RESILIENT. RESOLUTE. REMARKABLE.

Journalists were many things this year, facing coverage that threatened their safety during the Jan. 6 insurrection, the quickly shifting pandemic, and a racial and political divide that has deepened in communities across the country.

Throughout 2021, journalists courageously showed up, adapted, and did the hard work day in and day out. The National Press Club Journalism Institute is proud to support the journalists who have worked tirelessly through the challenges presented this past year.

The Journalism Institute has served 7,330 journalists in 50 states and 31 countries through its training programs, skills workshops, community conversations, press freedom initiatives, weekday newsletter, and one-on-one support this year. We couldn’t do this important work without the help of supporters like you.

In 2021, we diversified our programming while keeping our eyes on press freedom, which is threatened around the world and at home more than ever. The Institute conducted 19 programs designed to train journalists, to help them work through the pandemic, and to better represent their communities in their coverage. We also introduced custom newsroom training, to give organizations a chance to go deeper on specific topics with their teams.

We grew our popular daily newsletter to provide at-a-glance headlines of the day, tips on craft and journalism leadership, and opportunities to learn as a journalism community. Our weekly writing group grew larger and more diverse, enhancing an already robust workshop for craft and publishing.

And despite immense challenges facing the industry, we paused to celebrate the incredible work being done. In October with the National Press Club, we hosted a hybrid Fourth Estate Award Gala honoring NBC News’ Lester Holt 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 32 statements in 2021, lending our voices to calls for action.

Your support this year made it possible for the Institute to be resilient and resolute in its focus - and that is remarkable. As we look to the new year, with a new strategic plan for the Institute outlined in this report, we hope we can continue to count on you. With your help, we’re powering journalism in the public interest.

Angela Greiling Keane, Journalism Institute President and POLITICO managing editor, states
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 a more representative democracy. As the non-profit affiliate of the National Press Club, the Institute powers 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:

**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. The Foundation operates under the auspices of the National Press Club Journalism Institute.

**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, the Scholarship for Journalism Diversity Honoring Julie Schoo, and the Wes Vernon Broadcast Scholarship. The Institute partners with the National Press Club on its dozens of awards and also administers the Neil and Susan Sheehan Investigative Journalism Award and the John Aubuchon Award for Press Freedom.

**Eric Friedheim National Journalism Library**
The Institute provides reference materials, research, and other resources to journalists, historians, academics, students, and the general public. The Library is located within the National Press Club.


Journalists across the United States learned new best practices and sharpened their existing skills in dozens of programs produced by the Institute in 2021. The Institute met journalists’ evolving educational needs through high-impact, timely discussions on covering the ongoing Covid pandemic, meaningful conversations around diversity and inclusion in newsrooms and coverage, and career-focused instruction. Doing so enabled journalists in markets of all sizes to develop concrete skills and feel confident in how they delivered vital information to their communities. Through 2021, the Institute waived fees for the majority of its programs and offered workshops at low rates.

**3,147**

Registered program participants in 2021

**19**

Total educational programs and workshops in 2021

**1,985**

Number of registered participants who say they joined their first Institute program in 2021

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**WRITING & EDITING**

The last two years of nonstop news left many nonfiction writers drained. Writing coach and Los Angeles Times Column One Editor **Steve Padilla** guided participants out of a writing rut with sentence-level, achievable techniques to invigorate their writing.

**Pro Tips: Re-energize your writing ... and your love for it**

The last two years of nonstop news left many nonfiction writers drained. Writing coach and Los Angeles Times Column One Editor **Steve Padilla** guided participants out of a writing rut with sentence-level, achievable techniques to invigorate their writing.

**PARTICIPANTS SAID**

“"I always hope to walk away from a workshop with at least one idea that pushes me further in my craft. I walked away with so many more—and inspiration."

Robin Tricoles, writer and editor

“Because of this program, I will read even more critically & deliberately than I did before the workshop. And I will review my own writing work to see how I can take it up a notch or two!”

Rebecca Pinkus, writer and editor

**ADDITIONAL WRITING & EDITING PROGRAMS IN 2021**

- Rebuilding Trust in News: Top tips from new research by the Media Insight Project
- Numbers are Not Neutral: How journalists can detect deep bias & avoid hidden traps
- Getting It Right: Breaking news, the inauguration and the Capitol insurrection
- Covid Vaccine: How to communicate reliably and combat disinformation
- How to write a headline your audience can’t resist

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“I feel like I have a few new tools in my pocket and useful considerations, as well as a little more fuel in my tank. It always feels good to block some time to be intentional about learning, and to get outside one's self.”

Danny Freedman, Freelance Journalist
Structuring stories with inclusivity at their core

How do you keep different voices and perspectives on your shoulder ... without weighing down your writing? Robert Samuels, a national political reporter for The Washington Post, guided participants through how to write with inclusivity at the heart of their work, from story conception to pitching, sourcing and structure.

PARTICIPANTS SAID

"I expected to learn a few things that I could incorporate in my reporting and writing to improve but each session provided [me] with completely new insights and techniques I’d never thought about."

Mark Walker, New York Times

"I did not expect to have such a deep insight into other journalists’ personal experience to getting to a story, and also their struggles and overcoming them. We’ve all been ‘there’ at some point, but learning how others handled particular situations either taught me something new or validated that what I do is the right thing."

Mihaela Biliovschi Smith, media advisor

Career Connection: Defining your digital footprint

Making an impression on a potential employer starts long before an email or phone call. Participants in our four-day workshop series “Career Connection: Defining your digital footprint” learned how to create and maintain the journalism identity they want to showcase to sources, employers, and publishers. The four-day series included:

- What hiring managers want you to know, with Priska Neely, Gulf States Newsroom; Traci Schweikert, POLITICO; and Mizell Stewart III, Gannett/USA Today Network (Shown above)
- Tapping Twitter networks in your job search, with Rebecca Aguilar, Society of Professional Journalists
- How to leverage LinkedIn in your journalism job search, with Yumi Wilson, journalism educator and former corporate communications manager for LinkedIn
- How to rev up your resume for today’s job market, with Bailey O’Connell, Creative Circle

PARTICIPANTS SAID

"Listening to top professionals who are in ‘the know’ was an excellent experience, as well as getting an inside track on how the game is currently being played, and ... learning new strategies for getting hired and getting noticed on a whole other level."

“I learned a great deal of practical information in this session. I have already applied the tips I learned today to my job search and feel much more confident as I go forward.”

ADDITIONAL EQUITY & INCLUSION PROGRAMS IN 2021

- Where We Live: Covering the intersection of housing and racism
- Hate Crime Coverage: How journalists can get it right
- Think Outside The Classroom: How to diversify education sources and the stories we tell
- Caring for Photojournalists: Preventing burnout, treating trauma and ensuring equity

A special thanks goes to the Gannett Foundation for its financial support of the Institute’s Diversity, Equity, and Inclusion programming series in 2021.

66% Of all Journalism Institute panelists and instructors in 2021 who are women

50% Of Journalism Institute panelists and instructors in 2021 who are people of color

ADDITIONAL CAREER SKILLS PROGRAMS IN 2021

- Media Law for Journalists: Copyrights and wrongs
- Design Hacks: How to create attention-grabbing visuals
- AI: What’s next for journalists and communicators?
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.
The Latest has become a must-read newsletter for journalists and communicators eager to stay on top of media news and best practices.

Through its daily curated journalism headlines, newsroom leadership advice from expert Jill Geisler, writing and editing tips, and a resource toolkit, The Latest has distinguished itself as a daily go-to resource for thousands of journalists covering the pandemic, challenging systemic racism in their newsrooms, facing unprecedented challenges, and struggling to lead (and follow) where tomorrow goes.

The Latest, which launched in March 2020 to support journalists covering the Covid pandemic, has grown its audience organically through word of mouth. Here’s what people are saying about it:

"The @npcinstitute's afternoon newsletter, The Latest, has become one of the most dependable news biz email newsletters. Also one of the most succinct."

Mark Stencel, co-director of the Duke Reporters' Lab and Journalism Instructor, Sanford School of Public Policy

"I'm one of those awful people who signs up for newsletters in a fit of optimism and then hurts your open rates. BUT I realized I look forward to the @npcinstitute ones ... And I always get excited when a piece I've worked on is in one!"

Allison Elyse Gualtieri, senior news editor at CBS Interactive

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You're my new daily habit. I dig this newsletter! It gets to me at a time when I can read it. The voice is fantastic ... love the management section at the bottom."

KANOE NAMAHOE, EDITORIAL DIRECTOR FOR FUTURENET.COM

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DELIVERING THE LATEST

Number of subscribers, grown organically

2,868

Number of editions reported and produced in 2021

226

Average daily open rate, more than twice the industry average

36%
PRESS FREEDOM

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.

The public's right to know

Sunshine Week: Press freedom, investigative journalism and opening closed doors

March 15 kicked off Sunshine Week, a time when journalists and news organizations promote open government and “sunshine” laws that require government business to be publicly accessible. As part of Sunshine Week, the National Press Club Journalism Institute and the National Press Club’s press freedom team hosted a discussion on public access to information and the role that investigative journalism plays in restoring public trust, with practical advice from Associated Press global investigations editor Ron Nixon and The Markup president Nabiha Syed, moderated by CQ Roll Call senior writer John Donnelly.

PARTICIPANTS SAID

“This program was just very clear and informative to the non-journalist. Because of this program, I will suggest to others about how complicated and intensive real reporting is.” Warren Marcus, retired

Fighting for their freedom

In August 2021, award-winning journalist and veteran U.S. Marine Corps captain Austin Tice entered his 10th year of captivity in Syria.

Austin’s mother, Debra Tice, has met with top Biden administration officials to discuss Austin’s release and calls on press freedom advocates to sustain pressure to act on her son’s behalf. In April, the Institute rallied thousands of Americans to send letters to their elected officials urging President Biden to make Austin’s release a top priority. In response, Biden received a bipartisan letter signed by 44 senators and 36 representatives asking him to work urgently toward Austin's safe return.

Austin was honored with the John Aubuchon Press Freedom Award in 2015. An exhibit including Austin’s notebooks, awards, and his well-worn Chuck Taylors is on display at the Eric Friedheim National Journalism Library in the National Press Club.

Emilio Gutierrez-Soto is a Mexican journalist who has been fighting for asylum in the United States since being driven out of his hometown by death threats from the military acting on behalf of cartels.

Gutierrez-Soto accepted the John Aubuchon Press Freedom Award in 2017. Later that year, he was almost deported, and the National Press Club Journalism Institute and the National Press Club began advocating on his behalf. Members of Congress support his case, and a network of allies continues to push for him to be out of legal limbo and be permitted to stay in the country.
What you do every day at the Journalism Institute is so important, a constant reminder to us all that with a free and unafraid press, America can continue to be a beacon of freedom to the world.

MARVIN KALB, MODERATOR OF “THE KALB REPORT,” EDWARD R. MURROW PROFESSOR EMERITUS AT HARVARD’S KENNEDY SCHOOL, AND A SENIOR ADVISOR TO THE PULITZER CENTER ON CRISIS REPORTING

2021 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 push to disclose the truth in trying circumstances.

DANNY FENSTER, DOMESTIC HONOREE
Danny Fenster, a native of the Detroit area, was the managing editor of Frontier Myanmar when he was detained May 24 at Yangon International Airport just minutes before boarding a flight to Kuala Lumpur to start a planned trip back to the United States to see his parents, who had not seen him in three years. He was held in Insein Prison almost six months before being released on Nov. 15, just days after a military court in Myanmar sentenced him to 11 years in prison. Fenster returned to the U.S. and plans to become a features editor for the publication.

HAZE FAN, INTERNATIONAL HONOREE
Haze Fan is a Chinese citizen who has been detained in Beijing while working for Bloomberg. Fan had been covering global business as a news assistant when she was detained in December 2020 by the Beijing National Security Bureau on allegations - for which no evidence has been publicly given - of engaging in criminal activities that jeopardized national security. Her case, which remains under investigation, comes as dozens of foreign journalists have been forced to flee amid increased hostilities between China and international media outlets.

2021 Neil & Susan Sheehan Award for Investigative Journalism honoree

Through high-impact journalism, The Marshall Project has revealed fundamental flaws within the criminal justice system. They partner with national and local media outlets to reach diverse audiences and produce deeply researched narratives with resource-strapped newsrooms. Their work informs criminal justice experts, policymakers, elected officials, and other journalists.

“We’re determined to bring reporting muscle on criminal justice to local communities, where budgets for journalism have been slashed,” said Susan Chira, editor-in-chief. “We need to keep asking who we’re writing for, and whether traditional ways to present journalism are effective for all the people we want to inform. Throughout, we continue to believe in the power of journalism — even with its shortcomings, frustrations, and blind spots. This award helps sustain that faith.”
Connecting as a community to work through some of the most challenging times as journalists and writers has become essential to their well-being. The Institute created a variety of virtual spaces and occasions to find support, camaraderie, and community, even from a distance.

A place for writers of all genres

Dozens of nonfiction writers have found support, inspiration, and refuge in the Institute as they navigate writing and publishing amid new challenges brought in 2021.

The Journalism Institute in 2020 launched Writing Through to provide a space for writers to find feedback, respond to prompts that 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 a critical 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.

A safe space for discussions

Journalism takes us places we might not otherwise see, leads us to people we might not otherwise meet, and prompts us to capture experiences we might not otherwise document. And journalists often carry those stories with them long after they are published. The Institute started “You Are Here,” a virtual meetup for journalists to explore where their personal and professional lives intersect.

The series of community conversations was designed as a safe space for journalists to meet virtually and explore topics that family and friends who aren’t in the field may not quite understand. Topics covered included:

“What has journalism cost you?” (Guest facilitator Kate Woodsome, Washington Post Opinion, shown at top right) and “What’s bringing you joy in journalism right now?” (Guest facilitator Andee Tagle, an associate producer and now-and-then host for NPR’s Life Kit podcast, shown bottom right).

What attendees said:

“It’s rare to hear journalists talk about the costs of the job. ... It was therapeutic to simply focus on the costs and learn ways to deal with those feelings rather than ignore them.”

During the roller-coaster of the pandemic, you’ve afforded me a welcoming community of journalists and writers who share my passions and concerns, who have become my friends, a sounding board of support. You care for, and grow, the journalist - and the person.

RUTH EBENSTEIN, WRITING GROUP MEMBER AND PROGRAM PARTICIPANT

NPCJI 2021 ANNUAL REPORT
Our voices as journalists have never been more important. ... We have to strive to be pitch perfect.”
LESTER HOLT, NBC NEWS AND DATELINE NBC ANCHOR

Lester Holt accepts Press Club Fourth Estate Award

NBC News anchor Lester Holt accepted the National Press Club’s Fourth Estate Award at a celebration in his honor this fall, attended by hundreds of people at the National Press Club and more around the world in a virtual ballroom. The National Press Club confers the award on the person who has achieved distinction for a lifetime of contributions to American journalism.

The anchor and managing editor of NBC Nightly News and anchor of Dateline NBC spoke about journalism’s challenges and opportunities.

“The stories we’re covering today are stories of a lifetime: the pandemic, democracy on the ropes. We’ve got to be in the game,” said Holt, who also leads NBC News’ special reports, breaking news and primetime news coverage. “Not as some wounded version of ourselves, but a version still capable and open to learning, still growing and capable of self correction when necessary. Our voices as journalists have never been more important. And we cannot become what our fervent critics want us to be: tone deaf. We have to strive to be pitch perfect.”

Reading Through: A group for book lovers

The Journalism Institute started a reading group in spring 2021 for people who love journalism and books. The first book discussed was “Susan, Linda, Nina & Cokie: The Extraordinary Story of the Founding Mothers of NPR.” The group’s next book was “An Ugly Truth: Inside Facebook’s Battle for Domination” by New York Times reporters Sheera Frenkel and Cecilia Kang. The group also decided to re-read “All the President’s Men.” The virtual gatherings were open to all, and discussions featured different perspectives and diverse lived experiences that taught us all about reading through together.

Eric Friedheim National Journalism Library

The Eric Friedheim National Journalism Library, which is overseen by the National Press Club Journalism Institute staff, reopened on Fridays in December. Throughout the pandemic, staff has helped National Press Club members find expert sources, search Lexis Nexis, or do research. For information on library services, contact the Journalism Institute staff at institute@press.org.
SPECIAL INITIATIVES

“In December, the National Press Club Journalism Institute, Knight Kiplinger, and Gail Clapper hosted a celebration of legendary columnist and correspondent Raymond Clapper and premiered a documentary about his legacy. The celebration included the dedication of a statuette of Raymond Clapper sculpted by Max Kalish and commissioned by Mr. Kiplinger’s grandfather; the statuette is on exhibit at the National Press Club.

Clapper’s storied journalism career started in 1916, when he began work for The Kansas City Star while still in college. Soon after, he joined the United Press wire service in Chicago and was eventually transferred to Washington, D.C. to cover politics. Clapper was hired in 1934 by The Washington Post and then Scripps-Howard. He was also a radio newscaster for the Mutual Broadcasting System and NBC. On Feb. 1, 1944, while covering the invasion of the Marshall Islands during World War II, Raymond Clapper was killed aboard a U.S. Navy bomber which collided with another Navy airplane.

Institute honors the lasting legacy of legendary journalist Raymond Clapper

The National Press Foundation and the National Press Club Journalism Institute in July jointly awarded $57,049 in grants to journalists who plan to cover environmental justice.

The six grantees were selected by judges Antonia Juhasz, Yanick Rice Lamb, and Harriet Washington, distinguished journalists and teachers who have produced notable work in exposing environmental racism and its consequences.

“The work of these journalists will reveal the environmental consequences of longstanding inequities in communities across America,” said Julie Moos, Executive Director of the National Press Club Journalism Institute. "We anticipate it will also lead to greater accountability for creating the safe neighborhoods everyone deserves.”

Six journalists receive $57,000 in grants for new environmental justice journalism program

The Kozik Grants are funded by a 1991 gift from the late Dr. Franklin Kozik in honor of his deceased son Robert Kozik.

GRANT RECIPIENTS

- Agya Aning, Inside Climate News
- Yvette Cabrera, Grist Magazine
- Tasmiha Khan
- Shira Laucharoen, Boston Institute for Nonprofit Journalism
- Kristi Tanner, Detroit Free Press
- Brett Walton, Circle of Blue
The Journalism Institute and District of Columbia Public Schools partnered at the start of 2021 to create the district’s first official journalism curriculum, an elective made available to each of the district’s high schools in fall 2021. District administration worked with Institute staff as subject-matter experts who designed and wrote the curriculum.

The curriculum covers essential journalistic skills while providing practical, hands-on experience documenting — interviewing, researching, reporting, writing, photographing, broadcasting, editing and publishing — topics important to students. Its foundation lies in the connection between representative journalism and civic engagement, with an emphasis on fact-based reporting and building trust with the community.

The Institute thanks these journalists for providing feedback and insights that informed the curriculum: Kimberly Adams (Marketplace), Mike Balsamo (AP), Juliet Beverly (BrainFacts), Rick Karr (Marketplace), Angela Greiling Keane (Politico), Michael Lipkin (Marketplace), and Lisa Nicole Matthews (AP).

Institute creates new high school journalism curriculum with DC Public Schools

Led by former U.S. Rep. David Dreier and former news executive and journalism professor Barbara Cochran, the Foundation is supported by leaders from all segments of the journalism community who serve on its Board of Advisors. This year, Washington Post Executive Editor Sally Buzbee and Los Angeles Times Executive Editor Kevin Merida joined the advisory board.

The Foundation also kicked off its capital campaign with two significant grants to support the establishment of the Fallen Journalists Memorial in Washington, D.C. The Annenberg Foundation and the John S. and James L. Knight Foundation, leaders in the advancement and preservation of journalism and civic life, will provide a total of $6 million in grants to support the early stages of the Fallen Journalists Memorial.

**ADDITIONAL FUNDERS:** Arkansas Democrat-Gazette, Bradley Charitable Fund, Dreier Family Foundation, Donald Graham, Merrill Family Foundation

**INDIVIDUAL SUPPORTERS:** Kristen Appel, Shahrzad Arasteh, Barbara and John Cochran, Lani Gill Flesch, Rick Hutzell, Amy M. Krebs, Shalana Millard, Margaret Nichols, Bob and Patricia P. Schieffer, and Sally Smith

Fallen Journalists Memorial Foundation

The Fallen Journalists Memorial (FJM) Foundation was authorized by Congress in December 2020 to build America’s first memorial on federal land in Washington, D.C., to commemorate America’s commitment to a free press by honoring journalists who have sacrificed their lives in service to that cause.

**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

Journalism students at Banneker High School in Washington, D.C., interview each other for an in-class exercise. Photo contributed by their journalism teacher, Clare Burke.
Journalism Institute leaders have charted a bold course for the Institute’s work in a new strategic plan that emphasizes enhanced support for working journalists, elevates press freedom in the eyes of the public, and prioritizes financial sustainability to do that work. The 2021 Board of Directors approved the 2022-2024 Strategic Plan on Oct. 4.

“The board worked thoroughly to anticipate how the Institute can support journalists as the demand grows for inclusive accountability journalism, connect press freedom to a healthy democracy for the public, and have the financial resources to do this important work,” said Institute President Angela Greiling Keane. “The staff couldn’t implement this plan at a more crucial time, as the nation continues to navigate the pandemic, a growing political divide and distrust of information, and more.”

**2022-2024 STRATEGIC PLAN**

**Growth Strategies**
*Ensuring long-term financial sustainability & organizational independence*
- Diversify revenue streams so no source comprises more than one-third of the total.
- Fully fund programmatic and service ambitions.
- Examine the competitive landscape for beneficial collaboration and partnerships.

**Identity Strategies**
*Clarifying who we serve and our sphere of influence*
- Expand and deepen the Institute’s connections across the country with news organizations and professional journalists, who increasingly see the Institute as an advocate and resource for impactful, representative journalism.
- Elevate the Institute’s profile as a premier source of training and support, known for helping journalism organizations strengthen and diversify their newsrooms and the communities they serve.
- Serve the public to improve information literacy and increase understanding of journalism’s value in a democracy.

**Impact Strategies**
*Stating changes in journalism and the world because of our work.*
- Journalists across the United States will be more skilled and supported in producing well-crafted journalism as a result of the Institute’s programs.
- Journalism organizations will be more diverse, equitable, and inclusive, as a result of the Institute’s programs. The work they produce will be more accurate, fair, and representative of the expanded communities they serve.
- Americans will more clearly understand the fundamental importance of an independent press, fact-based reporting, and civil discourse as a result of the Journalism Institute’s efforts.
OUR GUIDING VALUES
Our actions, activities, and operations will be informed by core values:

**PROTECT SAFETY.**
The physical and emotional wellbeing of the Institute community is our first priority.

**PROACTIVELY SEEK ALIGNMENT.**
In areas of partnership, before we make decisions, we establish a shared understanding of our goals and responsibilities.

**RESOLVE CONFLICT DIRECTLY.**
If something is keeping us up at night, we directly address it. We start by assuming positive intent, respecting differences, and discussing the impact on us. If it’s bothering us enough to discuss with someone, we discuss it with the person most directly involved.

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**ENFORCE AUTONOMY.**
We value everyone’s ability to make their own decisions; it’s part of what makes work meaningful for us all. We aim for decisions that don’t exceed our authority or pre-empt someone else’s autonomy to make decisions on their own behalf.

**ENSURE DIVERSITY.**
We are committed to inclusion by representing diversity in all aspects of our work and programming. We are dedicated to promoting accurate news media portrayals of all segments of society, whether by race/ethnicity, gender, age, religion, physical and mental ability, sexuality, economic background, or educational attainment. And we intend to create cultures of belonging for all.

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**DEMONSTRATE LEARNING.**
We seek to grow and learn, in order to excel in our work and make decisions with the most complete and relevant information. We invest in growth and support each others’ development. When we fall short, we seek ways to improve. When we make a mistake, we acknowledge it, clarify the consequences, commit to educating ourselves, changing our behavior next time, and enlisting support for accountability and backup. We consult our guts but recognize their limitations and use data to inform daily and strategic decisions, continuously optimizing based on the best information available.

**APPRECIATE INTERDEPENDENCE.**
We recognize the interconnectedness of our choices and their consequences. When there are decisions that affect several people or organizations, we proactively seek alignment.

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**PRACTICE TRANSPARENCY.**
We will keep communication open and share information.

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**ENFORCE AUTONOMY.**
We value everyone’s ability to make their own decisions; it’s part of what makes work meaningful for us all. We aim for decisions that don’t exceed our authority or pre-empt someone else’s autonomy to make decisions on their own behalf.

**ENSURE DIVERSITY.**
We are committed to inclusion by representing diversity in all aspects of our work and programming. We are dedicated to promoting accurate news media portrayals of all segments of society, whether by race/ethnicity, gender, age, religion, physical and mental ability, sexuality, economic background, or educational attainment. And we intend to create cultures of belonging for all.

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In classrooms and labs throughout the country, student journalists are developing the skills and passion to deliver timely news to their communities in the student voice. The Institute and the National Press Club recognize this important work through our annual scholarship programs.

**SHIRLEY AND DENNIS FELDMAN FELLOWSHIP FOR STUDIES IN JOURNALISM**
The award recognizes a student pursuing graduate studies in journalism and is a one-time scholarship of $5,000.

Isidoro Rodriguez of Brooklyn, N.Y., received the 2021 Feldman Fellowship. Since his graduation from the John Jay College of Criminal Justice in New York in 2017, he’s written on probation, juvenile detention, and the bail system. Rodriguez attends the Craig Newmark Graduate School of Journalism at the City University of New York. “The work that has interested me the most, that I often consider my duty to write, has been on police reform,” he said.

**JULIE SCHOO SCHOLARSHIP FOR DIVERSITY IN JOURNALISM**
The award recognizes a graduating high school senior and totals as much as $20,000 over four years.

Kaleb Anderson of Washington, D.C., received the 2021 Julie Schoo Scholarship. The graduate of Benjamin Banneker Academic High School in Washington impressed judges with the maturity of his writing covering the Black Lives Matter movement. Anderson is studying journalism at the University of Missouri. “In journalism, I have the power to change the narrative on a topic and help bring different perspectives,” he said.

**WES VERNON BROADCAST SCHOLARSHIP**
The family of Mr. Vernon, who passed away in 2021, began this scholarship that year in his honor. The scholarship recognizes an aspiring broadcast journalist and totals as much as $20,000 over four years. Its goal is to encourage diversity within the field.

Chloë Clark of Seal Beach, Calif., is the inaugural recipient. A sports broadcast journalist, Clark impressed judges with her experience in television and podcast reporting and production – often in roles she created. Clark is studying for her master’s in journalism at the USC Annenberg School for Communication and Journalism. “The realm of journalism is my pathway to success,” she wrote in her essay.

**RICHARD G. ZIMMERMAN AWARD**
The award recognizes a graduating high school senior and is a one-time scholarship for $5,000.

Shradha Dinesh of Ashburn, Va., received the 2021 Zimmerman Award. Dinesh won over the judges with her role in bringing Rock Ridge High School’s moribund newspaper back to life, as well as with her writing skills. Dinesh is attending the College of William & Mary in Virginia and hopes to become a journalist.

Thank you to the generous donors who gave this year to help sustain these life-changing scholarships: Justin Cernitz, Andrew and Diane Powell / Robertson-Powell Foundation, Pender McCarter, Warren Communications News/Communications Daily, and Alice Stewart.
The National Press Club Journalism Institute relies on a variety of support to provide top-quality programming and experiences for journalists and the public they serve. Donations, grants, sponsorships, and workshop fees have provided a financial foundation for the Institute in 2021.

**Operating Funds**
Percentages below are based on a 2020 audit by Jones, Maresca & McQuade, PA, the most recent available audited figures.

**Revenue & Support**

Net assets released from restrictions 62%

- Investment interest & dividends 8%
- Contributions 3%
- Fundraising events 9%
- National Press Club member dues 12%
- Programs & member services 6%

**Expenses**

- Management & general expenses 28%
- Educational programming 26%
- Fundraising events & efforts 20%
- Scholarships & awards 6%
- Fallen Journalists Memorial Foundation* 9%
- Eric Friedheim National Journalism Library 12%

**Diversifying support**

The Journalism Institute's leadership has prioritized diversifying its income streams as part of its strategic planning. In 2021, that included expanding external support from individuals and corporate sponsors while exploring new partnerships and service areas amid challenging circumstances due to the global pandemic. Thanks to a variety of generous supporters, the Institute met its fundraising goals this year.

- Number of first-time donors to the Journalism Institute in 2021: 87
- Total number of donors to the Journalism Institute in 2021: 147
- Journalism Institute Board of Directors giving: 100%
- Event sponsors and advertisers in 2021: 28

*The FJM Foundation is funded by various grants that fund all of its expenses.
Thank you to donors who generously supported the Institute's programs, events, and operational work in 2021.

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Ed Barks
Helen Barrington
The BelleGemma II Charitable Fund
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Amanda Bennett
Juliet Beverley
Bogdan Bilanicz
Kevin Bohn
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Patricia Chadwick
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Katherine White
Drs. Carolyn L. Williams
& James N. Butcher
Joanne Williams
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Collaboration is critical to any organization’s success, and the Journalism Institute in 2021 partnered with outstanding organizations and sponsors to plan innovative programming and to fight for press freedom. We closely value these relationships.

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- AMERICAN PRESS INSTITUTE
- AP
- APCO Worldwide
- Axios
- Bloomberg Philanthropies
- National Association of Science Writers
- National Press Foundation
- National Press Club
- Communicators Team
- National Press Club Press Freedom Team
- National Press Club Professional Development Team
- National Press Photographers Association
- Resolve Philly
- West Financial Services, Inc.

Grant funders

- Horace W. Goldsmith Foundation, providing operational support for programming, publishing and other core functions
- Gannett Foundation, providing a Media Grant supporting a series of diversity, equity, and inclusion programming focused on building skills and improving representation within reported stories and within newsrooms
- Craig Newmark Philanthropies, providing unrestricted support
- Kiplinger Family Foundation, providing unrestricted support

Program partners

- National Association of Science Writers
- National Press Foundation
- National Press Club Communicators Team
- National Press Club Press Freedom Team
- National Press Club Professional Development Team
- National Press Photographers Association
- Resolve Philly
- West Financial Services, Inc.

Advertising support:
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CONTACT US

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For inquiries related to our newsletters and library services:
Holly Butcher Grant, growth manager
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