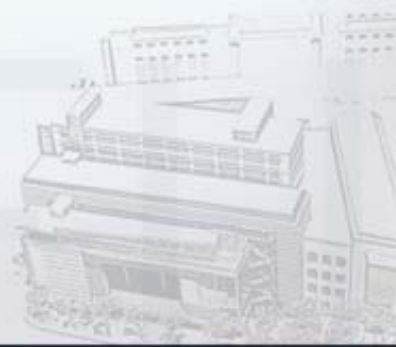


NEWSEUM

‘We are building a dramatically new and different Newseum.’



Architectural rendering of the atrium in the new Newseum, courtesy Ralph Appelbaum Associates/Polshek Partnership Architects.



Newseum's "America Under Attack" exhibit at the Martin Luther King Jr. Memorial Library in Washington, D.C.



NEW MONUMENT TO RISE

Bold, new design destined to provide an educational and entertaining experience

The relocation of the Newseum and Freedom Forum headquarters to historic Pennsylvania Avenue in downtown Washington moved closer to groundbreaking with the unveiling of the design for the new interactive museum of news.

“We are building a dramatically new and different Newseum,” said Charles L. Overby, chairman and chief executive officer. “The architecture alone will draw people to this site, but the state-of-the-art content inside will be the real attraction for visitors of all ages.”

The 215,000-square-foot museum will contain three times the exhibition space of the original Newseum in Arlington, Va., which opened in April 1997 and welcomed more than 2.2 million visitors during nearly five years of operation. It closed in March 2002 to permit Newseum staff to focus on planning and developing the new museum.

Washington Post review of Newseum design
Oct. 29, 2002

By Benjamin Forgey

‘The Newseum That Fits’

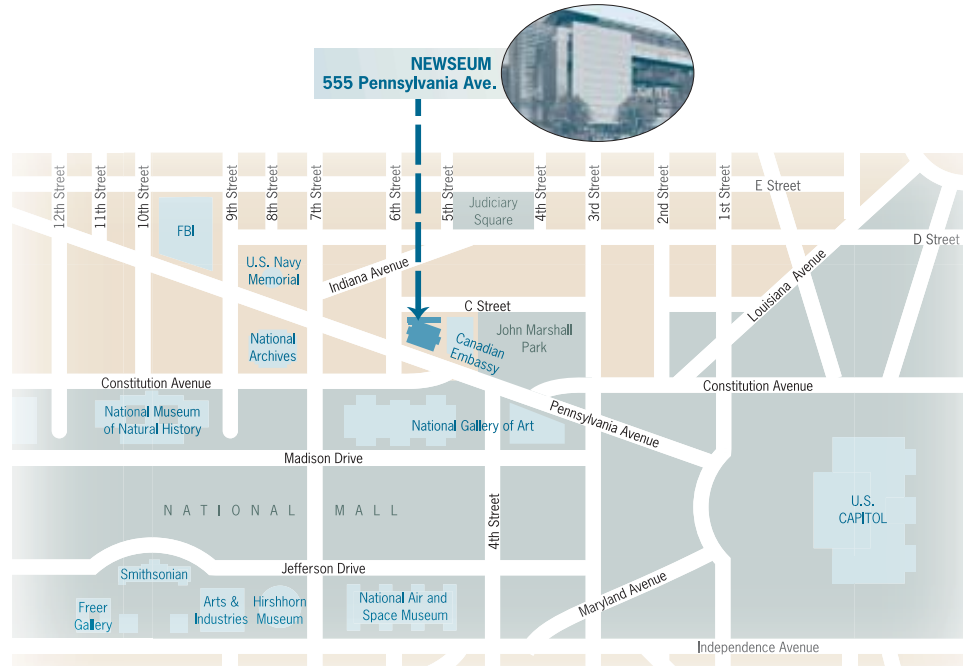
The design of the new Newseum ... is a brash study of contrasts with the august architecture surrounding its prominent address.

It is almost all glass where its neighbors are almost all stone. It’s transparent where they are opaque, light where they’re heavy, breezily informal where they are attired for a decorous sit-down dinner. ...

[A] soaring atrium ... has the potential to become one of the more dynamic interiors in the world.

The interior architecture as a whole is a marvel. (Architect James) Polshek and colleagues have managed to create a stacked plan that seamlessly unites a great diversity of spaces. ...

Polshek is trying to do something vivid and new. ... It is an exciting prospect.



Scheduled to be completed in late 2006, the new Newseum will be located on Pennsylvania Avenue between the U.S. Capitol and the White House and across from the National Gallery of Art. The 531,000-square-foot development also will contain a 9,000-square-foot conference center, more than 30,000 square feet of retail space and 140,000 square feet of housing. The total cost of the project, including the land, is esti-

ated at about \$400 million.

“I can’t think of a finer monument, a finer concrete manifestation of our ideal for a free press, than this building,” said D.C. Mayor Anthony A. Williams at the design’s unveiling in October 2002.

The project is being designed by Polshek Partnership Architects. Ralph Appelbaum Associates is designing the exhibits. Polshek and

Appelbaum teamed up to create the acclaimed Rose Center for Earth and Space at the American Museum of Natural History in New York City.

To create the design for the Newseum portion of the building, the architects turned to the guiding principles of the Freedom Forum—free press, free speech and free spirit for all people. “We are seeking to create a building that is inviting, open and transparent, one that reflects the role a free press should



D.C. Mayor Anthony Williams endorses Newseum design.

What they're saying

"Jim Polshek's brilliant design [is a] lively, friendly and inviting building that will become a landmark on the avenue, and I enthusiastically urge its approval."

— Former U.S. Sen.
Daniel Patrick Moynihan

"The design of the proposed Newseum [is] the right design and the right use in the right place."

— Robert A. Peck, president,
Greater Washington
Board of Trade

"It is hard to imagine a more perfect fit for this site. ... The project is destined to become a favorite attraction for visitors and residents alike."

— Eleanor Holmes Norton,
congressional representative,
District of Columbia



Newseum Executive Director Joe Urschel, right, and producer Paul Sparrow view an architectural rendering.

Gallery (more than double the size of the original gallery); nine themed or changing exhibition galleries; a series of 60-seat orientation theaters; an expanded Interactive Newsroom; a state-of-the-art broadcast studio and control room with a smaller studio overlooking Pennsylvania Avenue; and familiar icons from the original Newseum including Pulitzer Prize-winning photography, segments of the Berlin Wall and a memorial dedicated to the more than

play in a democracy," said James Stewart Polshek, who is leading the design team.

The building's basic design calls for a series of three rectangular "bars" that suggest the sections of a newspaper:

- The first bar will feature a 4,500-square-foot "window on the world" to Pennsylvania Avenue while letting the public peer inside. Next to the 78-foot-tall window will be the 45 words of the First Amendment to the U.S. Constitution, etched into a stone panel facing the avenue.
- The middle layer of the building will contain a 96-foot-high atrium.
- The third and highest of the building's three sections will house the exhibit galleries, interactive displays, theaters and other elements that require the most shielding from daylight.

From the atrium, visitors will begin their journey through the museum's six levels of displays, including a 17,000-square-foot News History

1,400 journalists who died while reporting the news.

The building plans for the new Newseum require approval from municipal and regional authorities. In January 2003, the National



Architect James Polshek, left, and former U.S. Sen. Daniel Patrick Moynihan at unveiling of model.

Memorial honors 51 journalists who died in 2001

The names of 51 journalists who died covering the news in 2001 were added to the Freedom Forum Journalists Memorial on May 3, 2002, World Press Freedom Day.

The memorial, located in Freedom Park and adjacent to the Freedom



Forum and Newseum offices, pays tribute to 1,446 reporters, editors, photographers and broadcasters killed since 1812 while on assignment. The leading cause of death for the journalists killed in 2001 was assassination and/or murder.

The Journalists Memorial “reminds us that reporting the news can be difficult, dangerous and deadly,” Peter S. Prichard, president of the Freedom Forum and Newseum, said.

The journalists’ names are listed on page 34.

Capital Planning Commission approved Pennsylvania Avenue Plan amendments, an important step in clearing the way for construction. The Freedom Forum is scheduled to break ground for the new building by the end of 2003.

‘Today’s Front Pages’ on Pennsylvania Avenue

The original Newseum’s popular exhibit, “Today’s Front Pages,” has been recreated outdoors on Pennsylvania Avenue at the site of the future Newseum. It will remain on display throughout construction.

The 92-foot-long aluminum and Plexiglas structure is updated daily with 70 newspaper front pages. The pages are chosen from more than 150 submissions to the Newseum’s Arlington offices from around the world via the Internet. The electronic files are printed on large-format printers and mounted inside the weatherproof, illuminated

display cases. The selection of front pages varies daily to ensure that all 50 states, the District of Columbia and an assortment of nations are represented. All of the front pages received each morning are posted on www.newseum.org.

Book tells journalists’ stories from 9/11

Helping the public understand how and why journalists do what they do is one of the Newseum’s primary goals. With a book published in 2002, the Newseum gave readers an intimate look at how the news media covered the terrorist attacks of Sept. 11, 2001.

Running Toward Danger: Stories Behind the Breaking News of 9/11 features minute-by-minute narratives from reporters, photographers, editors and producers who covered the story in New York, Virginia,



“Today’s Front Pages” at the site of the future Newseum on Pennsylvania Avenue.

Running Toward Danger: Stories Behind the Breaking News of 9/11

Pennsylvania and aboard Air Force One. Authors Cathy Trost and Alicia C. Shepard interviewed more than 100 journalists to assemble a chronological account of the emotional and logistical challenges faced by the news media as events unfolded that day. The book is illustrated with 117 photographs, some published for the first time.

Now in its second printing, the 256-page hardcover book, which includes a foreword by NBC News anchor Tom Brokaw, is available for purchase on the Newseum's Web site and at bookstores.

The Web site also features an interactive version of the book, containing text and photos as well as audio and video excerpts from Sept. 11 newscasts. *American Journalism Review* praised the book as a "stirring and evocative account of a day like few others in American history."

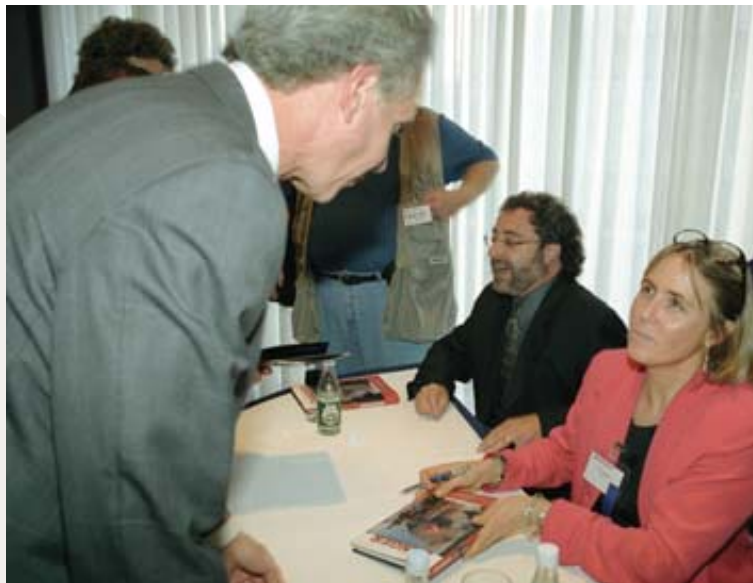
Web site provides virtual Newseum experience

Three major sections were added to www.newseum.org in 2002 — the online version of "Today's Front Pages," the interactive version of *Running Toward Danger*, and a section featuring details on the design and progress of the new Newseum. The number of "unique visitors" to the site doubled over the previous year, to an average of 6,000 a day.



"I'm sorry. I'm a reporter. I'm not supposed to cry."

— Hernando Reyes Smieker,
New York radio station
Noticias 1380



Co-author Alicia Shepard at *Running Toward Danger* book signing.



"I looked up and saw the top of the North Tower teetering, while pieces of it fell toward me. I ran the fastest I ever ran in my life."

— Aris Economopoulos,
The Star-Ledger,
Newark, N.J.

In addition, the site provides online versions of more than a dozen of the Newseum's most popular exhibits, information on continuing Newseum programs in the Washington area and schedules for Newseum traveling exhibits.



New York *Daily News* photographer David Handschuh describes being injured while covering the collapse of the World Trade Center towers.



Nadine Strossen, president of the ACLU, at a program sponsored by the Newseum and the International Spy Museum.

Young visitor helps with portrait of Martin Luther King Jr. at the library that bears his name.



Contestants compete in "Newsmania," a current-events quiz game, at the Martin Luther King Jr. Memorial Library.

Newseum's D.C. partners:

- Martin Luther King Jr. Memorial Library
- National Press Club
- United States Holocaust Memorial Museum
- International Spy Museum
- National Museum of American History
- National Postal Museum
- Smithsonian Associates

Newseum programs continue at D.C. venues

The Newseum offers news-related programs and exhibits through partnerships with Washington-area organizations.

The D.C. Public Library hosts monthly "Family Saturday" events, featuring hands-on activities at one of the system's 26 branches. The library also exhibited in fall 2002 "America Under Attack: September 11, 2001" at the system's main building, the Martin Luther King Jr. Memorial Library. The exhibit features newspaper front pages.

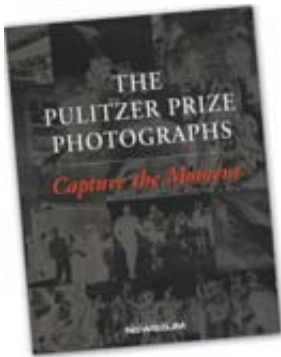
The Newseum teams with the National Press Club in downtown Washington for an ongoing series of public programs. Topics have included media coverage of the weapons inspections in Iraq, the 2002 election, religion,

the military and the stock market. The club also serves as a venue for changing Newseum exhibits on current news and historic news events.

Pulitzer exhibit on nationwide tour

One of the Newseum's most successful exhibits continues to draw crowds across the country. "The Pulitzer Prize Photographs: Capture the Moment" embarked in 2002 on a nationwide tour that is scheduled to run through 2005. The exhibit, displayed at the Newseum in Arlington from November 2000 through May 2001, features more than 120 images representing each year's winning entries from 1941 to the present.

The traveling exhibit made its debut in February 2002 at the Sixth Floor Museum in Dallas, where the run was extended twice



because of the show's popularity. It was viewed by more than 350,000 visitors. In 2003, the exhibit will travel to the Beach Museum of Art in Manhattan, Kan.; the Hot Springs Convention Center in Arkansas; and North Carolina State University in Raleigh.

The complete tour schedule is on the Newseum's Web site. The exhibit catalog, published by W.W. Norton, is available through the Newseum's online store and at bookstores nationwide.

Documentaries honored by film industry

Two Newseum-produced films were honored during 2002 by the National Academy of Television Arts and Sciences. "Holocaust:

The Untold Story," which previously received five national and international awards, was nominated for a national Emmy as Best Historical Documentary. The program, written and produced by the Newseum for the History Channel, explores the reasons why *The New York Times* and other major U.S. newspapers downplayed horrifying reports from Europe of mass murder of civilians. The 45-minute documentary, featuring interviews with Holocaust survivors, journalists, historians and authors, is available on home video through the online store at www.historychannel.com.

Another Newseum production, "September 11: Running Toward Danger," was selected to be the featured film at the television academy's annual luncheon, held the day before the Emmy awards presentation in September. Members of the academy, including network presidents, producers and broadcast journalists, were the first to see the 12-minute film, which will be part of an exhibit gallery in the new Newseum. The film won a Silver Screen Award at the U.S. International Film and Video Festival in April and received two Chris Awards in October at the Columbus (Ohio) International Film and Video Festival, the oldest film festival in the United States.



'Holocaust: The Untold Story'

"The charge has often been made that *The New York Times'* coverage of the Holocaust was grossly inadequate. The clippings from *The New York Times* demonstrate that the charges were justified, period."

— A.M. Rosenthal,
The New York Times
(1943-1999)

"There was something unbelievable about the story. ... This kind of rampant, systematic murder, that's not something [reporters at the time would] expect of the Germans."

— Deborah Lipstadt,
Emory University



Participants in a Newseum program at the Holocaust Memorial Museum.