INCREASING PUBLIC UNDERSTANDING OF THE IMPORTANCE OF A FREE PRESS AND THE FIRST AMENDMENT

2017 IMPACT REPORT
DEAR SUPPORTERS,

Thank you for helping make 2017 another successful year at the Newseum. Because of you, the Newseum, the Newseum Institute and the Freedom Forum are able to increase public understanding of the importance of a free press and the First Amendment.

In 2017, we had more visitors than ever in the history of our organization. We opened five new exhibits and launched a new traveling exhibit. We presented more than 135 programs with guests such as Bret Baier, James Comey, Floyd Abrams, Kellyanne Conway, Michael Wolff, Scott Simon, Brooke Gladstone, Bob Schieffer, Pete Souza, Greta Van Susteren and many, many others.

The Newseum’s education team taught 854 classes to 28,000 students in our on-site classroom and reached thousands more through virtual classes NewseumED, our online resource center for teachers, doubled its number of users over the last year and now reaches more than 10 million students annually.

We are grateful for your support, which helps visitors experience the story of news, the role of a free press in major events in history, and the reasons the five freedoms of the First Amendment — religion, speech, press, assembly and petition — are more vital than ever in today’s complicated world.

Best regards,

JIM ABBOTT
Chair, Newseum Institute
Trustee, Freedom Forum

JAN NEUHARTH
Chair and chief executive officer, Freedom Forum
Trustee, Newseum and Newseum Institute

PETER S. PRICHARD
Chair, Newseum
Trustee, Freedom Forum and Newseum Institute
First Amendment Report Card

Entering its second year, the quarterly report card evaluates the relative health of each of the five freedoms of the First Amendment, providing a “grade” for each freedom as well as an overall grade for the First Amendment. The report card includes commentary and insights from a national panel of experts from across the political spectrum.

Seigenthaler-Sutherland Cup National First Amendment Moot Court

Hosted by the Newseum Institute and the Columbus School of Law at The Catholic University of America, this annual event welcomes teams from the nation’s leading law schools for a competition that features contemporary First Amendment issues. In recent years, the competition problems have centered on public schools’ ability to regulate students’ off-campus speech, contributions to political candidates and LGBT rights. A team from the Notre Dame School of Law won the 2017 competition.

The First Five Podcast and Newsletter

The First Five podcast, hosted by First Amendment Center executive director Lata Nott and Newseum Institute president Gene Policinski, covers varied topics, including government speech, censorship, journalism in the time of Trump and online harassment. The discussions aim to educate listeners about how our core freedoms apply to controversial issues such as diversity, religious liberty, “fake news,” campus protests and freedom of information. The First Five newsletter is a Friday roundup of the First Amendment issues that dominated the week’s headlines. It highlights the best reporting and commentary on these issues and how they impact the public.

John Seigenthaler Center Nashville, Tennessee

Al Neuharth Media Center Vermillion, South Dakota

Overby Center for Southern Journalism and Politics Oxford, Mississippi

The Institute’s affiliated centers conducted programs in 2017 that extended the work of the Institute, including: the Seigenthaler Series at the John Seigenthaler Center, which explored emerging issues on the news media and constitutional freedoms; the Neuharth Center, which serves as a home to student journalists at the University of South Dakota; and the Overby Center at the University of Mississippi, which held programs on the university’s 200th anniversary exploring the role of journalists in the civil rights movement.
**Educating Leaders**

In 2017, the Religious Freedom Center filled 123 seats in nine graduate- and undergraduate-level blended learning and online courses for religious and civic leaders and educators. Part of the program involved bringing these students and faculty together each semester in the Newseum’s Knight Conference Center for an immersion experience. During the three-day immersions, students met with faculty members, learned from religious liberty experts, and engaged in dialogue around some of the most contentious religious liberty issues facing our society.

**Equipping Schools**

The Religious Freedom Center piloted 27 online professional development modules for educators in two Georgia school districts, Gwinnett and Bleckley County, as part of the Georgia 3Rs project. Each module is self-paced and interactive, and covers practical information for teachers and administrators on First Amendment approaches to religion and education that ensure students’ religious liberty in public schools. After the pilot phase, these modules along with several others will be made available to educators across the nation.

**Creating Guidelines**

In June, the National Council for the Social Studies officially recognized religious studies as an essential part of the curriculum in K-12 public education. NCSS published a document, “Religious Studies Companion Document for the C3 Framework,” which contains guidelines for teaching religion in public schools from an academic, non-devotional standpoint. The guidelines were developed by educators, school administrators and subject matter experts from Harvard University and Rice University, with the support of the American Academy of Religion and the Religious Freedom Center.
NEWSEUM ED

The Newseum’s education team reached more than 10 million teachers and students in 2017, due to its timely curriculum, virtual class offerings, strategic partnerships and support from philanthropic donors.

The following generous donors helped the education team expand resources and access in 2017:

- Anonymous
- American Association of University Women (AAUW)
- Annenberg Learner
- The Brin Wojcicki Foundation
- Charles Koch Foundation
- Facebook
- Joseph Ianelli 9/11 Scholarship Fund
- Macy’s Corporation
- Present Progressive Fund
- Wells Fargo

Media Literary Resources

The Newseum’s education team launched a new set of online resources to address critical educational needs in media literacy. Groups such as the U.S. State Department, Facebook, IREX and Mozilla have helped provide NewseumED with increased international visibility. Online resources, available in four languages, now reach users in 175 countries.

NewseumED Infographics

These resources help educators and students improve their media literacy and evaluate news stories to determine their veracity and “share-worthiness.”

Media Literary Booster Pack

Created in partnership with the American Association of University Women (AAUW), the Media Literary Booster Pack helps students navigate today’s complex media landscape. The free resources give students and teachers the tools to understand how news is made and how they can take a more active role in the information cycle.

Virtual Classes

NewseumED launched a virtual version of the class “Fighting Fake News: How to Outsmart Trolls and Troublemakers.” It provides students with practical tools to navigate the flurry of misinformation. The class has quickly become the most frequently booked of NewseumED’s offerings. More than 5,160 students completed the class in less than nine months. One teacher wrote, “The idea that biased and flawed news is not fake news really made me reconsider my notions of fake news and how I understand it, so that I can better teach it to my students.”
At the second annual Free Expression Awards, the Newseum and Newseum Institute recognized the following awardees:

**JOHN LEWIS**  
LIFETIME ACHIEVEMENT AWARD  
United States Representative, Georgia

**TIM COOK**  
FREE SPEECH AWARD  
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**MARTHA RADDATZ**  
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Chief Global Affairs Correspondent, ABC News, and Co-anchor, “This Week with George Stephanopoulos”

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FREE SPIRIT AND JOURNALISM CONFERENCE

The annual Al Neuharth Free Spirit and Journalism Conference targets rising high school seniors who are interested in pursuing a career in journalism and who demonstrate the qualities of a “free spirit.” In 2017, 51 students attended the conference in Washington, D.C., at the Newseum and Newseum Institute.

The conference is made possible by generous support from the Freedom Forum.

AL NEUHARTH AWARD
FOR EXCELLENCE IN THE MEDIA

Veteran journalist and executive editor of The Washington Post Martin Baron was the recipient of the 2017 Al Neuharth Award for Excellence in the Media.

The Al Neuharth Award for Excellence in the Media is named for the late USA TODAY, Freedom Forum and Newseum founder Al Neuharth, and is sponsored by the Freedom Forum, Newseum Institute and the University of South Dakota.
Compelling Exhibits
The Newseum experience starts with the permanent exhibits occupying 15 galleries and 15 theaters. Visitors engage with authentic artifacts such as the broadcast antennae from the top of the World Trade Center in the 9/11 Gallery Sponsored by Comcast, and eight original pieces of the Berlin Wall alongside a guard tower in the Berlin Wall Gallery. They can explore photographs from every Pulitzer Prize–winning entry dating back to 1942 in the Pulitzer Prize Photographs Gallery. In 2017, five changing exhibits complemented the permanent galleries with topics and formats as varied as a virtual reality exploration of the Unabomber cabin and an artifact-rich exhibit titled “Louder Than Words” about the intersection of music, power and politics.

Public Programs
The Newseum offers a dynamic range of public programs to connect visitors with exhibits and themes that reinforce the importance of a free press and the First Amendment. The programs range from film presentations to one-on-one interviews to moderated panel discussions all designed to expand visitors’ curiosity and invite reflection on critical news and First Amendment issues. In 2017, the Newseum presented dozens of public programs, including a series looking at President Donald J. Trump’s relationship with the White House press corps and a discussion with then-FBI Director James Comey and a screening of the new USA Network documentary series, “Inside the FBI: New York.”
Creating Camelot: The Kennedy Photography of Jacques Lowe

This exhibit showcased more than 70 intimate photographs and iconic images of President John F. Kennedy, his wife, Jacqueline, and their children, Caroline and John Jr. — photos that helped create the legend of the Kennedy presidency known as “Camelot.”

Louder Than Words: Rock, Power and Politics

Created in partnership with the Rock & Roll Hall of Fame, this exhibit showcased the intersection between rock and politics and examined how artists exercise their First Amendment rights. Through iconic artifacts and photographs and multimedia experiences, the exhibit explored the influence of music and artists such as Bob Dylan, U2 and Rage Against the Machine.

Contributing support for “Louder Than Words” was provided by Hilton Hotels & Resorts, SoundExchange and Altria Group.

1967: Civil Rights at 50

This exhibit explored the civil rights events of 1967, when black Americans used their First Amendment freedoms to challenge police brutality, economic inequality and the Vietnam War amid deadly riots and the rise of the Black Panther Party.

Contributing support for “1967: Civil Rights at 50” was provided by Altria Group.

The 2017 Pulitzer Prize-Winning Editorial Cartoons of Jim Morin

Miami Herald editorial cartoonist Jim Morin has satirized presidents from Richard M. Nixon to Donald J. Trump. In 2017, Morin won his second Pulitzer Prize for editorial cartooning for his take on campaign 2016 and other issues of the year, including race, gun violence and fake news.

Morin first won the award in 1996.

Berlin Wall: The Virtual Reality Experience

Visitors explored communist East Berlin at the height of the Cold War in this virtual reality experience. Visitors used a virtual hammer to help break down the decades-old barrier to freedom.

“Berlin Wall: The Virtual Reality Experience” was presented in partnership with HTC Vive.
2017 SPECIAL PROGRAMS

World Press Freedom Day
In partnership with Freedom House, the Newseum announced changes to the World Press Freedom Map in the Time Warner World News Gallery. The percentage of the world’s population that has access to a free press remained at its lowest point in 13 years.

Generous support for this annual program was provided by Bette Bao Lord and Winston Lord.

‘The Vietnam War’: A Conversation With Ken Burns and Lynn Novick
Following a screening of the film “The Vietnam War,” Burns and Novick discussed the film with veteran CBS reporter Bill Plante, who reported on the Vietnam War early in his career.

Generous support for this program was provided by PBS and WETA.

‘BuzzFeed Brews @ the Newseum’ Series
BuzzFeed News Capitol Hill reporter Tarini Parti sat down with U.S. Representative Joaquin Castro, U.S. Rep. Mark Meadows and members of the Freedom Caucus to discuss the state of current affairs.

‘Louder Than Words’ with N.W.A.
DJ Yella of the seminal hip hop group N.W.A and Lil Eazy E, whose father was a member of the group, appeared in a special program to celebrate freedom of expression and the new exhibit “Louder Than Words: Rock, Power and Politics.”

Contributing support for “Louder Than Words” was provided by Hilton Hotels & Resorts, SoundExchange and Altria Group.

Inside Media With Pete Souza
The former chief official White House photographer for President Barack Obama spoke about his new book, “Obama: An Intimate Portrait.”
NEWSEUM BY THE NUMBERS: 2017

MORE THAN 850,000 VISITORS
238,017 STUDENT VISITORS
10,000,000 VISITORS
854 FREE EDUCATION CLASSES
135 PROGRAMS
5 EXHIBITS OPENED
2,004 NEW MEMBERS
STUDENTS REACHED THROUGH NEWSEUM ED
FORUM: THE PRESIDENT AND THE PRESS
The First Amendment in the First 100 Days

This half-day forum examined President Donald J. Trump’s administration and its relationship with the press. Over four hours and seven sessions, the nation’s leading journalists and White House communications staff — past and present — tackled issues regarding the news media and its political coverage.

In between occasionally taut exchanges, panelists delved into topics ranging from covering the Trump White House, President Trump’s use of Twitter, the future of news in a social media-driven world and the desperate need to shore up local journalism.

Pulitzer Prize-winning reporter David Fahrenthold and veteran journalist Bob Schieffer each spoke about the role of the free press in our democracy, and panels moderated by Fox News’s Bret Baier, CNN’s Brian Stelter and Mike Allen of Axios brought together members of the press and government officials with wide-ranging views on today’s most complex and pressing issues.

MSNBC’s Greta Van Susteren interviewed then-White House Press Secretary Sean Spicer, and reporter and author Michael Wolff interviewed Kellyanne Conway, counselor to the president.

Generous support for this event was provided by the John S. and James L. Knight Foundation.

Additional support was provided by the Kovler Fund of The Community Foundation for the National Capital Region.
“At its core, the Religious Freedom Center helps teach leaders of our communities, and the public, about the meaning of the First Amendment to ensure that religious liberty continues to flourish in our country. We greatly admire the work that our friend Charles Haynes has done during a long career dedicated to teaching and protecting these important principles.

While the Center will always have an important place, its work is needed now more than ever during these times when our country is badly fractured.”
“We love being members of the Newseum and of the Friends of the First Amendment Society. Over the years our interest has grown from being regular visitors to involvement in the numerous programs that are offered. The wide array of offerings always keeps us interested and shows us new ways of looking at things.

The importance of the Newseum and its educational programming cannot be overstated. Focus on the First Amendment freedoms has not only become a part of our lives, but also our business as we regularly promote the Newseum to our clients and friends.”

PETER NGUYEN AND JOSEPH REEF
“For the last ten years, Bloomberg has faithfully and generously supported the Newseum’s programs, exhibits and education initiatives. I am especially grateful for the company’s support of the Bloomberg Internet, TV and Radio Gallery, where visitors explore the evolution of electronic media. Corporate sponsors such as Bloomberg are powerful partners in educating so many about the importance of a free press in democracy.”

- SERGIO FURMAN
Chief Development Officer,
Newseum and Newseum Institute
The Newseum was conceived and constructed by its principal funder, the Freedom Forum.

‡ Recognizes deceased members.
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2017 HONOR ROLL

Contributions Received in 2017

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<td>R. Scott Williams</td>
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<td>President and chief operating officer</td>
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<td>Nicole F. Mandeville</td>
<td>Michael Coleman</td>
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<td>Senior vice president, chief financial officer and treasurer</td>
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<td>Sherri R. Minear</td>
<td>Sergio Furman</td>
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