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.
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.
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.

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

5,252

**Total educational programs, a 200% increase over 2019**

33

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

3,206

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

95

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


**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

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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!
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 Donnella 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 antiracist 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.

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."

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

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
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.
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.

Top stories

• Bob Woodward criticizes Trump’s ‘do-nothing’ handling of the coronavirus pandemic, writes that the president is ‘bitter and resentful’

• ‘Where is the story about how Americans are coping with the pandemic? Where is the story about how we’re living through it?’

• People who rely on local news are much more likely to wear masks and practice social distancing, according to a new study

• The Latest 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.

• 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.

36% Average daily open rate, more than twice the 16% industry average

24% Average click-through rate, almost triple the 9% industry average

Number of editions reported and produced in 2020: 194

Number of subscribers, grown organically: 2,018

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

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

194 2,018

Click here to read A whole new experience: How to get the most out of virtual conferences

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

“Put down the phone Really!”

Tony Lin couldn’t stop hitting refresh on the virtual journalist newsletter updates on his phone. After the first couple of days of a long conference, he couldn’t stop. “It just came to me,” he says, “I’m not a journalist.”

“This is the best thing about being a journalist: you can find stories anywhere.”

—with the coronavirus, it’s not always easy to find stories anywhere — but it is possible. We are happy to announce that The Latest is now available in a mobile-friendly format. You can access it on your phone or tablet, and you can read it on-the-go.

How The Washing Simulation

At the top of The Latest list for the last four days was an article about how Americans are coping with the pandemic. The article included quotes from experts, such as Mike Davis, a professor of public health at the University of Colorado Boulder, who said that people are more likely to wear masks and practice social distancing when they hear from reliable sources.

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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.

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.

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.
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."

**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.
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.

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

RAPPLER CEO & PRESIDENT MARIA RESSA

#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

26

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

21

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

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.

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."

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.

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
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.

“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
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
Net assets released from restrictions 16%
Programs & member services 23%
Investment interest and dividends 12%
National Press Club member dues 17%
Contributions 6%
Fundraising events 26%

Expenses
Fallen Journalists Memorial Foundation* 8%
Eric Friedheim National Journalism Library 12%
Management & general expenses 32%
Educational programming 34%
Fundraising events & efforts 10%
Scholarships & awards 5%

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.

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

*The FJM Foundation is funded by grants from the Annenberg Foundation and Michael and Jacky Ferro Foundation, and all expenses come from those funds.
We are grateful for our donors, who generously supported the Institute's programs, events, and other work in 2020.

Chelcey Adami
Kimberly Adams
Vickee Adams
Alison Adler
Marlene Adler
Agri-Pulse Communications, Inc.
Ferdous Al-Faruque
Paul Albergo
Eman Alghamdi
Kristina Anderson
Christina Andrade
Ken Aragaki
Robert Barnett
Geoffrey Baum
Tim Bennett
Michael Benson
Juliet M. Beverly
Kevin Bohn
Kathleen Bonk
Amy Borrus
Jane Brandes
Elizabeth Brown
Paula Burke
Anne Caffee
Cassandra Campbell
Bob Carolla
Idalmy Carrera-Colucci
Timothy Carrington
Karen Catone
Sewell Chan
Arlene and Irv Chapman
Diane Christian
Bene Cipolla
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Audrey Hoffer
Rick Hutzell
Mary Irby-Jones
Fay Judicello
Jay J. Judge
Herbert Jackson
Karen Jackson
Alfred James
Robert Jenner
Margret Johnston
M. Kate Jones
Alvin Jones
Susan Judkins
Marvin Kalb
Robert Kanter
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Alison Fitzgerald Kodjak
Orrin Konheim
Amy Kossoy
Amy M. Krebs
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Karen Lake
Esther Landhuis
Stephen Langel
Joan Lanigan
Lawrence Leak
Matt Leatherman
Donna Leinwand Leger
Paul Lobo
Martha J. Lockwood
Erin Looney
Bruce Lowitt, DGW
Jay Lubric
Robert Ludwig
Tammy Lytle Ilaria
Jeanne Macaluso
Amy Maclean
Marticia Madory
Elizabeth Malavet
Laura Manushkin- Roberts
Glenn Marcus
Joel Marino
Besty Fischer Martin
Asia Martin
Abelle Mason
Lisa Matthews
Sarah Matthews
William McCarron
Michael McCarter
Pender M. McCarter
Deana Meredith
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Shalana Millard
Patricia Miller
Theodore Miller
Paul Minehart
Catherine Morehouse
Erin Moriarty
Lindsay Murphy
Imad Musa
Harvey Nagler
Craig Nesbit
Kara Newhouse
Lisa Newman
Rodney Nordland
Monica Norton
Eileen O'Reilly
Cary O'Reilly
Ethan Oberman
Rachel Oswald
Kyoko Pendleton
Elisabeth Perez Luna
Joe Peyronnin
Edgar Peyronnin
Claude Porsella
Sally Powell
Gemma Puglisi
Richard Pullen
Lisa Rabasca Roepe
Charles Rahn
Alex Raugolul
Laura Read
Maria Recio
Frances Reicio
Jen Reeder
Frances Reilly
Resolve Philly
Gillian Rich
Dana Riel
Mary Ann Roberts
Maria Rodriguez
Bob Rosenblatt
Carmen Russell
Aileen Schlefe
Nalani Saito
Mark Schoeff Jr.
Traci Schweieter
Danny Selnick
James Shackelford
Maria Sheehan
Terry Sheridan
Mike Sherman
Darlene Shields
Debra Silimoe
Sana Siwolop
Robin Smith and Bill Plante
Michael Smith
David Smith
Jordan Smith
Joy Squier
Diane Stamm
Mizell Stewart III
Robert Stoddard
William Strasserbeiger
Lisa Strattan
Richard Strauss
Anne Swardson
Sarah and James Talalay
Christine Taylor
Technology News and Literature
Rasheedah Thomas
Lee Tien
Eugene Tighe
Robert Tohassen
Charles Tobin
Alyssa Tomlinson
Sherry Trabert
Judith Tygard
William Watson
Menachem Wecker
Betsy Weis
Celia Wexler
Kelly Whitt
Bonnie Whyte
Del Wilber
Malini Wilkes
Emily Wilkins
Dr. Carolyn L. Williams and Dr. James N. Butcher
Tara C. Williams
LS Yarborough
Collaboration is critical to any organization's success, and the Journalism Institute in 2020 partnered with amazing organizations and sponsors to plan innovative programming, its first virtual gala, and to fight for press freedom. We closely value these relationships.

**Sponsors and advertisers**

- Al Jazeera
- Baltimore Sun Media
- Bloomberg Philanthropies
- Brown Capital Management
- Charter Communications
- Craig Newmark Philanthropies
- Frank Islam and Debbie Driesman Foundation
- Ms.
- National Press Club
- Politics & Prose
- Solid State Books
- AP
- CBS
- CNN
- Discovery
- Frank Islam and Debbie Driesman Foundation
- Frank Islam and Debbie Driesman Foundation
- Syngenta
- USA Today Network
- POLITICO
- The Washington Post
- Toyota
- Amanda Bennett's Girl Reporter Fund
- Andrea & Michael Edney
- Barbara & John Cochran
- G&S Communications
- Marvin & Madeleine Kalb
- Michael & Renee Freedman
- Sightline Media Group
- University of Oklahoma's Gaylord College of Journalism & Mass Communication

**2020 partners**

The Journalism Institute proudly partnered with the following organizations to co-produce virtual training and programs this year:

- Investigative Reporters & Editors
- Markkula Center for Applied Ethics at Santa Clara University
- National Association of Science Writers
- National Press Club Communicators Committee
- National Press Club Press Freedom Committee
- National Press Club Professional Development Committee
- National Press Foundation
- News Leaders Association
- PEN America
- Politics & Prose
- RAND Corporation
- Solid State Books
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