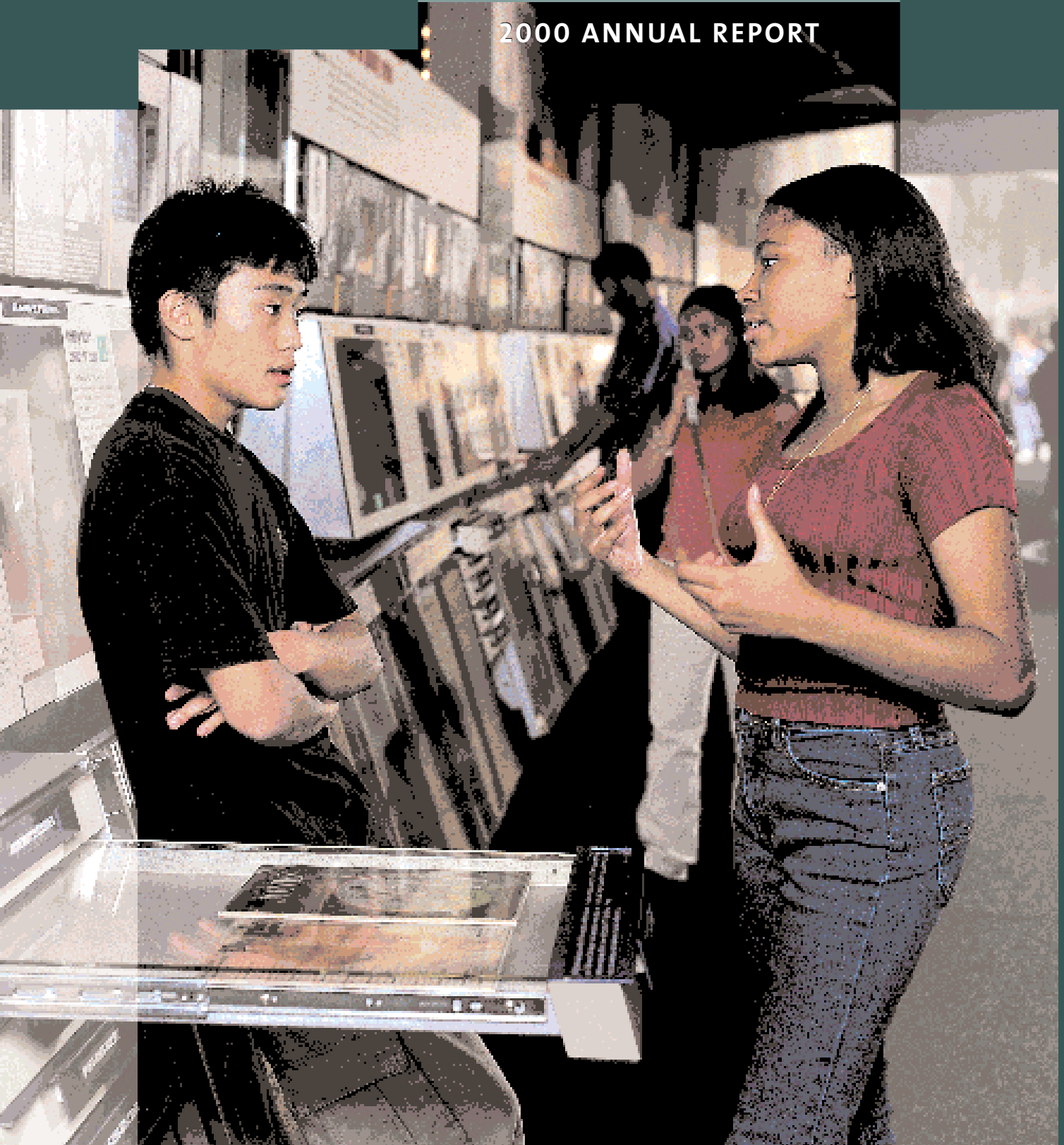


THE FREEDOM FORUM
NEWSEUM
FIRST AMENDMENT CENTER

2000 ANNUAL REPORT



WORKING FOR FUTURE GENERATIONS
OF NEWS PROFESSIONALS, NEWS CONSUMERS

ABOUT THE FREEDOM FORUM

The Freedom Forum, based in Arlington, Va., is a nonpartisan, international foundation dedicated to free press, free speech and free spirit for all people. The foundation focuses on four main priorities: the Newseum, First Amendment issues, newsroom diversity and world press freedom.

The Freedom Forum funds two independent affiliates — the Newseum, the interactive museum of news in Arlington; and the First Amendment Center, with offices at Vanderbilt University in Nashville, Tenn., and in New York City and Arlington. Other operating offices are in Buenos Aires, Hong Kong, Johannesburg, London and Cocoa Beach, Fla.

The Freedom Forum was established in 1991 under the direction of Founder Allen H. Neuharth as successor to a foundation started in 1935 by newspaper publisher Frank E. Gannett. The Freedom Forum is not affiliated with Gannett Co., does not solicit or accept financial contributions, and does not accept unsolicited funding requests. Its work is supported by income from an endowment now worth about \$1 billion in diversified assets.

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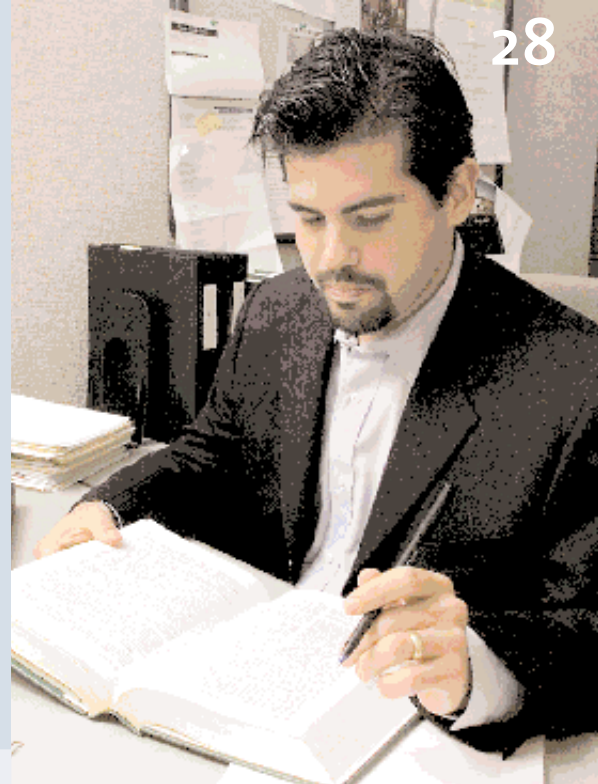
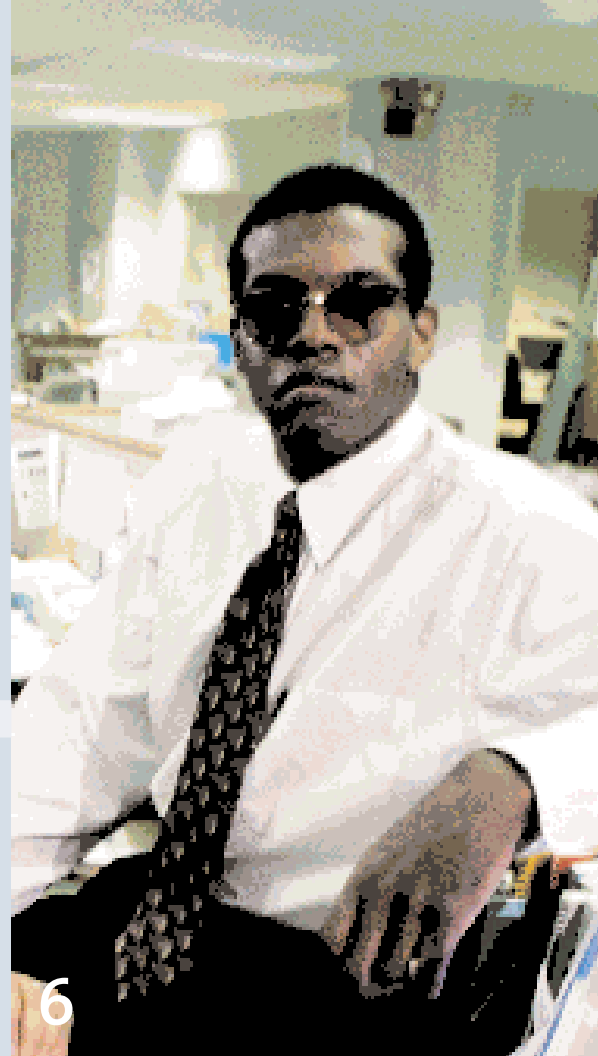
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ON THE COVER: Al Neuharth Free Spirit Student Journalism Conference participants Matt Lazarus, Essex Junction, Vt., and Tiffany Gray, Washington, D.C., at the Newseum's News History Gallery. For a story on the conference, see page 48.

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AUDACIOUS IDEA FOR THE FUTURE

takes root in the nation's capital

As preparation for this annual report began, we were negotiating with District of Columbia Mayor Anthony A. Williams to move the Newseum and The Freedom Forum from Arlington, Va., to Washington.

It was an audacious idea.

After all, the state-of-the-art Newseum had opened just three years earlier and was on the way to attracting nearly 500,000 visitors in another record year of attendance.

The cost of buying the land would require \$100 million — 10% of our assets.

Yet the decision for us and our trustees seemed obvious. The Newseum needed more space. This new location, near the popular monuments of freedom, would increase the Newseum's impact dramatically — almost certainly doubling attendance and assuring ourselves the opportunity to educate millions of people about a free press and the First Amendment for future generations.

That was uppermost in our minds when we chose the theme for this annual report: Working for future generations.

By the end of 2000, we successfully concluded our negotiations. Mayor Williams, the D.C. City Council and the financial control board approved The Freedom Forum's \$100 million package to buy the site on Pennsylvania Avenue.

Now the fun begins.

Our challenge is to build a Newseum that will advance the substance and technology of our first Newseum, as well as design a facility and structure that enhances Pennsylvania Avenue.

Al Neuharth, founder of the Newseum and The Freedom Forum, often said while we were building the original Newseum that Washington tourists needed a place to see and understand the Fourth Estate, in the same way they see the three branches of government by touring the White House, the Capitol and the U.S. Supreme Court.

When the Newseum opens in 2005 on Pennsylvania Avenue — halfway between the Capitol and the White House — visitors from around the world will have that opportunity.

The important planning phase has begun with establishment of the Project 555 team. The name stems from our expected new address, 555 Pennsylvania Ave.

We have hired one of the premier architectural firms in the world, Polshek Partnership, headed by the highly respected James Stewart Polshek. In addition, Ralph Appelbaum Associates will be a creative

force with the exhibit design. We believe the Polshek-Appelbaum team will offer spectacular ideas that will provide a new level of excitement and energy along that part of Pennsylvania Avenue.

We are talking with hundreds of news professionals and consumers during our planning phase. If you have suggestions, please write us or send e-mail.



Working for future generations is an uncertain thing. You can measure your work for the current generation, both in reach and effectiveness. But you can only guess about future generations.

Nevertheless, it seems an educated guess that The Freedom Forum's four priorities may be even more important in the future.

- The Newseum's mission to help the public and the media understand one another will be more crucial than ever.
- The First Amendment is a fragile concept that depends on a majority of people allowing the views of a minority to be expressed. In a majority-rules democracy, our freedoms of religion, speech, press, petition and assembly are often misunderstood. Educating future generations about these freedoms will require more than history lessons.
- The diversity of newsrooms — particularly racial diversity — is not keeping pace with population trends. The problem is especially acute in newspaper newsrooms. The ability of newspapers to continue as a true mass medium will require creative efforts in the area of diversity.
- Assisting the cause of a free press worldwide is a daunting challenge. Even in countries where the press is generally free, there are always struggles.

Details of our efforts to advance the four priorities are found inside this annual report. We believe our work will influence how future generations respond to these issues.



We experienced some important transitions in 2000, both in people and programs.

Journalist Carl Rowan, a valuable trustee for nearly 10 years, died. He inspired all of us through his example. A tribute to Carl is on page 57.

Bob McCullough, Freedom Forum secretary and counsel for 10 years, passed away at mid-year. He was a valuable friend who helped us immeasurably. James Duff, former administrative assistant to the chief justice of the United States, is our new secretary.

John Quinn, former editor of *USA TODAY*, retired as one of our most active trustees. He is the



founder of our Chips Quinn Scholars program, the most successful newspaper internship program for minorities in the country. John will continue to work closely with us, particularly in the area of diversity.

Bob Giles retired as senior vice president after providing valuable leadership of our Media Studies Center in New York. He will continue to do important work as curator of the Nieman Foundation for Journalism at Harvard University.

We consolidated our New York programs — including the Media Studies Center and Newseum/NY — under the expanding First Amendment Center and the energetic leadership of Ken Paulson.

We announced plans to build an institute to train journalists of color at Vanderbilt University in

Nashville, Tenn., and we closed our Pacific Coast Center in San Francisco.

Our senior management team expanded with Mary Kay Blake and Beth Tuttle named senior vice presidents. Mary Kay will lead our diversity priority, and Beth is responsible for marketing and communications.

We frequently say our most important asset is our staff. We are fortunate to have very talented people committed daily to making our First Amendment freedoms better understood by future generations.

Charles L. Overby
Chairman and
Chief Executive Officer

Peter S. Prichard
President

President Peter S. Prichard, left, and CEO Charles L. Overby, right, join D.C. Mayor Anthony A. Williams in celebrating The Freedom Forum's purchase of a site on Pennsylvania Avenue that will house its headquarters and the Newseum.