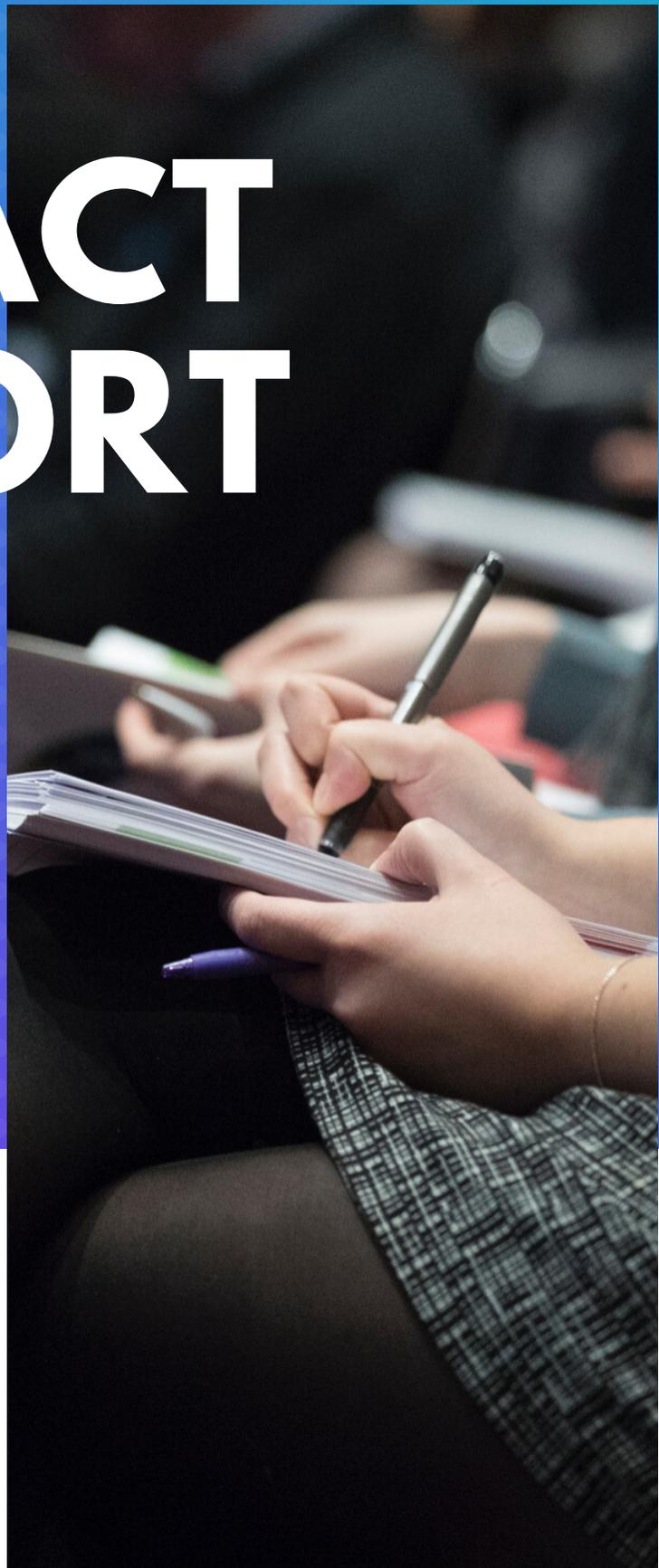


IMPACT REPORT

2018 //
2019



**PRESS
FORWARD**



Letter from Press Forward Leadership



Two years ago, two words changed society and workplaces as we know it: #metoo. Alyssa Milano tweeted the phrase coined by Tarana Burke, and a barrage of stories about sexual harassment and abuse spread over social media. Journalist Gretchen Carlson was the original silence breaker with her lawsuit against Roger Ailes, and brave reporting on Harvey Weinstein then broke the dam about stories of abuses of power across industries. Journalists were changing the world with their own reporting and their good work revealed that even they were vulnerable to abuses of power from Matt Lauer to Charlie Rose, and many more in TV, digital, radio and print.

It also exposed a fault line in the industry: nearly two-thirds of female journalists will experience harassment sometime during their careers, most likely at work, and it will not be reported. This is coupled by the fact that two-thirds of journalism graduates are women, yet they comprise only one-third of the industry.

What happened during those next few months in late-2017 was a historic moment in time. The women who told their stories publicly and privately found each other over social media, as well as discovered allies in the wing. As we watched stories unfold, it was clear the industry was not working collaboratively to tackle what was an obvious breakdown in systemic protections, and we came together to demand change. Twelve of us formed an initiative called Press Forward, launching in early-2018 at the National Press Club.

Building on the passion of the #metoo movement, we captured a vision that we committed to enable: a workplace culture in which journalists uphold the integrity of the American press by working together in a manner that is civil, safe and void of harassment and abuse of power. A workplace where men and women with diverse backgrounds are treated with parity.

Our research found the underlying issues are about power, not gender, and women have been disproportionately impacted because we have not been in positions of power. To move forward, more women are needed in leadership positions, and we must ground the conversation in ethics, values and effective leadership.



We know every news organization is different and requires specific and targeted adjustments. We have learned that culture is set at the top and that lack of ethical leadership, lack of equality, no formalized understanding and implementation of company policies nor rights of employees, environments rife with incivility and disrespect are all common denominators in environments where harassment thrives.

The world cared about us because of our stories, and we used that moment to turn the attention away from ourselves and to areas that we believed, and the research suggested, would lead to systemic change: innovative harassment training, data about the status of women in American news and the pipeline to leadership, thought leadership and dialogue, legal defense and education of the next generation of journalists.

Press Forward has made tremendous progress in all of our focus areas. We are grateful to those who have helped us in service of our mission. We have been assisted since we were created two years ago by amazing partners and an advisory board comprised of news luminaries. We serve students and working journalists, bring industry to the next generation as well as provide advice to news leaders behind the scenes. We continue to foster dialogue on panels and at industry events, and use our voice strategically in the press to advocate for the safety of journalists.

We are also humbled by the reality that change will take time and resources. We know we will not be the change - news leaders, journalists and the next generation will be. Therefore, we must work together in support of an industry that we all care so deeply about at such a critical moment in history.

Thank you for being part of this journey.



Dianna Pierce Burgess
Co-Executive Director

Carolyn McGourty Supple
Co-Executive Director

Press Forward's Work

From 2018-2019 we made significant progress:

Training

Innovative sexual harassment training launched with the Poynter Institute, "#UsToo: Building Trust in Newsrooms"

Education

Visited 7 journalism schools to speak on ethical leadership, holding the powerful to account, and the future of work

Thought Leadership and Dialogue

- Released the "Press Forward" podcast
- Hosted and participated in 9 panels and keynotes
- Created the pressforward.org website
- Made principled statements in the press

Legal Defense Fund

Partnered with TIME'S UP and its Legal Defense Fund to refer vulnerable journalists to legal advice

Data and Research

Successfully onboarded U.S. news organizations across mediums (print, digital, radio and television) into McKinsey and LeanIn.org's Women in the Workplace study. A tailored version of the status of women in American newsrooms and the pipeline to leadership will be released by the end of 2019

“

We invited Press Forward to The Wall Street Journal and Dow Jones to introduce the group's work and resources to our staff in a fireside chat open to all employees. The insights from their team, as well as Press Forward's initiatives, continue to shape how I think about the changing cultures of newsrooms and my place in that change."

Karen Pensiero
Managing Editor, The Wall Street Journal

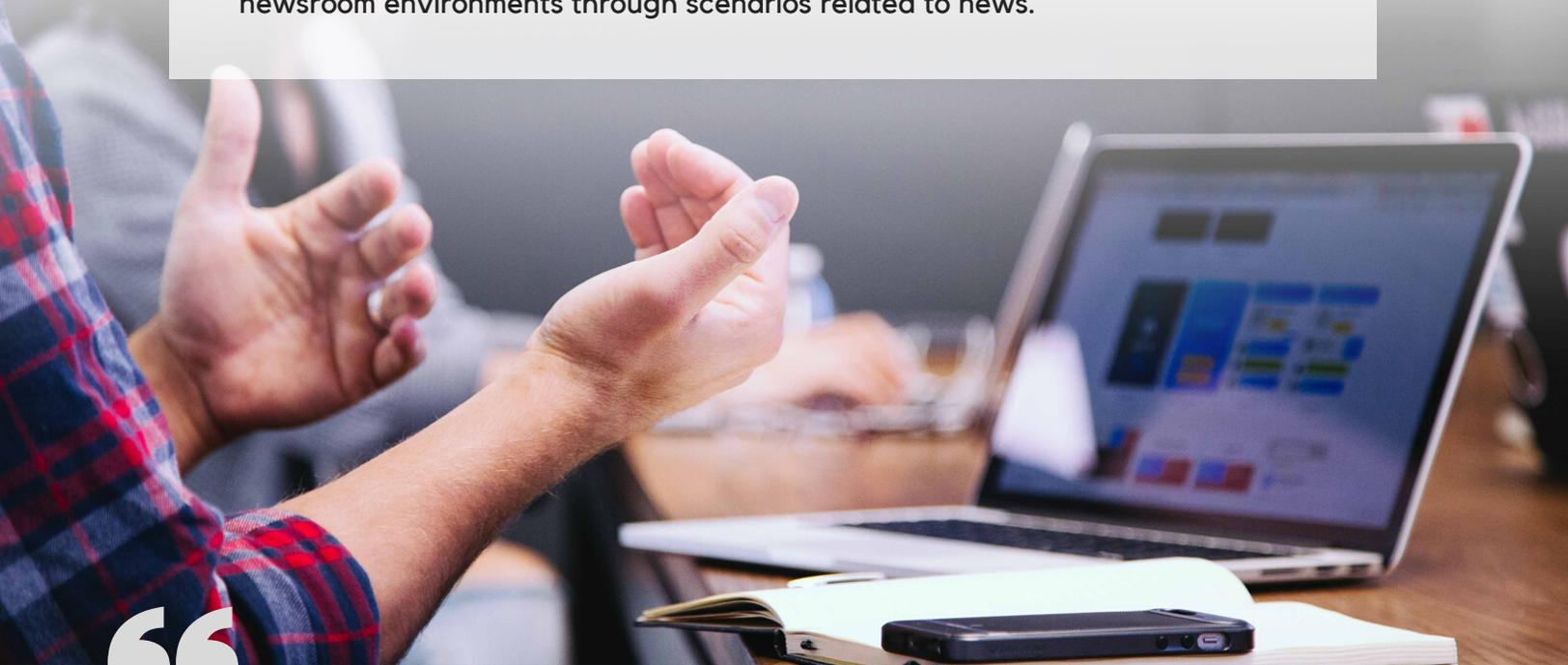




Training

#UsToo: Building Trust in Newsrooms

Partnering with the Poynter Institute, we developed innovative sexual harassment training specifically tailored to newsrooms. This training is a critical aspect to workplace change. Press Forward spent a year analyzing requirements and developing a curriculum that would be effective and dynamic in preventing and eliminating harassment. The Wall Street Journal and Tampa Bay Times are piloting the program. Our curriculum focuses on awareness of the law, ethics, values and power as well as provides behavioral guidance to newsroom leaders and managers to foster civil and respectful newsroom environments through scenarios related to news.



“

This training works. It helps journalists and newsroom leaders clearly see the environment that allows abuses of power and sexual harassment to occur. Participants leave with tools and strategies to change themselves and their environment and ultimately to do better journalism.”



Kelly McBride, Senior Vice President
Chair, Craig Newmark Center for Ethics and Leadership,
The Poynter Institute

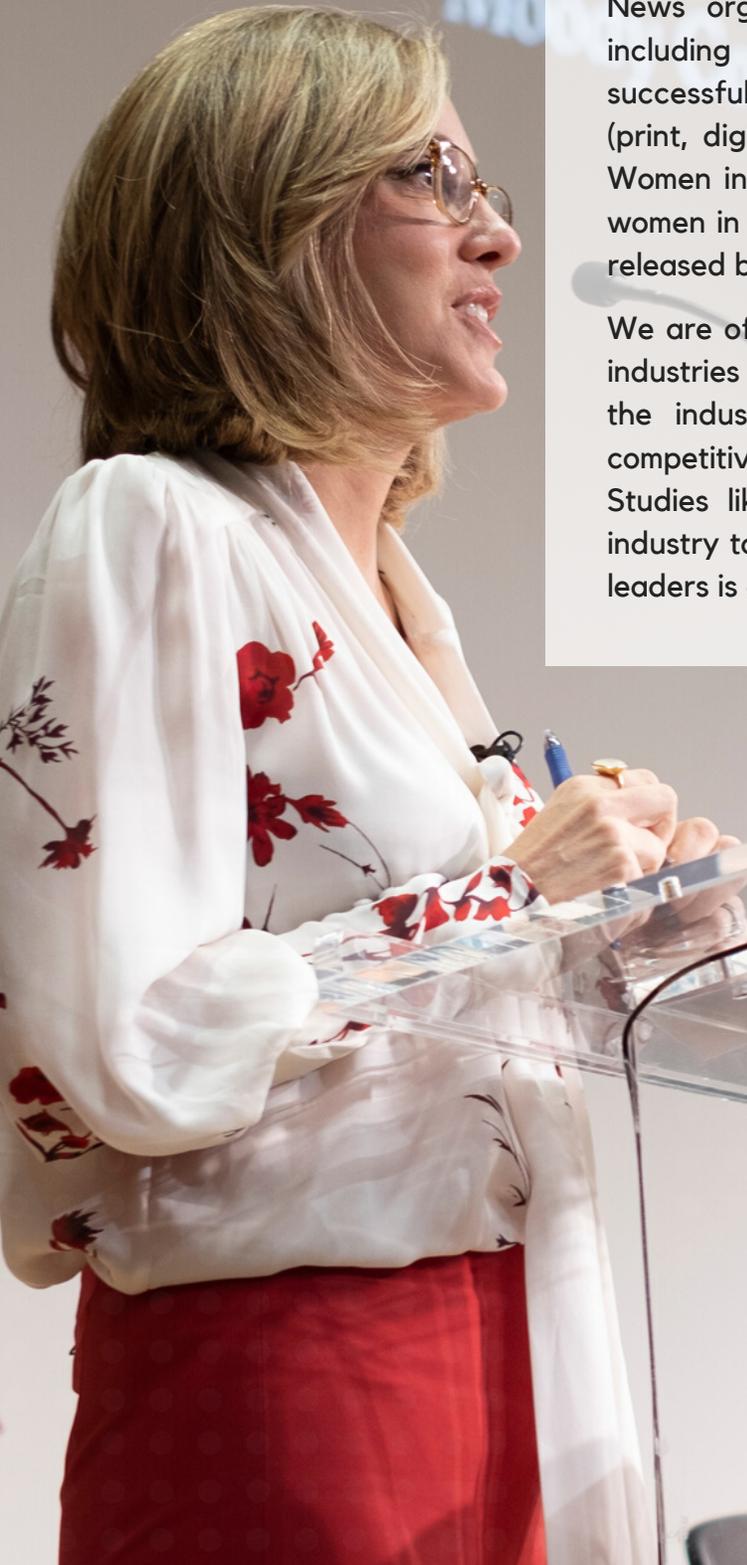


Data and Research

Women in the Workplace Study for American Newsrooms 2019

News organizations need better insight into the current state, including data about the pipeline of women into leadership. We successfully onboarded U.S. news organizations across mediums (print, digital, radio and television) into McKinsey and LeanIn.org's Women in the Workplace study. A tailored version of the status of women in American newsroom and the pipeline to leadership will be released by end of 2019.

We are offering the news industry something they expect from the industries they cover. When there is a systemic problem pervasive to the industry as a whole, often times the industry sets aside competitive tactics and works collaboratively to address the issues. Studies like this are rare and expensive, and investment in the industry to understand best practices and translate insights to news leaders is critical to leading us on a new path.



Education

Lectures and Teaching: From 2018-2019, we visited 7 journalism schools and universities and lectured on ethical leadership, holding the powerful to account, and the future of work.

The Press Forward Website (www.thepressforward.org): We developed a bold and intuitive website with guidelines, tools and resources to share information with working journalists. We recently expanded the website with The Press Forward blog and podcasts.



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Press Forward co-founders have had a profoundly positive effect as Visiting Professors and Leaders in Residence at the University of Texas at Austin during the Spring and Fall of 2019. They have helped our students, faculty and staff understand the complexities of creating equitable civil, and safe workplaces in which women and men can do their best work. They are collaborating with us on our emphasis on ethical leadership in our curriculum so that the next generation of communication professionals will be prepared to lead in ethical and effective ways.”

Minette Drumwright and Kathleen McElroy
Professors, University of Texas at Austin



Dialogue and Thought Leadership

The Press Forward Podcast: Explores solutions in our post-#metoo world and serves as a resource for journalists and society writ large. With guests like Gretchen Carlson and Professor Bob Sutton of Stanford, we take deep dives into new trends and methods, hear from courageous voices on lessons learned, and offer civilized discussions with solutions for all workplaces and industries.

The Silver Lining Blog: A place for our co-founders to write about new techniques, innovations, studies, and review books to offer perspective on positive ways to change culture.

Panels and Keynotes: Press Forward hosted and participated in 9 panels and keynotes globally about the future of work, eliminating harassment in newsrooms and elevating women into leadership. Press Forward also delivered tools, guidelines and data to promote culture change.



“

Press Forward serves as a principled and important convener for the news industry. They work collaboratively with silence breakers, working journalists, newsroom leaders and the next generation to advance the conversation around solutions post my lawsuit against Roger Ailes at Fox News and the #metoo movement.”

Gretchen Carlson, Author



Our Team

Team Members

James Blue, Male Ally Working Group

John Donovan, Male Ally Working Group

Sarah Glover, Diversity Leadership Team

Dianna Goldberg May, Senior Advisor

Les Heintz, Male Ally Working Group

Cary Hughes Weekes, Executive Board

Alexi McCammond, Diversity Leadership Team

Carolyn McGourty Supple, Co-Executive Director

Dianna Pierce Burgess, Co-Executive Director

Portia Robertson Migas, Diversity Leadership Team

Chris Sheridan, Male Ally Working Group

Jill Sigal, Policy and Development

Madhulika Sikka, Diversity Leadership Team

Gloria Sinclair Riviera, Senior Strategist for Training and Development

Ellie Slater, Chief of Staff

Shannon Van Sant, Senior Advisor



THIS IS ABOUT POWER.
AND IF YOU HAVE POWER,
TO PREVENT IT FROM
BEING ABUSED,
YOU SHOULD SHARE IT WITH
THOSE WHO ARE LESS POWERFUL.

Advisory Board

Press Forward is proud to partner with our esteemed advisors in the work to achieve our mission



Lynne Adrine

Director, DC Graduate Program Broadcast & Digital Journalism, S. I. Newhouse School of Public Communications



Alisyn Camerota

CNN Anchor, New Day and Amanda Wakes Up



Gretchen Carlson

Author, *Be Fierce: Stop Harassment and Take Your Power Back*



John Donovan

Anchor, Intelligence Squared



Sarah Glover

President, National Association of Black Journalists



Dee Dee Helfenstein

Senior Vice President, Booz Allen Hamilton



Sara Just

Executive Producer, PBS NewsHour



Mary Louise Kelly

NPR Anchor, All Things Considered



Ted Koppel

CBS Contributor, Former Anchor, ABC News, Nightline



Nicholas Kristof

Op-Ed Columnist, The New York Times



Donald McPherson

Activist, Feminist, Hall of Famer



Andrew Morse

EVP and GM, CNN Digital Worldwide



Elisa Lees Muñoz

Executive Director, International Women's Media Foundation



Kate O'Brian

Founder, O'Media Strategies
Former President, Al Jazeera America



Karen Pensiero

Managing Editor, The Wall Street Journal



Alison Stewart

Contributing Editor, The Atlantic



Jonathan Swan

Reporter, Axios



Jake Tapper

CNN Anchor, The Lead with Jake Tapper



Cathy Trost

Executive Director and SVP, Freedom Forum Institute



Judy Woodruff

Anchor, PBS NewsHour



Impact Map



Press Forward had touchpoints and speaking engagements across the globe in 2018 - 2019

- Aspen, Colorado
- Austin, Texas
- Baton Rouge, Louisiana
- Denver, Colorado
- Lisbon, Portugal
- Miami, Florida
- New York, New York
- Oklahoma City, Oklahoma
- Oxford, England
- San Francisco, California
- St. Petersburg, Florida
- Toronto, Canada
- Washington, D.C.

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News Deeply

CBS



THE WALL STREET JOURNAL.

Exelon.

ATLANTICMEDIA

McCLATCHY



D
DOW JONES
FOUNDATION

TRIDENT DMG



A Look Ahead: 2020 Goals

Our programs next year will focus on solutions to continue fostering systemic change

Training and Education

- Deliver and expand the Poynter-Press Forward training, evaluate its effectiveness, share findings and explore scalable solutions.
- Develop college workshops and programs with journalism and communication schools focused on employee rights, ethical leadership and workplace culture.
- Develop an open-source, newsroom leadership and management curriculum with the University of Texas at Austin's Moody College of Communication, informed by industry leaders and leading journalism and business school faculty.

Data and Research

Continue to study and identify solutions for the pipeline of women into leadership through recruitment into McKinsey & Co. and LeanIn.org's Women in the Workplace study, off-the-record talks and industry workshops. In February, 2020, we will convene journalism schools, news industry leadership and working journalists in New York City to workshop solutions, in partnership with the University of Texas at Austin.

Thought Leadership and Dialogue

Expand our podcast and website with resources and original content about advancing workplace culture post-#metoo, including adding training materials and videos to the site.



Our Co-Founders



We are grateful for the courage, effort and sacrifice of our co-founders in standing up Press Forward during the passion of the #metoo movement, in service of fostering newsroom environments where harassment is eliminated and men and women can work together respectfully in pursuit of doing their best work in journalism.

Melinda Arons

Dianna Pierce Burgess

Kyle Godfrey-Ryan

Katie Glenn

Dianna Goldberg May

Eleanor McManus

Gloria Sinclair Riviera

Lara Setrakian

Carolyn McGourty Supple

Shannon Van Sant

Cary Hughes Weekes

Addie Zinone



Press Forward is a nonpartisan and independent organization, and it is a fiscally sponsored project of San Francisco-based Community Initiatives, a registered 501(c)3.

