Editors presented a discussion on the free press under attack, with press freedom advocates **Amanda Bennett**, former Director of Voice of America, **Agnes Callamard**, United Nations Special Rapporteur, and **Nabiha Syed**, president of The Markup. **Angela Greiling Keane**, managing editor for states and Canada at POLITICO, moderated.

### PARTICIPANTS SAID

"I suddenly understood that what I do is investigative reporting on very small scale. I saw how I might be able to support larger projects. I like doing background stuff, and often stumble onto surprises."

"I am reminded how difficult investigative journalism is everywhere in the world and how important it is for democracy to survive."

### ADDITIONAL PRESS FREEDOM PROGRAMS IN 2020

- Covering Policy for the Public
- Find Untold Stories: How to use PACER
- FOIA as a Last Resort: Getting information through the front door
- Keeping Public Records Public: Strategies for getting access during the pandemic
- Journalists in Peril: Creating a safer, equitable future together

## The 2020 John Aubuchon Press Freedom Award honorees

*Named for a former National Press Club president who fervently advocated for press freedom, this award is given each year to an honoree in the United States and an honoree overseas who bravely pushes to disclose the truth in trying circumstances.*

### LINDA TIRADO, DOMESTIC HONOREE

An author and freelance photographer, Tirado was taking pictures of a street protest in Minneapolis on May 30 when a policeman's foam bullet hit her left eye, costing Tirado most of her sight in that eye. Tirado is among the journalists around the country who were injured, harassed or arrested while covering protests that took place nationwide after the death of George Floyd in Minneapolis.



### MARIA RESSA, INTERNATIONAL HONOREE

CEO and President of Rappler, Ressa was convicted in the Philippines on trumped-up charges of cyber libel. Ressa and Rappler have been the target of repeated efforts by the government of President Rodrigo Duterte to silence them. Ressa has emerged as one of the leading voices for press freedom in the Philippines amid threats to independent journalism in the country.



# FALLEN JOURNALISTS MEMORIAL FOUNDATION

Journalists who have died because of their work will now be recognized with a national monument in their honor. President Donald Trump in December signed into law legislation authorizing a Fallen Journalists Memorial (FJM), the result of the FJM Foundation's work since 2019 advocating for a national memorial to honor fallen journalists and the U.S.'s commitment to a free press. The Foundation, which operates under the auspices of the National Press Club Journalism Institute, will lead a multi-year process to raise funds to design, develop, construct and maintain the memorial once the act is signed into law. No taxpayer funds are authorized for the project.



Foundation President Barbara Cochran (left) and Rep. Grace Napolitano (D-CA) after their remarks on Dec. 4, 2019.

## MILESTONES

### Dec. 23, 2020

President Donald Trump signs into law legislation authorizing the Foundation to establish a Fallen Journalists Memorial on federal land in Washington, D.C.

### Dec. 2, 2020

The U.S. Senate passes the bipartisan legislation (H.R. 3465), sending it to the President's office.

### Sept. 21, 2020

The U.S. House of Representatives passes the Fallen Journalists Memorial Act.

### Dec. 4, 2019

Advocates testify on behalf of H.R. 3465 to the Congressional Subcommittee on National Parks, Forests and Public Lands.

### Sept. 24, 2019

National Capital Memorial Advisory Commission reviews the legislation, dubbed the Fallen Journalists Memorial Act, as required under the Commemorative Works Act.

### Aug. 21, 2019

The Fallen Journalists Memorial Foundation is legally established and its board put in place. Barbara Cochran, Journalism Institute president (2012-2019), is named foundation president.

### June 25, 2019

The legislation is introduced in Congress by Sens. Ben Cardin (D-MD) and Rob Portman (R-OH) and Reps. Grace Napolitano (D-CA) and Tom Cole (R-OK).

*Once completed, this memorial will demonstrate to our citizens and visitors from around the world that our country values a free press, honors the sacrifices of journalists, and supports the family, friends and colleagues of the fallen.*

FJM FOUNDATION PRESIDENT BARBARA COCHRAN



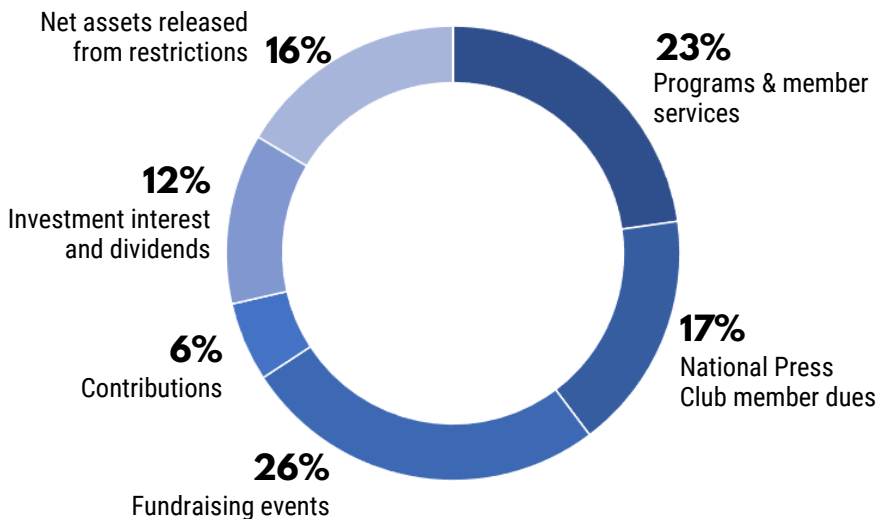
# FISCAL RESPONSIBILITY

The National Press Club Journalism Institute relies on external support to provide top-quality programming and experiences for journalists and the public they serve. Membership dues, program fees, donations, and fundraising events have provided a financial foundation for the Institute.

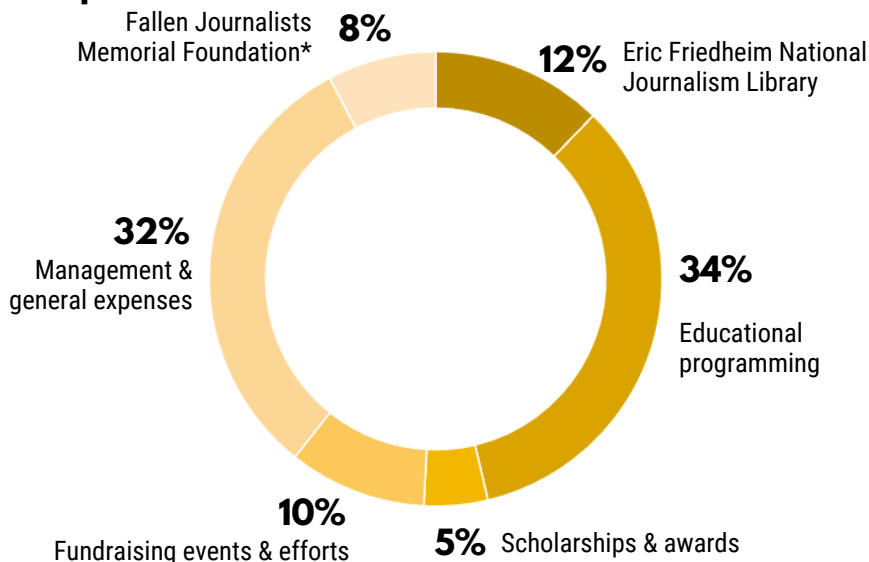
## Operating Funds

Percentages below are based on a 2019 audit by Jones, Maresca & McQuade, PA, the most recent available audited figures.

### Revenue & Support



### Expenses



\*The FJM Foundation is funded by grants from the Annenberg Foundation and Michael and Jacky Ferro Foundation, and all expenses come from those funds.

*I support the Journalism Institute because it stands for the values of an open government, a free press, and diverse newsrooms.*

SEWELL CHAN, LOS ANGELES TIMES  
EDITORIAL PAGE EDITOR

## Diversifying support

The Journalism Institute's leadership has prioritized diversifying its income streams as part of its strategic planning. In 2020, that included expanding — amid challenging circumstances due to the global pandemic — external support from individuals and corporate sponsors while exploring new partnerships and service areas. The Institute in March waived all fees for its programs, saving registrants more than \$52,000 and attracting thousands of new people to the Institute's community.

151

Number of first-time donors to the Journalism Institute in 2020, a 140% increase from 2019

225

Total number of donors to the Journalism Institute in 2020, a 178% increase from 2019

93%

Journalism Institute Board of Directors giving

27

Event sponsors in 2020

# DONOR SUPPORT

We are grateful for our donors, who generously supported the Institute's programs, events, and other work in 2020.

Chelcey Adami	Ayako Doi	Cinny Kennard	Erin Moriarty	Mike Sherman
Kimberly Adams	Maddie Dolan	Arlene Kimata	Lindsay Murphy	Darlene Shields
Vickee Adams	Natalie Doyle-Hennin	Gilbert Klein	Imad Musa	Debra Silimeo
Alison Adler	Keira Dubowsky	Alison Fitzgerald Kodjak	Harvey Nagler	Sana Siwolop
Marlene Adler	Richard Dunham	Orrin Konheim	Craig Nesbit	Robin Smith and Bill Plante
Agri-Pulse Communications, Inc.	Andrea Edney	Amy Kossoy	Kara Newhouse	Michael Smith
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