



**THE PRESS
FORWARD
IMPACT REPORT
2020**



**PRESS
FORWARD**



2020: AN UNPRECEDENTED YEAR IN REVIEW

The year 2020 will be chronicled as historic for the press.

The global COVID-19 pandemic changed the industry overnight with broadcasts and newspapers produced entirely remote for the first time. As larger outlets adapted to telework, hundreds of local news outlets nationwide shuttered their doors. Some news professionals battled COVID-19 publicly while parents struggled to juggle work with children, exposing a national fault-line in caregiving.

Yet despite health risks and a new virtual reality, journalists remained unwavering in their commitment to informing the public, including during an election year that incited unheard-of attacks against the press. Journalism has been most needed and at its best.

As the U.S. press confronted this historic crisis — a pandemic, record unemployment and social unrest — they also faced an internal reckoning over their ability to be inclusive to all employees, especially Black journalists. Accounts of sexual harassment, bullying and incivility in our newsrooms persisted. Pushing for change, some media employees unionized while others challenged the notion of “objectivity” and demanded leaders address harassment, discrimination and the perception that news outlets do not reflect the communities they serve. News leaders were forced to turn inward and communicate publicly their failures and efforts to right wrongs.

Incredible stories were told and new voices emerged. An up and coming generation of news entrepreneurs launched media ventures dedicated to serving audiences they say are neglected by traditional news outlets, including women, minorities and geographies beyond the U.S. coasts.

In the midst of such tumultuous change, our mission in service of the press remains critical. As you will see from this impact report, The Press Forward is doing the hard work behind the scenes to shift the journalism industry culture to build healthy, professional work environments. Our work this year sets a foundation to continue serving scholars, students, journalists and news leaders to positively advance media culture to safe, fair and dignified.

Healthy newsrooms mean a healthy democracy, and we need both now more than ever.

Carolyn McGourty Supple
Executive Director, The Press Forward





2020 IMPACT REPORT OVERVIEW

How can journalists hold powerful people to account if the most powerful people in their companies are bad actors? How can newsrooms matter in American life, if newsrooms don't reflect America? The Press Forward spent the past two years examining these questions, and found important answers that affect the future of the news industry, and those who lead it. This is a turning point.



The Press Forward began when a group of female journalists stood up, said #MeToo, and invited everyone to be a part of the solution.

Today, we're a powerful, interdisciplinary initiative that collaborates with prominent journalists, media companies, researchers and universities – all dedicated to fostering safety, inclusion and ethical leadership in the news industry.

Rooted in the belief that knowledge is power, The Press Forward fosters systemic change in the full spectrum of the workplace, from the classroom to newsroom and into the boardroom. We provide innovative training and resources to newsrooms, conduct and disseminate powerful industry research, invest in the future of journalism through university curriculum development and classroom engagement, and convene professionals at all levels of the journalism industry – from the seasoned media mogul to the undergraduate student – to be a part of the solution. Based on the science of change, which posits that behavioral awareness and knowledge will lead to personal transformation, we work to create safety, dignity and fairness in the media industry.



PREPARING FUTURE JOURNALISTS TO LEAD INCLUSIVELY

The revelations of the #MeToo movement, digital disruption, declines in audience and readership, and lack of gender and racial diversity in news organizations point to a larger issue: the need for fostering and nurturing ethical, effective leadership and management of news organizations.

The University of Texas at Austin's Moody College of Communication's School of Journalism and Communication and Leadership Degree Program have joined with The Press Forward to equip tomorrow's news leaders to respond to and manage change and create news organizations where all can succeed. The project was announced at a workshop in New York City with scholars, students and news leaders in February, 2020. This fall a curriculum was developed and piloted at the Moody College. In 2021, thanks to the generous support of Craig Newmark, we are working to make it open sourced and offered free to universities and newsrooms throughout the world.



"As the instructor for the pilot course, it's clear the content is life changing. It belongs in every journalism program that is serious about shaping the next generation of industry leaders. The reward of seeing young people empowered with the belief that they have a voice in their workplace from the day they enter – and that they will produce better journalism because of it – is immeasurable."

Joe Cutbirth, Assistant Professor of Instruction, Moody College of Communication, University of Texas at Austin



“#USTOO: BUILDING TRUST IN NEWSROOMS” TRAINING PROGRAM

Partnering with the Poynter Institute, The Press Forward developed innovative sexual harassment training specifically tailored to newsrooms, including leaders and managers.

The “#UsToo: Building Trust in Newsrooms” training is a critical aspect to workplace change. The Press Forward spent a year analyzing requirements and developing a curriculum that would be effective and dynamic in preventing and eliminating harassment and the program was piloted by the Wall Street Journal and employees from Tampa Bay Times. 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.

The program continued in 2020, following the successful pilot of the training program in 2019.



“To build upon the awareness so critically brought to light by #MeToo, The Press Forward is committed to equipping news interns and working journalists with the knowledge to thrive in and one day lead news organizations free of harassment. Our in-person, live training addresses equity, culture and is evidence-based. It was designed in partnership with The Poynter Institute, and it works. A safe, fair and dignified newsroom leads to producing the very best journalism. It is a goal we all share.”

Gloria Riviera, Co-Founder and Senior Strategist for Training and Development, The Press Forward





WHY ARE NEWSROOMS A “PERFECT STORM”?

“Our research finds that toxic cultures exist in the press because – beginning with journalism education in our colleges and universities – newsrooms focus solely on producing high-quality content, not building professional, financially sustainable and ethical work environments.

This outdated culture doesn’t reflect or serve today’s America. Recent studies show that young women and young people of color leave the news industry at disproportionate numbers after facing ill treatment, a lack of respect or worse.

This is a leadership issue; managing people and being an ethical colleague must be as necessary as fact-checking and powerful prose.”

Excerpt from “Colleges Can’t Wait for Newsrooms to Fix Themselves,” authored by The Press Forward and scholars from the University of Texas at Austin. Poynter, 2020.



#WHATNOW?: DEVELOPING NEWSROOM SOLUTIONS

The Press Forward provided support to the widely successful campaign led by its leadership fellow, Sarah Glover, to update industry standards and newsroom style guides to begin capitalizing the “B” in Black when referring to people and culture. Sarah’s open letter to the Associated Press and major news organizations nationwide pushing for this change was published in the New York Amsterdam News. Followed soon after was an announcement from the Associated Press that the capitalization of “Black” had been officially adopted as an update to the AP Style Guide. Nearly every major newsroom followed suit by updating their own style guides with the preferred capitalization. An industry leader committed to advancing diversity and inclusion, Sarah was widely recognized as one of the leading voices responsible for this change. Her role in achieving its widespread adoption garnered media coverage in Poynter, The Washington Post, The Hill, Center for Public Integrity, Philadelphia Inquirer and more.

Additionally, The Press Forward leadership authored or co-authored op-eds appearing in Poynter, Pew Research Center’s Journalism Project, American Press Institute, MomsRising and elsewhere on topics such as adjusting to telecommuting during COVID-19, protecting journalists from digital harassment and why ethical leadership and management must be taught as a key element of journalism school curriculums.



ADVANCING RESEARCH AND DATA ON U.S. PRESS CULTURE

In early 2020, The Press Forward announced that its efforts to connect news organizations with “Women in the Workplace,” the largest comprehensive study of women in corporate America, resulted in an industry-specific study on women in media and the pipeline to leadership, with a special focus on U.S. news organizations, conducted by leading global management consulting firm, McKinsey & Company.

The report, “Shattering the Glass Screen,” provides new data on representation, as well as organizational attention to diversity and inclusion by U.S. news organizations. The Press Forward convened news leaders, scholars and experts from February and May this year to discuss the report’s findings. Leaders from CNN, The New York Times, The Washington Post, The Wall Street Journal, ABC News, Bloomberg, NPR, National Geographic and others attended to discuss the findings and solutions with experts in small, intimate conversations.

Common themes from discussions included an acknowledgment that more needs to be done to examine why women and journalists of color leave news organizations, given the amount of effort that is given to hire them in the first place.

The Press Forward also successfully onboarded news organizations into the “Women in the Workplace” study for a second year in a row, with industry-specific findings to be released in February 2021.



“Journalism and media companies must have a reckoning with themselves, reflect upon their own practices and also shatter systemic racism that exists within the mighty bowels of the free press.”

*Sarah Glover, NBC
Manager of Social Media,
Past President of the
National Association of
Black Journalists and
Leadership Fellow, The
Press Forward*



“We, at the IWMF, are thrilled to be partnering with The Press Forward to level the playing field for women in the journalism industry. The Press Forward's focus on changing a system that leaves talented women out of leadership roles or forces them out of the industry altogether is an important complement to the work of supporting individual women journalists. Both are needed if we are going to bring more women into the news media, keep them in the workforce and elevate them into decision-making roles within the industry.”

*Elisa Muñoz, Executive Director,
The International Women's Media Foundation*



LEADING POSITIVE CHANGE: CONVERSATIONS AND CONVENINGS

RETAINING MOTHERS AND SUPPORTING PARENTS IN NEWSROOMS DURING COVID-19

In November, The Press Forward hosted a workshop for national news leaders to explore best practices surrounding supporting parents during COVID-19. McKinsey's Chief Diversity & Inclusion Officer and Co-Founder / Co-Author of the Women in the Workplace report, Lareina Yee, presented findings from the 2020 study, which found that one in four women are considering leaving the workforce or downshifting their careers due to the disproportionate strains, including caregiving, that the pandemic has placed on women.

ADVANCING A CULTURE OF EQUITY IN NEWSROOMS

Executive Director Carolyn McGourty Supple joined a conversation hosted by Media Impact Funders that focused on the future of newsroom culture, including workplaces where journalists can work together without fear of harassment or abuse of power. Other participants included Kayce Ataiyero, managing director of the Joyce Foundation; Evelyn Hsu, co-executive director of the Robert C. Maynard Institute; Tracie Powell, program officer at Borealis Philanthropy; and Andrea Valdez, editor in chief at The 19th News.

'SHRILL. AMBITIOUS. ELECTABLE?': COVERAGE OF WOMEN IN THE 2020 CAMPAIGN

The International Women's Media Foundation and The Press Forward co-hosted a panel discussion in September 2020, on fair and equitable coverage of women candidates on the campaign trail in 2020. The virtual discussion, watched live by hundreds of attendees, was moderated by Dr. Gracie Lawson-Borders, dean of the Cathy Hughes School of Communications at Howard University. Panelists included Tina Tchen, president and CEO of TIME'S UP Now and the TIME'S UP Foundation; Laura Zelenko, senior executive editor for talent, diversity, standards and training for Bloomberg News; and Sabrina Siddiqui, national politics reporter for The Wall Street Journal and CNN political analyst.

LIVING YOUR LIFE WITH ETHICS AND VALUES

In July, The Press Forward partnered with advisory board member and CNN anchor Alisyn Camerota to hold an intimate discussion with news leaders and news makers on the science of power and how to manage it ethically. UT professor Robert Prentice provided a lecture exploring the behavioral ethics around how good people go on to do bad things.

WORKING IN THE #METOO ERA

Carolyn McGourty Supple represented The Press Forward as a guest speaker at her alma mater, Cal Poly, San Luis Obispo, on March 5 for "Working in the #MeToo Era," a journalism department event designed to address the issues women face in the media workplace. She was joined as a featured speaker by two fellow accomplished journalists and educators: Julia Wallace, the Frank Russel Chair in the Business of Journalism at Arizona State University, former editor-in-chief of the Atlanta Journal-Constitution and co-author of "There's No Crying in Newsrooms"; and Alicia Shepard, journalist and author, former NPR ombudsman and journalist in residence at Cal Poly. McGourty Supple and Wallace co-led a session titled, "There's No Crying in Newsrooms: What Women Have Learned About What It Takes to Lead."

GENDER EQUITY AND BREAKING BARRIERS

Senior strategist for training and development, Gloria Riviera, moderated a panel on gender equity and breaking barriers with the Aspen Institute Forum on Women and Girls SOAR Leadership Series Launch in March. Panelists included Illinois Congresswoman Lauren Underwood; Piper Kerman, author of *Orange is the New Black* and a criminal justice reform advocate; Fatima Goss Graves, co-founder of Times Up Legal Defense Fund and president and CEO of the Women's Law Center; and Rohini Anand, senior vice president of Corporate Responsibility and chief diversity officer, Sodexo.

NEW YORK FINANCIAL WRITERS' ASSOCIATION "EMPOWERING WOMEN IN NEWSROOMS" PANEL

Carolyn McGourty Supple appeared alongside Bloomberg Senior Executive Editor Laura Zelenko and Bloomberg Diversity Editor Rebecca Greenfield for a panel discussion on empowering women in newsrooms hosted by the New York Financial Writers' Association in February 2020. The panel addressed the impact of the #MeToo movement, the gender pay gap, unconscious bias, workplace rights and training initiatives to avoid sexual harassment and elevate women in newsrooms, especially business journalism.

FROM CLASSROOM TO NEWSROOM: LEARNING ETHICAL LEADERSHIP

The University of Texas at Austin's Moody College of Communication and The Press Forward hosted a workshop in New York City on learning, teaching and practicing ethical leadership in the newsroom and announced a new curriculum on ethical leadership in news organizations. Students, working journalists, executives and scholars attended the workshop. Presenters included Sarah Rabil, assistant managing editor for talent at the Wall Street Journal; Andrew Morse, executive vice president and general manager of CNN Worldwide; Chris Sheridan Wake Forest professor and media executive; and Kathleen McElroy, director of the UT School of Journalism; UT Professors Jennifer Jones Barbour, Robert Prentice, Joe Cutbirth, Gina Chen and Minette Drumwright; Elisa Muñoz, executive director for the International Women's Media Foundation, and Moody College student leaders Brynna Boyd, Benjamin Cohen, Erin Eubanks and Graysen Golter, as well as Carolyn McGourty Supple and Gloria Riviera from The Press Forward.

FREEDOM FORUM'S POWER SHIFT SUMMIT: THE POWER OF ALLIES

Gloria Riviera, senior strategist for training and development, represented The Press Forward by participating in the Freedom Forum's Power Shift Summit: The Power of Allies in Washington, D.C., on Jan. 28, 2020.



“The findings of our research highlight the critical role that nonprofit initiatives such as The Press Forward must play on an ongoing basis if the cultures of organizations and society more generally are to be transformed into places in which everyone can do their best work. Our democracies and our economies depend on it.”

Minette (Meme) Drumwright, Ph.D., University Distinguished Teaching Professor and Director at University of Texas at Austin, Communication and Leadership Degree and Chair, The Press Forward



OUR TEAM

Carolyn McGourty Supple
Gloria Riviera
Sarah Glover
Chris Sheridan
Loretta Kane
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Senior Strategist for Training and Development
Leadership Fellow
Senior Strategist, Newsroom Leadership and Training
Communications and Press Liaison, Camino PR
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EXECUTIVE COMMITTEE

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University Distinguished Teaching Professor and
Director at University of Texas at Austin,
Communication and Leadership Degree
Director of the School of Journalism;
Professor at The University of Texas at Austin
Founder, O'Media Strategies; Former President,
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Executive Producer, "PBS NewsHour"

Anchor, NPR, "All Things Considered"
CBS Contributor; Former Anchor, ABC News' "Nightline"

Op-Ed Columnist, The New York Times
Activist, Feminist, College Hall of Famer

EVP & GM, CNN Digital Worldwide

Executive Director, The International Women's Media
Foundation

Founder, Craigslist and Craig Newmark Philanthropies

Managing Editor, The Wall Street Journal

Co-Founder and CEO, The 19th

Contributing Editor, The Atlantic

Professor, Stanford University

Reporter, Axios

Anchor, CNN's "The Lead with Jake Tapper"

Executive Director & SVP, Freedom Forum Institute

Anchor, "PBS NewsHour"

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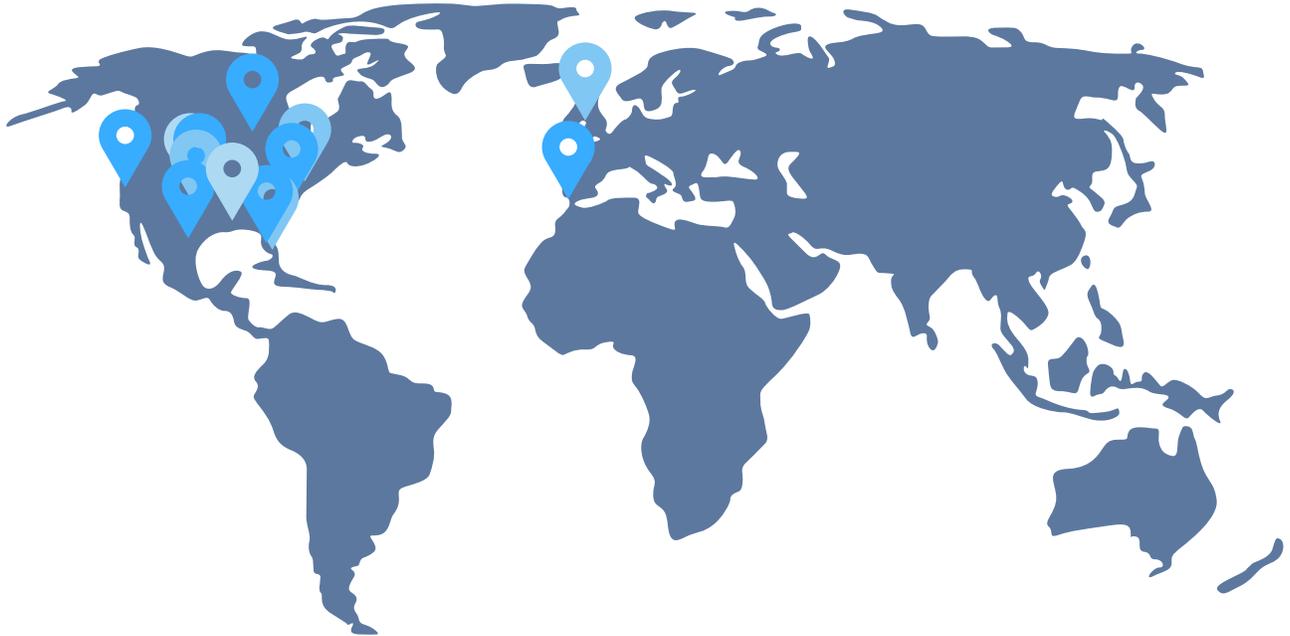
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The Press Forward’s work from 2017 to the present has been made possible thanks to the charitable contributions of foundations, corporations and individual donors. To learn more, please visit thepressforward.org.



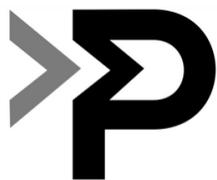


IMPACT MAP



The Press Forward has presented its work and findings across the globe since its inception:

- 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
- San Luis Obispo, California
- St. Petersburg, Florida
- Toronto, Canada
- Washington, D.C.



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