Time and again, journalists show their courage: To show up, to do the hard work in the face of adversity, and to support democracy with factual information and analysis.

The National Press Club Journalism Institute is proud to celebrate and amplify the creative work being produced by journalists in markets large and small. The Institute has served 7,550 journalists in 50 states and 44 countries through its training programs, skills workshops, community conversations, press freedom initiatives, weekday newsletter, and one-on-one assistance this year. We couldn’t do this important work without the help of supporters like you.

In 2022, we intensified our efforts to produce programs that focused on improving diversity and equity in newsrooms and in news coverage, building trust with the public while fighting misinformation, and supporting career development for journalists. We also expanded our custom newsroom training offerings to give organizations a chance to go deeper on specific topics with their teams.

Our popular daily newsletter reached more than 4,200 subscribers with its at-a-glance headlines of the day, tips on craft and journalism leadership, and opportunities to learn as a journalism community. We also increased opportunities for student journalists through a new scholarship, internships, and educational connections.

We celebrated journalistic achievement. In December with the National Press Club, we hosted the Fourth Estate Award Gala honoring CNN’s Clarissa Ward and other talented journalists who stood up to power to provide the truth. We work closely with the Club to advocate for press freedom and to shed light on injustices. With the Club, we released 39 statements in 2022, lending our voices to calls for action.

Your support this year made our team’s work possible. As we look to the new year, with new leadership and renewed energy toward our strategic plan, we hope we can continue to count on you. With your help, we’re powering journalism in the public interest.

Gil Klein,
National Press Club Journalism Institute President and Washington Program Director for the University of Oklahoma’s Gaylord College of Journalism and Mass Communication
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.

"Press freedom, professional development, and nurturing the next generation of journalists are the noble causes of the NPCJI. Bravo!"

MICHAEL FREEDMAN, NATIONAL PRESS CLUB PAST PRESIDENT, SENIOR VP AND JOURNALIST IN RESIDENCE AT UNIVERSITY OF MARYLAND GLOBAL CAMPUS & INSTITUTE DONOR

<table>
<thead>
<tr>
<th>2022 Board of Directors</th>
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<tbody>
<tr>
<td><strong>President</strong>, Gil Klein, University of Oklahoma &amp; past National Press Club president</td>
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<tr>
<td><strong>Secretary</strong>, Andrea Edney, past National Press Club president</td>
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<td><strong>Treasurer</strong>, Doug Harbrecht, past National Press Club president</td>
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<td>Michael Freedman, past National Press Club president</td>
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<td>Tom Huang, Dallas Morning News</td>
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<td>Richard Hutzell, Fallen Journalists Memorial Foundation</td>
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</tr>
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<td>Chuck Tobin, Ballard Spahr</td>
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</tbody>
</table>

**Institute staff**
- Beth Francesco, Interim Executive Director
- Holly Butcher Grant, Growth Manager

The Institute is a 501(c)(3) educational organization and the nonprofit affiliate of the National Press Club (Tax ID 52-1750908). Reach the Institute team at institute@press.org.
Journalists across the United States and around the globe learned best practices and sharpened their skills through the Institute’s 2022 programming. Top-notch instructors gave timely advice on covering contentious midterm elections, understanding and combating misinformation, improving diversity and inclusion in newsrooms and coverage, and zeroing in on craft. Participants in media markets of all sizes reported they gained practical tips and confidence in how they delivered vital information to their communities.

**PROGRAMS**

3,365
Registered program participants in 2022

13
Total public educational programs and workshops in 2022

2,105
Number of registered participants who say they joined their first Institute program in 2022

**REPORTING & WRITING**

Expert panelists explored the impact of government restrictions on press coverage of public schools and how to work around them. Produced by the Society of Professional Journalists and the National Press Club Journalism Institute as part of Sunshine Week, the discussion offered strategies and tools to overcome these barriers.

**Opening Access: How to push back on restrictive communication policies in education (and beyond)**

Opening Access: How to push back on restrictive communication policies in education (and beyond)

**ADDITIONAL REPORTING & WRITING PROGRAMS IN 2022**

- The Story’s Core: Using ledes and nut grafs to attract and keep readers
- Facts in a Time of Fiction: Reporting the truth amid lies and disinformation

**PARTICIPANTS SAID**

"I've found this not only incredibly informative, but quite cathartic to hear the same struggles I face as an education reporter and the stunning legal and ethical arguments in favor of our work. So grateful to everyone who organized and participated in this!"

"Workshopping the different types of ledes and nut grafs submitted by participants was really helpful to see how they can be used to convey different types of stories."

"I'm a strong writer, and I have been in journalism for a long time. But I'm always looking for ways to improve. This webinar will definitely help me to be more intentional, thoughtful, and strategic about my narrative writing."

"Being a part of this program made me realize how much we need this kind of dialogue. I wish there were more programs like this. Such good and thought-provoking comments were given. Please do more of this."

CHRIS PREITAUER, PRODUCER
As newsrooms diversify, what’s changing & what’s challenging?

Newsrooms have looked hard at the diversity of their teams, leadership, and coverage, and many say they’re now devoting consistent attention to hiring more journalists of color, investing in them, and supporting them in helping shift the stories that are told. A panel of newsroom leaders discussed what progress has taken place and what challenges remain.

ADDITIONAL EQUITY & INCLUSION PROGRAMS IN 2022
- Covering Food Insecurity: Access, hunger, and empathetic reporting about a basic need
- ‘Listen, World!’: Women’s voices in the news, then and now
- How to land a journalism internship in Washington, D.C.

**PARTICIPANTS SAID**
- “Because of this program, I will continue to seek ways to share my perspective and experiences publicly.”
- “I work in local government and we are often limited by our mission … It’s helpful to understand how to tell the story of making connections to other systemic issues impacting our local good system so we can support the work of our community partners addressing the root causes of hunger.”
- “This program was really encouraging and clarifying.”

A special thanks goes to the Gannett Foundation for its financial support of the Institute’s Diversity, Equity, and Inclusion programming series in 2022.

![Image](https://example.com/image.png)

Disinformation, Midterms, and the Mind: How psychological science can help journalists combat election misinformation

Journalism and democracy have been upended by the growth of mis- and dis-information. Countering it effectively requires understanding why people are susceptible, targeted, and how they can become more resilient. The Institute, the American Psychological Association, and PEN America produced a program on what journalists need to know about the psychology behind disinformation.

**ADDITIONAL SUPPORTING DEMOCRACY PROGRAMS IN 2022**
- Faith in Journalism: How news organizations can build trust with religious Americans
- Voter Accessibility: Improving your election coverage for people with disabilities

**PARTICIPANTS SAID**
- “It brought up some angles I hadn’t considered before: The eroding of trust in journalism (and thus in journalism as an honest broker) as a consequence of the demise of local media; the threats of violence in today’s brands of misinformation; and the possibility it’s getting people (sources, too) killed.”
- “Panelists did a great job of making the information understandable in how it can be used in everyday reporting.”
- “Please do more of these! So vital to cultivating healthy information ecosystems.”
- “This program gave me the awareness to seek disabled people as sources on every story I cover, and it inspired a few story ideas on voter accessibility.”

77% of all Institute panelists and instructors in 2022 who are women

50% of Institute panelists and instructors in 2022 who are people of color
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 Latest

Subscribers to The Latest, our daily newsletter for journalists and communicators eager to stay on top of media news and best practices, say it’s a “must read” information and skills booster.

Through its daily curated journalism headlines, newsroom leadership advice from expert Jill Geisler, writing and editing tips, and timely resources, The Latest has distinguished itself as an asset for thousands of journalists covering a variety of issues for their communities. Focused on practical tools and best practices you can use right now, The Latest is news journalists need to know to grow on the go.

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 Latest’s reports and stories are exactly what folks involved in any way with the media can find useful and likely are interested in. Your antenna is up clearly, and your research finding and synthesizing the stories and providing the links is an invaluable and unique contribution to the field.”
Bob Weiner, subscriber, Institute donor, and national columnist and radio commentator

“Just one edition of The Latest provided invaluable help and I’m happy to support this worthwhile project.”
Mark Kellner, subscriber and Institute donor

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Bob Weiner, subscriber, Institute donor, and national columnist and radio commentator

“Just one edition of The Latest provided invaluable help and I’m happy to support this worthwhile project.”
Mark Kellner, subscriber and Institute donor

4,225
Number of subscribers, grown organically: a 43% increase over 2021

186
Number of editions reported and produced in 2022

45%
Average daily open rate, more than twice the industry average

Thanks for a great newsletter. Easily my most read email every day. Always loads of interesting stories on journalism I would otherwise never have found.”

ANNA GULLBERG, REPORTER
The Institute promotes an independent and free press to ensure the public has full access to information that affects their lives. Along with dedicated volunteers and partners, 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 journalists who overcome obstacles to report the news.

The public's right to know

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

39

Protest Protocol: How journalists can stay safe in times of unrest

The combination of the Supreme Court’s decision to overturn Roe vs. Wade, ongoing right-wing conspiracies about the validity of U.S. elections, and the prospect of domestic terrorist attacks have produced a climate that forebodes tense confrontations between protesters, counter-protesters, and the police. The Institute produced a safety training with the National Press Club's Press Freedom Team on how to cover political protests and civil unrest while limiting legal exposure and physical safety risks.

ADDITIONAL PRESS FREEDOM PROGRAMS

- Police Accountability: How to get hidden records
- My First FOIA: Open records are for everyone

PARTICIPANTS SAID

“I really appreciated, in particular, the legal guidance on what journalists are allowed to do and hotlines to access if we are arrested/run into legal trouble for doing our jobs. Because of this program, I will have a heightened situational awareness and safety plans when covering protests and civil unrest.”

“I anticipated that the program would cover the basics, but it went beyond that. The panelists explained how savvy reporters approach FOIA. I learned from their experience — and their mistakes — and am grateful for that. What's more, they inspired me to not fear FOIA.”

“Because of this program, I will be able to share better resources and legal support options to student journalists at my university where I am an editor who often lacks support about how to cover protests and stay safe.”

Amicus briefs to support press freedom cases the Institute joined in 2022

10
"I would be remiss if I did not acknowledge how important the work journalists do is to our democracy, informing the public matters, journalism matters. So thank you all for the work that you do."

KIRSTEN MITCHELL, COMPLIANCE TEAM LEAD FOR THE U.S. OFFICE OF GOVERNMENT INFORMATION SERVICES, “MY FIRST FOIA” PANELIST

Work to free Austin Tice continues

Aug. 14, 2022, marked 10 years since award-winning photojournalist Austin Tice was abducted in Syria. Tice, a Georgetown graduate, law student, and Marine Corps veteran, was detained near Damascus three days after his 31st birthday while covering escalating conflict in the region.

To mark the grim anniversary, the National Press Club hosted Tice’s parents, Marc and Debra, Secretary of State Antony Blinken, Washington Post Publisher Fred Ryan, McClatchy CEO Tony Hunter, Georgetown University President John DeGioia, and others to draw attention to Austin’s case.

“The U.S. government is unwavering in our commitment to bring Austin home," Blinken said during the event. "This is a priority for us and we'll continue to work every day to bring Austin home where he belongs.”

President Biden also signaled his support to bring Austin home; in August, he called on Damascus to cooperate on efforts to release him after 10 years of captivity. Biden also met privately with the Tice family.

On Nov. 12, the second Run For Austin Virtual 5K raised further awareness and public support for Tice. Runners showed their support in 22 states and three countries, and the event raised more than $5,000 to help support the Tice family’s effort to bring him home.

Tice was the 2015 recipient of the John Aubuchon Press Freedom Award. An exhibit including his notebooks, awards, and his well-worn Chuck Taylors is available to view at the Eric Friedheim National Journalism Library in the National Press Club.

Legal support for journalist's fight for asylum is ongoing

The Institute continues to work on the case of 2017 John Aubuchon Award honoree Emilio Gutiérrez-Soto. Emilio and his son, Oscar, continue to live and work near Ann Arbor, where Emilio completed a Knight-Wallace journalism fellowship at the University of Michigan in 2019. But they are now in their 15th year of waiting for the asylum Emilio requested when he arrived in the United States, legally at a port of entry, in 2008 after being threatened with death for his reporting on official corruption in Mexico. The case is now before the U.S. Department of Justice’s Board of Immigration Appeals for the second time.

Assisted by the Reporters Committee for Freedom of the Press, the Institute is pressing a Freedom of Information case against the Department of Homeland Security, seeking internal communications about Emilio’s case. DHS released Emilio and Oscar after seven months in detention in August 2018 rather than turn the papers over to a federal judge who requested them. Another judge recently denied a request by DHS to "sample" requested records rather than turn them all over. Representatives of the Institute and the National Press Club have made numerous appeals to members of Congress and the Biden administration on Emilio’s behalf but we are consistently told no one can intervene in a case that is pending before the Board of Immigration Appeals. Emilio has been awaiting a decision on his current appeal since 2019.
SPECIAL INITIATIVES

In virtual and in-person spaces, hundreds of journalists came together through the Institute to celebrate and lean on each other through 2022. These special initiatives gave us opportunities to grow, to stay ambitious, and to honor the profession and those dedicated to it.

Clarissa Ward accepts Press Club's Fourth Estate Award

CNN’s Clarissa Ward accepted the National Press Club's Fourth Estate Award at a celebration in her honor in December, attended by hundreds of people at the National Press Club ballroom. The Club confers the award on the person who has achieved distinction for a lifetime of contributions to American journalism. The gala raises funds for the Institute.

Ward, who has spent nearly two decades reporting from the front lines in Syria, Iraq, Afghanistan, Egypt, and Ukraine, spoke about the collaborative spirit of journalism and praised local journalists around the world.

"What you don’t see, and what isn't immediately obvious, is that there are just huge teams of incredibly dedicated, hardworking, brilliant people who ... help make it all come together," Ward said. "It’s a collaboration: Nothing happens without people working together. That’s what makes this job so exciting."

Also honored during the Fourth Estate Award Gala:

Rana Ayyub, investigative journalist living in India and a Washington Post Global Opinions contributor, with the John Aubuchon Press Freedom Award (international honoree)

Josh Renaud, St. Louis Post-Dispatch reporter, with the John Aubuchon Press Freedom Award (domestic honoree)

"I really believe that humanity and compassion can be among the most important tools that a journalist can have."

CLARISSA WARD, CHIEF INTERNATIONAL CORRESPONDENT FOR CNN

Institute expands custom training offerings

The Institute has expanded its training portfolio to include designing programs for news and communications organizations to meet their specific professional development needs. Topics included:

- Editing for Excellence: Helping writers grow
- Enterprise Journalism: Strengthening a story’s impact
- Coaching and Fixing: How editors help writers (even on deadline)
- Writing tools for communicators

Contact us to schedule a consultation: Institute@press.org
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.

President Biden signed legislation in December 2022 approving a location for the Fallen Journalists Memorial in a coveted area near the National Mall in Washington, D.C. This will be the first memorial on federal land dedicated to journalists who have died on the job.

“It will commemorate our country’s commitment to a free press by honoring journalists who have sacrificed their lives,” said Fallen Journalists Memorial Foundation (FJMF) Founder and Chairman David Dreier in a statement. “This memorial will educate and inspire current and future generations to come.”

The FJMF will provide funding to the National Park Service or General Services Administration to construct and maintain the memorial.

The FJMF operated under the auspices of the National Press Club Journalism Institute until fall 2022, when it transitioned to an independent 501(c)(3). Led by 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. For information, visit fallenjournalists.org.

A home for writers of all genres

Dozens of nonfiction writers have found community and inspiration through the Institute as they navigate publishing in an evolving news landscape. The Institute hosted the Writing Through group weekly in 2022 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 and that the writing prompts and discussions encourage them to think differently about their approaches.

"... 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 THROUGH MEMBER AND INSTITUTE DONOR
The Institute and the National Press Club recognize student journalists’ important work through our annual scholarship programs. In 2022, a generous donation from the family of Robert D.G. Lewis established a new scholarship program that provides free housing and a stipend to support student journalists of color who plan to intern at news media outlets in Washington, D.C. The **Lewis Scholarship** furthers Bob and Jacqueline Lewis’s work to improve accessibility to experiential learning opportunities in the nation’s capital for students of color. It is funded through 2025.

**New Lewis Scholarship opens doors to D.C. internships**

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**NPCJI hosts student interns**

The Institute hosted two high school interns in 2022, **Alex O’Sullivan** and **Nathaniel Liu**. They conducted their first interviews with professional journalists, crafted essential tip sheets, worked on programs, and assisted with social media.

“"My favorite assignment was interviewing Amethyst J. Davis, founder of the 'Harvey World Herald'," O’Sullivan said. "Seeing the passion and fulfillment she gains from doing her job as the only full-time staffer for her local community paper still drives me and makes me want to be just like her in whatever career or path I choose in life."

**NPCJI is seeking funding to support future internships with our organization.**

**Institute hosts National Student Leadership Center students**

More than 180 high school seniors aspiring to careers related to journalism toured the National Press Club in June and spent part of their day discussing visual ethics. Joining as part of their National Student Leadership Center summer program, the students learned about the ethics behind journalistic decision-making before taking on the role of editors themselves in a group discussion.
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. Support from foundations, as well as corporate sponsorships, workshop fees, and individual donors, helped sustain and expand our work in 2022. Investment income supplements our operations. Thanks to our variety of generous supporters, the Institute exceeded its fundraising goals in 2022.

**Operating Funds**
Percentages below are based on a 2021 audit by Jones, Maresca & McQuade, PA, the most recent available audited figures.

**Revenue & Support**

<table>
<thead>
<tr>
<th>Percentages</th>
<th>Description</th>
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<tbody>
<tr>
<td>16%</td>
<td>Special events</td>
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<tr>
<td>10%</td>
<td>Contributions</td>
</tr>
<tr>
<td>8%</td>
<td>Investment interest &amp; dividends</td>
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<tr>
<td>5%</td>
<td>National Press Club member dues</td>
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<tr>
<td>4%</td>
<td>Eric Friedheim National Journalism Library</td>
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<tr>
<td>3%</td>
<td>Educational programming</td>
</tr>
<tr>
<td>2%</td>
<td>Scholarships &amp; awards</td>
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<tr>
<td>2%</td>
<td>Fallen Journalists Memorial Foundation*</td>
</tr>
<tr>
<td>19%</td>
<td>Fundraising events &amp; efforts</td>
</tr>
<tr>
<td>27%</td>
<td>Management &amp; general expenses</td>
</tr>
</tbody>
</table>

*Also represented: 1% Programs & member services, 1% Other

**Expenses**

- Net assets released from restrictions: 60%

**2022 Support**

- Total number of donors to the Institute operating account in 2022: 128
- Number of first-time donors to the Institute operating account in 2022: 62
- Event sponsors and advertisers in 2022: 24

"Being a journalist for over 50 years, I want you to continue to train the next generation as press freedom is more threatened all around the world."

CLAUDIE PORSELLA
WASHINGTON
CORRESPONDENT, NPC MEMBER & INSTITUTE DONOR

*The FJM Foundation is funded by various grants that fund all of its expenses.*
Thank you to the generous donors who supported the Institute’s programs, events, and operational work in 2022.

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Charles Tobin
Sasha Toperich
Robin Tricoles
Rachel Wallach
William Watson
Robert Weiner
Celia Wexler
Dr. Carolyn L. Williams
and Dr. James N. Butcher
Joanne Williams
David Wilson

SCHOLARSHIPS
$36,750 / 3 individual gifts

NPC AWARDS
$1,850 / 3 individual gifts

FUND TO FREE AUSTIN TICE
$5,285 / 96 individual gifts
PARTNER SUPPORT

Collaboration is critical to any organization's success. In 2022, the Institute partnered with outstanding organizations and sponsors to plan innovative programming and to fight for press freedom. We closely value these relationships.

Corporate sponsors in 2022

Platinum-level sponsor

Gold-level sponsors

Silver-level sponsor

Bronze-level sponsors

Patron-level sponsors

Grant funders

- Horace W. Goldsmith Foundation, providing operational support for programming, publishing and other core functions
- Gannett Foundation Media Grant, supporting a series of diversity, equity, and inclusion programs focused on building skills and improving representation within reported stories and within newsrooms
- Jackie Lewis Foundation, supporting initiatives and programs aimed at college- and entry-level journalism professionals
- Deseret Management Corporation, supporting programming exploring faith-focused reporting

Program partners

- American Psychological Association
- National Press Club Press Freedom committee
- National Press Foundation
- PEN America
- Society of Professional Journalists

Advertising support:
Brown Capital Management | G&S Communications | Independent Public Affairs
CONTACT US

For more about the Institute's programs and financially supporting our work:
Beth Francesco, interim executive director
bfrancesco@press.org

For inquiries related to our newsletters and library services:
Holly Butcher Grant, growth manager
hgrant@press.org