2020 Annual Report

WE MAKE GOOD JOURNALISTS BETTER.

THE NATIONAL PRESS FOUNDATION IS A 501(C)(3) ORGANIZATION
The National Press Foundation was honored to serve journalists throughout the chaos of 2020. As news organizations rallied to cover the pandemic, a contested election and a national reckoning on race, NPF reinvented itself as an all-digital operation. We rededicated ourselves to making good journalists better — in lockdown and beyond.

NPF began the year with two in-person, full-length fellowships on the nation’s top pre-pandemic health issues: heart disease and cancer. When COVID-19 struck, we quickly pivoted to training journalists on vaccines, homelessness and rural mental health. As the year wore on, we began offering full-length online trainings on how to track taxpayer money through Paycheck Protection Program loans and other pandemic relief programs. We ran a boot camp in vaccine development, a 10-part series on international trade and global supply chains, and programs on disinformation, lessons from the pandemic, and rising poverty and inequality in the United States.

Our speakers included Nobel laureate Abhijit Banerjee, the Rev. William Barber, former Labor Secretary Robert Reich, pioneering psychologist Dr. Alfiee Breland-Noble and other experts Zooming in from Beijing, Singapore, Canberra, Toronto, Geneva, Paris and elsewhere. They helped journalists seed a troubled information ecosystem with sensitive, data-driven and timely coverage of critical issues.

NPF also launched a redesigned website, held an all-virtual fundraising event and made its trainings more accessible to more journalists in more places around the world. We launched a partnership with DataKind to match fellows tackling complex investigative projects with data scientist volunteers willing to help them. And we launched new awards to recognize the best reporting on poverty in the United States.

Our work would not be possible without the generosity of our friends, sponsors, donors and unsung volunteers. These include our speakers, who gave their precious time free of charge; our board and fundraising committee members, who offered unstinting help; our sponsors, who shared expertise and staff time, as well as financial support; and our awards judges, who helped us celebrate the best in journalism. Your work sustains American democracy.

With sincere thanks,

Sonni Efron
Dear Friends of the National Press Foundation,

It’s hard to imagine a more tumultuous year than 2020. One month after our always inspirational gala honoring the best of journalism, the world locked down into a pandemic crouch that continues even as I write this. Yet in times like this, our craving for truthful, accurate and clear information grows stronger.

That is precisely why I am so grateful to our friends, our donors and our volunteers who continued their generous support of the National Press Foundation and its mission to make good journalists better. COVID-19 forced us to reinvent our programs from in-person to online training. Thanks to our terrific, flexible and imaginative staff, led by NPF President Sonni Efron, the National Press Foundation continued to deliver timely, issue-focused programming that connected journalists with top experts in vaccine science, disinformation and many other of-the-moment topics. And in the “silver lining” category, those programs reached more journalists in more countries than ever before.

This February, at the height of Zoom fatigue, we held our gala online, and still, you — our stalwart supporters — showed up, full of enthusiasm for great journalism. Your generosity in these uncertain times allowed the National Press Foundation to thrive.

2021 promises to be a brighter, healthier year, but we are all changed. The National Press Foundation, ever mindful of the fragility of the free press in times of crisis, will press forward with a renewed commitment to the future of journalism.

Donna Leinwand Leger
The National Press Foundation is a 501(c)(3) whose mission is to “make good journalists better.” We educate journalists on the complex issues of the day and train them to use the latest reporting tools and techniques. The foundation recognizes and encourages excellence in journalism through its awards and fellowships.

Since 1976, the foundation has provided in-person professional development opportunities to thousands of editors, producers and reporters, helping them better understand and explain the effects of public policy on readers and viewers. All NPF programming is free and on the record.

Prior to COVID-19, NPF programs were held in the nation’s capital, around the United States and overseas. During the global pandemic, we are offering all-virtual training and are continuing to bring journalists together with leading authorities to discuss significant issues, such as health care, foreign affairs, poverty and economics. Using the information in these fellowship briefings, NPF produces digital curricula that are posted to our website, allowing journalists around the world to access the best expertise and enhance their reporting.

Journalists are currently under fire, overworked, underpaid, and too often threatened with violence. The landscape for media continues to deteriorate with widespread layoffs, newsroom closures, mistrust and disinformation. Against this grim background, the National Press Foundation’s mission — making good journalists better — has become more necessary than ever.
2020 WAS A YEAR LIKE NO OTHER

65

PROGRAMS

3,049

TRAINED ONLINE

14

TRAININGS IN Q4 2020

61 fellows trained in-person (before COVID)

YouTube Subscribers

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
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<tbody>
<tr>
<td>2019</td>
<td>798</td>
</tr>
<tr>
<td>2020</td>
<td>1,125</td>
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Website Pageviews

<table>
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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2019</td>
<td>170,616</td>
</tr>
<tr>
<td>2020</td>
<td>191,507</td>
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Twitter Impressions

<table>
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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2019</td>
<td>1,406,400</td>
</tr>
<tr>
<td>2020</td>
<td>2,625,000</td>
</tr>
<tr>
<td></td>
<td>+86%</td>
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</table>
Covering the Heart Beat
JAN. 26-29
What’s New in Cancer Coverage
MARCH 2-4
From Coronavirus to Tariffs: Online Workshop on Trade Issues
MARCH 16
COVID-19 and Homelessness Part One: Fighting COVID-19 Among America’s Most Vulnerable
MARCH 30
How to Report on COVID-19 and the Homeless
MARCH 30
Developing a COVID-19 Vaccine
APRIL 3
COVID-19 and Homelessness Part Two: The View From the Front Lines
APRIL 6
Tracking COVID-19 Misinformation and Disinformation
APRIL 9
COVID-19 and Homelessness Part Three: The Coming Wave of Evictions
APRIL 13
“The Great Influenza” – Lessons From the Past with John M. Barry
APRIL 20
COVID-19 and Suicide: Exploring Prevention
APRIL 28
COVID-19 and Rural Mental Health
MAY 5
Where’s Our Food?: Supply Chains and Food Insecurity
MAY 12
Medical Trade Wars
MAY 26
Tracking the Anti-Vaccination Movement
MAY 28
Techno-Nationalism
JUNE 9
Pandemic Politics: Covering Voting by Mail
JUNE 16
Superpower Showdown
JUNE 23
Covering the Jobs Report
JUNE 30
Essential Ingredients
JULY 7
Managing the New Cold War
JULY 7
Tracking Coronavirus Relief Funds
JULY 13-17

Vaccine Boot Camp
JULY 30-AUG. 12

Trump, Biden and What’s Next for the WTO
SEPT. 1

Poverty and Inequality 2020
SEPT. 2

What Works to Reduce Poverty
SEPT. 9

Election 2020: Covering Ballot Initiatives
SEPT. 10

Children in Poverty Plus COVID
SEPT. 16

Poverty as a Pre-Existing Health Condition
SEPT. 17

Data and National Security
SEPT. 21

Children’s Health
SEPT. 23

Poverty, Trauma and the Developing Brain
SEPT. 30

Election 2020: Barriers to Voting
OCT. 1

Are Trade Wars Class Wars?
OCT. 6

Child Care
OCT. 7

A Discussion with Robert Reich
NOV. 16

U.S. Trade Policy for the Next Administration
NOV. 17

The Suburbs After COVID
NOV. 19

A Conversation with Historian Harold Holzer
DEC. 1

The Coming Battle Over Paid Family Leave
DEC. 2

Workplace Mental Health
DEC. 3

The White House Beat Under the Biden Administration
DEC. 8

Education: Closing the COVID Inequality Gap
DEC. 9
Speakers

NPF thanks these speakers, who gave so generously of their time and expertise.

**Heart Health**
Laurence Sperling  
David Goff Jr.  
Carl Orringer  
Joshua Hare  
Jeffrey Goldberger  
Mauricio Cohen  
Robert Myerburg  
Jennifer Chao  
Charles Fraser Jr.  
Noel Bairey Merz  
Martha Gulati  
Judith Hochman  
Joanna Chikwe  
Virend Somers  
Steve Sternberg  
Malissa Wood  
Nandita Scott

**What’s New in Cancer Coverage**
Clifton Leaf  
Norman E. Sharpless  
Larissa Korde  
Nirali N. Shah  
Steven A. Rosenberg  
Jennifer Crosswell  
George Demetri  
Elizabeth A. Platz  
Jane Henley  
Brian M. Rivers  
Carl June  
Otis W. Brawley

Carol Taylor  
Behfar Ehdai  
Rebecca Goldin

**Latest on Autonomous Cars**
Kelly Donahue  
Catherine McCullough  
Courtney Rozen

**From Coronavirus to Tariffs: Online Workshop on Trade Issues**
Myron Brilliant  
Kurt Tong  
Jennifer A. Hillman  
Rick Dunham  
Paul Wiseman  
Megan Cassella

**COVID-19 and Homelessness: Evictions**
Juan Pablo Garnham  
Matthew Desmond  
Aliza Durana  
Nan Roman

**Tracking COVID-19 Misinformation and Disinformation**
Joe Smyser  
Claire Wardle  
Donie O’Sullivan

**“The Great Influenza”: Lessons From the Past**
John Barry

**COVID-19 and Suicide**
Alfiee Breland-Noble  
Holly Wilcox  
David Gunnell

**COVID-19 and Rural Mental Health: Through the Cracks**
Susan Greene  
Niki Turner  
Paul Force  
Emery Mackie

**Global Trade: Essential Ingredients**
Glenn Luckinbill  
Jane Nakano  
Kristin Vekasi

**Global Trade: Medical**
Sébastien Miroudot  
Rosemary Gibson  
Gary Gereffi

**Corporate Accountability**
Maya MacGuineas  
Phillip Mattera  
Maxwell Mishkin  
Kathleen Day  
James B. Steele  
Danielle Brian  
Derek Willis  
Chantilly Jaggernauth  
Sheila Krumholz  
Dan Auble  
James V. Grimaldi  
Susan E. McGregor  
Cheryl W. Thompson  
Mark Horvit  
Rob Wells  
Mark Walker  
Diana B. Henriques
Superpower Showdown: What's Next in the U.S.-China Trade War?
Bob Davis
Mary Lovely
Henry Huiyao Wang

Democracy: Vote by Mail
Wendy Weiser
Herb Jackson
Adam Bonica

Managing the New Cold War
Alan Dupont
Jia Qingguo
Ana Swanson

Covering the Monthly Jobs Report
Erica Groshen

Global Trade: Food
Darci Vetter
Shefali Kapadia
Simon Evenett

Global Trade: Techno nationalism
Alex Capri
Yukon Huang
Martijn Rasser

Vaccines
Arthur Caplan
Seth Mookin
Margot Savoy
Walter Orenstein
José Romero

Deborah Fuller
Georges Benjamin
Rahul Gupta
Julie Morita
Paul Offit
Leonard Friedland
Peter Marks
Wilbur Chen
Kathleen Neuzil

Trump, Biden and What’s Next for the WTO
Andrea Durkin
Jennifer Hillman
Bryce Baschuk

What Else Is on the Election Ballot?
John G. Matsusaka
Ryan Byrne
Pete Quist

Poverty and Inequality 2020
William Barber

What Works to Reduce Poverty?
Abhijit Banerjee

Children in Poverty Plus COVID
Anna Johnson
Hirokazu Yoshikawa

Poverty as a Pre-Existing Health Condition
Sir Michael Marmot
Otis W. Brawley

Data and National Security: The New Digital Trade War
Lindsay Gorman
Clite Willems
Adam Segal

Children’s Health
Joan Alker
Benard Dreyer

Poverty, Trauma and the Developing Brain
Swati Adarkar
Jack P. Shonkoff

Are Trade Wars Class Wars?
Cathy Feingold
Matthew Klein

Informing Citizens About Voting Barriers
Wendy Weiser
Dale Ho
Scott Bland

Child Care in Crisis
Catherine White
Linda Smith
Hannah Matthews

America’s Growing Inequality
Robert Reich

U.S. Trade Policy for the Next Administration
Edward Alden
Mary Lovely
Lingling Wei

The Suburbs After COVID
Richard Fry
June Williamson
Brian O’Looney

A Conversation with Historian
Harold Holzer

The Coming Battle Over Paid Family Leave
Indivar Dutta-Gupta
Wendy Chun-Hoon

The White House Beat Under the Biden Administration
Anita Kumar
Margaret Talev
Francesca Chambers
George Condon
Paula Reid

Education: Closing the COVID Inequality Gap
Katharine Stevens
Julia Kaufman
Bryan Hancock

Paul Miller Fellowship
Idrees Ali
Dan Aube
Lolita Baldor
Sean Doody
Christopher Garver
Shane Harris
Jonelle Henry
Nate Hurst
David Lightman
Maya MacGuineas
David Martin
Mike Mastrian
Philip Mattera
John McCMaridge
Elizabeth McLaughlin
Sean Moulton
John Mulligan
Michael O’Hanlon
Taft Phoebus
Paul Stares
Susan Swain
For more than 30 years, the Paul Miller Washington Reporting Fellowship has introduced promising young(ish) Washington reporters to the city they have been assigned to cover. The fellowship gives print, online and broadcast journalists from top news organizations an intensive and lively overview of reporting in the capital.

The fellows meet once a month to learn more about the Pentagon, the Supreme Court, the Capitol and other key Washington institutions. They review politics and policy with regulators, lawmakers, experts and the best reporters in the business. And they network with colleagues who help them grow personally and professionally.
We launched an all-new website in November, with modern architecture to better support NPF’s all-virtual operations. Features include a search function; speaker biographies; search engine optimization; the ability to embed video, slides and PDFs; and the ability to surface some evergreen content that was buried on the old website. Pageviews have been steadily climbing since the launch.

NEW WEBSITE METRICS

<table>
<thead>
<tr>
<th>UNIQUE PAGEVIEWS</th>
<th>ON HOMEPAGE</th>
<th>ON TOPICS PAGES</th>
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<tbody>
<tr>
<td>Oct. 1, 2019 – Feb. 28, 2020</td>
<td>4,115</td>
<td>4,205</td>
</tr>
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</table>

+38% +101%

CHANNEL ANALYTICS

Your videos got 89,184 views in 2020

<table>
<thead>
<tr>
<th>Views</th>
<th>Watch time (hours)</th>
<th>Subscribers</th>
</tr>
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<tbody>
<tr>
<td>89.2K</td>
<td>5.3K</td>
<td>+377</td>
</tr>
</tbody>
</table>
What Our Journalists Say

**Barbara Sprunt, NPR**
PAUL MILLER REPORTING FELLOWSHIP 2017-2018

“It was one of the best experiences of my professional career and where I met some of the best people I know in D.C.”

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**Rhea Mahbubani, Insider Inc.**
TRACKING CORONAVIRUS RELIEF FUNDS, JULY 13-17, 2020

“I’ve been in newsrooms for almost 10 years, but have always been intimidated by data and Excel sheets. ... This fellowship offered training that added another dimension to my skillset as a journalist. I look forward to being able to take the lead on digging up scoops and finding stories that I couldn’t previously because I didn’t know my way around data well enough.”

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**Craig Harris, Arizona Republic**
TRACKING CORONAVIRUS RELIEF FUNDS, JULY 13-17, 2020

“In ever-shrinking newsrooms, we are so grateful for folks like you who believe in the Fourth Estate and help us to learn new ways to hold accountable those in power.”

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**Alva James-Johnson,**
Spectrum Magazine
TRACKING CORONAVIRUS RELIEF FUNDS, JULY 13-17, 2020

“I liked the intensity of the training, which gave it a boot camp feel. The time was used efficiently, and I enjoyed the selection of speakers. I find the support very encouraging.”

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**Lisa Krieger, The Mercury News**
VACCINE BOOT CAMP, JULY 30-AUG. 12, 2020

“Because I knew there would be accurate transcripts, I didn’t have to focus on taking perfect notes — instead, I could listen for content. The transcripts also made it possible to quickly write accurate ‘Q and As’ based on verbatim quotes; readers wrote to say they appreciated hearing facts straight from the experts.”

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**Letitia Stein,**
USA Today
WHAT’S NEW IN CANCER COVERAGE, MARCH 2-4, 2020

“I enjoyed the really deep science dive on precision medicine and some of the new technologies.”
The National Press Foundation Annual Awards Dinner recognizing journalistic achievement is one of the largest media dinners in Washington, bringing together more than 1,000 journalists, policymakers and executives of media companies, public relations firms, corporations and trade groups.

AWARD WINNERS

SOL TAISHOFF AWARD FOR EXCELLENCE IN BROADCAST JOURNALISM
Dana Bash

INNOVATIVE STORYTELLING AWARD
NPR and the University of Maryland’s Howard Center for Investigative Journalism & Capital News Service

CLIFFORD K. & JAMES T. BERRYMAN AWARD FOR EDITORIAL CARTOONS
Robert “RJ” Matson
CQ Roll Call

BENJAMIN C. BRADLEE EDITOR OF THE YEAR AWARD
Aminda (Mindy) Marqués Gonzalez
Miami Herald Media Company

EVERETT MCKINLEY DIRKSEN AWARD FOR DISTINGUISHED REPORTING OF CONGRESS
Michael Kruse
Politico

HINRICH FOUNDATION AWARD FOR DISTINGUISHED REPORTING ON TRADE
Paul Wiseman, Joe McDonald and Anne D’Innocenzio
The Associated Press

THE FEDDIE REPORTING AWARD
Christina Jewett
Kaiser Health News

W.M. KIPLINGER DISTINGUISHED CONTRIBUTIONS TO JOURNALISM AWARD
Bob Woodward
The Washington Post

CHAIRMAN’S CITATION
Charles Sennott and Steven Waldman
Report for America
2019 CAROLYN C. MATTINGLY AWARD FOR MENTAL HEALTH REPORTING

The Colorado Independent won the National Press Foundation’s Carolyn C. Mattingly Award for Mental Health Reporting for a story on how the killing of a mentally ill man by a police officer changed a community.

“Through the Cracks: A stranger, a police shooting, and a small town’s silence” was written by Niki Turner, editor of the Rio Blanco Herald Times, and Susan Greene, editor of The Colorado Independent, a nonprofit in Denver.

NATIONAL PRESS FOUNDATION’S 2020 POVERTY AND INEQUALITY AWARDS

Idrees Kahloon of The Economist and Anna Wolfe of Mississippi Today were the first winners of the National Press Foundation’s 2020 Poverty and Inequality Awards.

Wolfe’s winning story and photo essay, “Are the kids alright?,” captured the unprecedented challenges of COVID-19 for the schoolchildren of Jackson, Mississippi. Wolfe chronicled how the system and its children have adapted with grace and spirit.

Kahloon, who works in the Washington bureau of The Economist magazine, won for “Measuring Poverty: And the poor get poorer.” His piece wove together a panoply of data to show how the $1,200 federal stimulus checks made a dent in American poverty at the beginning of the pandemic – and how such aid soon ran out.

The awards honor the best reporting on children in poverty in the United States for the month of September. Each carries a $4,000 prize and is offered in conjunction with trainings for journalists. Both the awards and the trainings are funded by the David and Lucile Packard Foundation, the W.K. Kellogg Foundation and the Heising-Simons Foundation; NPF is solely responsible for the content of the trainings.

THOMAS L. STOKES AWARD FOR BEST ENERGY AND ENVIRONMENT WRITING

Three Wall Street Journal reporters won the Thomas L. Stokes Award for Best Energy and Environment Writing for their three articles on “How PG&E Burned California.”

Katherine Blunt, Russell Gold and Rebecca Smith cover energy and the environment. The award carries a $2,500 prize.

Judges called the work “accountability journalism at its finest” and “an example of dogged public affairs reporting based on record requests, on-site reporting and good old shoe leather.”
NPF Board of Directors

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DC MEDIA STRATEGIES

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Amos Snead
ADERO

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Peter Cherukuri
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Heather Dahl
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Tom Davidson
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Rafael Lorente
PHILIP MERRILL COLLEGE OF JOURNALISM,
UNIVERSITY OF MARYLAND

Sudeep Reddy
POLITICO

Terence Samuel
NPR

Charles Self
227 INTERNATIONAL

Adam Sharp
NATIONAL ACADEMY OF TELEVISION
ARTS & SCIENCES

Susan Swain
C-SPAN

Robyn Tomlin
MCCLATCHY

Julie Triolo
WARNER MEDIA

John Walcott
GEORGETOWN UNIVERSITY
Sonni Efron  PRESIDENT AND COO
Sonni Efron joined the National Press Foundation in January 2020. Efron began her career at The Associated Press in Boston, followed by 20 years at the Los Angeles Times. She was a foreign correspondent in Moscow, Tokyo bureau chief, State Department correspondent and editorial writer on national security. She was also a speechwriter and senior policy advisor at the State Department and writer in residence at the RAND Corporation.

Chris Adams  DIRECTOR OF TRAINING AND CONTENT
Chris Adams joined the NPF in 2015 after more than 25 years as an investigative, political and business reporter and editor. He previously worked for The Times-Picayune in New Orleans, The Wall Street Journal’s Pittsburgh and Washington bureaus, and the Knight-Ridder and McClatchy Washington bureaus. He was part of a six-member Journal team that won a Pulitzer Prize in 2000 for coverage of military spending issues. He teaches journalism at American University.

Jason Zaragoza  DIRECTOR OF OPERATIONS
Jason Zaragoza joined the NPF in January 2021. He manages the foundation’s finances, operational budget and human resources. Jason also oversees the logistical execution of NPF’s Annual Awards Dinner and is responsible for its project management. Prior to NPF, he spent 11 years at the Association of Alternative Newsmedia (AAN), most recently as executive director.

Jeff Hertrick  DIRECTOR OF DIGITAL STRATEGY
Jeff Hertrick joined the NPF in 2020 from National Geographic, where for 17 years he held a variety of roles, including director of news and documentary video, director of digital media operations and senior producer. Previously spent 20 years as a reporter, anchor and producer at radio and television stations in West Virginia, Pennsylvania, Georgia and Washington, D.C.

Alyssa Black  PROGRAM MANAGER
Alyssa Black joined NPF in July 2018. She has a background in logistics and administration and volunteers as a group captain for Atlas Corps, an online community for global social change.

Chikezie Omeje  DIGITAL FELLOW
Kaela Roeder  INTERN
Valerie Yurk  INTERN