Celebrating 120 Years of Outstanding Jewish Journalism
Dear Friends,

2016 was a pivotal year for the Forward. Though we had repeatedly expanded and improved its digital offerings since we launched its website two decades earlier, it was still a weekly newspaper that focused the majority of its staff resources on its print edition. That changed in 2016. We haven’t followed other publications that have dropped their print editions in recent years, and we don’t intend to. But we made a fundamental choice, to give priority to our digital presence, and to engage our readers where more and more of them—and an even larger proportion of younger readers—actually are: on social media, on hand-held devices, and on our website.
Our readers have overwhelmingly welcomed the changes that are most evident: the responsive website that automatically senses the kind of device readers are using and adjusts the format accordingly; the expansion of digital offerings that had us posting some 2,100 articles a month by the end of the calendar year; the access to breaking news several times a day and even on the weekends; the broader range of views expressed in our opinion section, even over the course of a raucous presidential campaign that seemed to have no start and no end. Between the election and the inauguration we reached an audience more than twice what it had been a year earlier. Nor did our increased attention to our digital offerings mean a reduced emphasis on the kind of entrepreneurial and investigative reporting that our readers have come to expect from the Forward. And if the judgments of our professional colleagues are any indication, the quality of our reporting has only gone up: in 2016, the American Jewish Press Association awarded us 17 Rockower prizes, more that any publication has ever won in one year before (beating our 2014 record of 13).

2016 will be remembered for another reason as well. With the retirement of Boris Sandler, who edited the Forverts so capably for 18 years, we appointed Rukhl Schaechter as editor of the Forverts, the first woman to hold that position since the Yiddish publication’s founding in 1897. And in view of the priority we’ve given to our digital offerings, our board decided, on Sam Norich’s recommendation, to appoint Rachel Fishman Feddersen as our new publisher and chief executive. Rachel and Rukhl join Jane Eisner, who continues as editor-in-chief of the Forward, so that, for the first time ever, three women now head the most respected Jewish media organization in America.

No one knows how digital media will change in the coming months and years. But we can be certain of two things: quality journalism will remain an essential condition of democracy, and quality journalism will depend more and more on the support of its audience. If you regard the reporting of the Forward as an important civic and cultural good, support it as you do the universities, museums, and the public radio and television that matter to you.

Thank you and zayt gesund,

Samuel Norich
President

Rachel Fishman Feddersen
Chief Executive Officer and Publisher

Jacob Morowitz
Chair, Board of Directors
<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td>Website users</td>
<td>4,352,763</td>
<td>1,128,826</td>
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<tr>
<td>Donors</td>
<td>4,343</td>
<td>3,164</td>
</tr>
<tr>
<td>Forward print readers</td>
<td>55,000</td>
<td></td>
</tr>
<tr>
<td>Forward electronic newsletter subscribers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of original Yiddish Forward articles</td>
<td>86,137</td>
<td>51,460</td>
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<tr>
<td>Number of Yiddish blog posts in 2016</td>
<td>1,027,275</td>
<td>322,575</td>
</tr>
<tr>
<td>Number of Yiddish podcasts in 2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average monthly users</td>
<td>1,580,148</td>
<td>820,120</td>
</tr>
<tr>
<td>Individuals profiled in the Forward 50 over 22 years</td>
<td>1,100</td>
<td></td>
</tr>
<tr>
<td>Facebook clickthroughs</td>
<td>8,253,840</td>
<td>2,456,827</td>
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<tr>
<td>Record number of prestigious Rockower Awards received recognizing excellence by the American Jewish Press Association</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Number of Yiddish Forward articles in 2016</td>
<td>1,421</td>
<td></td>
</tr>
<tr>
<td>Number of Yiddish blog posts in 2016</td>
<td>313</td>
<td></td>
</tr>
<tr>
<td>Number of Yiddish podcasts in 2016</td>
<td>255</td>
<td></td>
</tr>
<tr>
<td>Subscriptions to Forverts e-newsletter</td>
<td>3,550</td>
<td></td>
</tr>
</tbody>
</table>
Thank You

The Forward Association gratefully acknowledges the individuals and organizations listed below and later in this report, whose gifts made between January 1 and December 31, 2016, enabled the Forward to inform, connect, and inspire American Jews with exceptional, independent journalism.

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  and Randall Wade
- Larry Gellman
- Bernard Michael
  and Haina Just-Michael
- Rabbi Keith Stern
  and Rabbi Liza Stern
- Andrew Thompson
120 Years of Outstanding Jewish Journalism

1880
Pogroms in Czarist Russia prompt wave of Jewish immigration to U.S. from Eastern Europe.

1897
Jewish Daily Forward publishes its first issue under the leadership of founder Abraham ("Ab") Cahan.

1902
"Bravo, Jewish women!" The Forward applauds the 20,000+ women in the Lower East Side who took to the streets to protest an unconscionable increase in the price of kosher meat.

1906
Bintel Brief advice column begins.

1911
146 low-wage workers, most of them young women and girls, perish in a fire at the Triangle Shirtwaist Factory. Ab Cahan’s editorials crying out for justice help lead to the enactment of America’s first workplace safety laws.

1913
Leo Frank, a Jewish superintendent at an Atlanta pencil factory, is wrongly convicted of murdering employee Mary Phagan. Ab Cahan’s editorials help bring this miscarriage of justice to national attention. In August 1915, Frank is dragged from his jail cell and lynched.

1917
Russian Revolution

1924
Congress imposes restrictions that effectively end Jewish immigration to U.S.

1925
The Forward’s daily circulation tops 275,000, higher than that of The New York Times.

1927
The Forward launches WEVD, "the station that speaks your language."

1934
In response to the rise of Nazism in Germany, the Forward Association helps establish the Jewish Labor Committee in collaboration with Jewish labor leaders, to mobilize public opinion against the Nazi threat; helps elect Mayor Fiorello LaGuardia.

1935
Isaac Bashevis Singer arrives in the U.S. from Warsaw and begins writing a regular column for the Forward, which continues until his death in 1991.

1939
Hitler invades Poland, beginning World War II

1945
End of World War II

1954
Supreme Court integrates American schools in Brown v. Board of Education

1963
President John F. Kennedy assassinated

1964
Civil Rights Act enacted; Beatles appear on Ed Sullivan Show

1980
San Francisco earthquake

1998
Spanish-American War

1906
World War I begins

1918
End of World War I

1929
Stock market crash launches Great Depression

1933
Hitler comes to power in Germany

1939
Hitler invades Poland, beginning World War II

1945
The Forward begins publishing the names of survivors collected in the DP camps, facilitating the reunification of thousands of Jewish families.

1951
The death of Ab Cahan. Condolence letters arrive at the Forward from heads of state and major cultural figures from around the world.

1953
Julius and Ethel Rosenberg are executed for the crime of espionage. The Forward had earlier criticized the Rosenbergs for their actions, but condemned their death sentences as an expression of anti-Semitism.

1978
1988
1998
2008
1967
As a Forward staff writer, Elie Wiesel writes a series of thoughtful essays for the Forward about Israel’s victory in the Six-Day War and its implications for Israel’s future.

1970
The Forward rails against the killing of four students, three of whom were Jewish, at Kent State in a protest against the Vietnam War, which the Forward called “legalized mass murder.”

1970s and 80s
The Forward covers the plight of Soviet Jews and the efforts by worldwide Jewry to reestablish contact with them and reawaken Jewish culture in the Soviet Union.

1978
Isaac Bashevis Singer wins Nobel Prize for literature. Forward extends its “mazel tov” not only to Singer but to all readers and writers of Yiddish.

1986
Anatoly Scharansky emigrates from the USSR. “No other activist struggling for human rights was so brutally punished by the Soviets ... But this emaciated, tortured young man ... was unbreakable! His Jewish pride and spiritual bravery attracted the free world to his struggle.”

1990
The Forward launches its weekly English language edition.

1996
The Forward launches its website, Forward.com.

1997
Samuel Norich joins the Forward, becomes General Manager, Publisher, and later, President.

2006
Forward journalist Nathaniel Popper investigates the Agriprocessors kosher slaughtering plant in Postville, Iowa. His reports of labor abuses and food safety violations lead to federal investigations and prosecution of company owners.

2008
Jane Eisner becomes the first woman editor-in-chief of the Forward.

2015
At the height of the debate in the U.S. regarding the Iran nuclear agreement, Larry Cohler-Esses becomes first journalist from the Jewish press to report from inside Iran since its 1979 Islamic revolution.

2016
Rachel Fishman Feddersen becomes the first woman publisher and CEO of the Forward; Rukhl Schaechter becomes the first woman editor of the Yiddish Forverts.

2007
Apple releases the first iPhone

2012
Sandy Hook school shooting

2008
Global financial crisis

2015
U.S. diplomatic relations with Cuba are restored

2017
The Forward celebrates 120 years of outstanding Jewish journalism.

1966
Six-Day War

1968
Martin Luther King, Jr. assassinated

1969
Woodstock festival; Neil Armstrong takes “giant step for mankind” by walking on the moon

1973
Yom Kippur War

1974
President Richard Nixon resigns amid Watergate scandal

1978
Camp David accords signed

1980
President Ronald Reagan elected

1989
Fall of the Berlin Wall

1991
World Wide Web is introduced

2001
9/11 attacks

2004
Facebook created

2006

Celebrating
Years of Outstanding Jewish Journalism

2017
The Forward celebrates 120 years of outstanding Jewish journalism.
From the day the Yiddish Daily Forverts hit newsstands on April 22, 1897, we have always believed that great journalism can change the world. From the ashes of the horrific Triangle Shirtwaist Factory fire in 1911 that took the lives of 146 low-wage workers, through the editorials crying out for justice which led to lasting reforms, the Forward has led the way in covering news in a courageous and distinctively Jewish way.

The proud progressive legacy of our founder Abraham Cahan, who edited the Forward for 50 years, has remained a constant. Our hard-hitting investigative reporting on the Agriprocessors kosher slaughtering plant in 2006 led to reforms and successful prosecutions of the company’s owners. In 2016, our reporting revealed unusual grant-making practices at the Bronxwood Home for the Aged that funneled millions of dollars to unrelated organizations.

We have become an early warning radar system for our readers with stories that matter to American Jews. We get the scoop earlier than other outlets, with deeper detail and from the inside because of our reliable contacts. We also maintain a clear line between news and thoughtful opinion pieces, such as Jane Eisner’s 2016 editorial, “On Our Great Moral Failure in Syria.”

Carrying on Abraham Cahan’s legacy is an enormous responsibility and a great privilege. Our past anchors us and inspires us every single day to produce independent, thoughtful journalism through a trusted Jewish lens.
“The Forward consistently delivers gutsy, hard-hitting coverage and gripping storytelling.”

AMERICAN JEWISH PRESS ASSOCIATION, IN AWARDING A RECORD 17 OF ITS PRESTIGIOUS ROCKOWER AWARDS FOR EXCELLENCE TO THE FORWARD IN 2016
“We are journalists, with a proud history ... of independent reporting. We deal with facts.”

JANE EISNER, EDITOR-IN-CHIEF
In this era of “alternative facts” and all-out assaults on truth, we need fearless, trusted and independent journalism – now more than ever before. That’s what the Forward has delivered since our founding 120 years ago, and it’s ingrained in our DNA. Despite a recent spate of grotesquely anti-Semitic attacks on our writers in the wake of the 2016 presidential campaign, the Forward will not be deterred from our journalistic mission.

As our editor-in-chief Jane Eisner wrote in November: “We are journalists, with a proud history ... of independent reporting. We deal with facts.”

We cover controversial issues responsibly, not hysterically, and in a sophisticated, analytical way. We don’t claim to speak for all American Jews, but we do publish a wide range of voices from across the political spectrum.

We apply the same rigorous journalistic approach to events occurring in the Jewish community. We don’t exempt Jewish religious or communal leaders from our scrutiny, but neither do we criticize indiscriminately. When we do adopt a critical voice, we do so in order to make Jewish life better, to make our leaders more responsive, and our institutions more inclusive.

In the words of our publisher, Rachel Fishman Fedderson, “We are going to continue publishing real journalism based on facts, not fear,” and to hold our leaders accountable “to the U.S. Constitution, to democratic principles and to the values American Jews cherish.”
“The Yiddish Forverts is about more than preserving the glorious Yiddish past. It’s about creating—and celebrating— the Yiddish culture of today and tomorrow.”

RUKHL SCHAECHTER, FORVERTS EDITOR
For 120 years, the Forward has connected American Jews to Jewish life in all its rich variety. Our pride in Jewish achievement is best exemplified by our annual Forward 50 list, which in 2016 included such diverse names as Bob Dylan, Ivanka Trump, and “Hamilton” star Daveed Diggs.

Standout stories of the year included Sam Kestenbaum’s piece on Rabbi Capers C. Funnye, the new chief rabbi of the African American Hebrew Israelites, and Allan M. Jalon’s fascinating story on the rediscovery of Paul Newman’s lost masterpiece, a short film the renowned actor shot at a Yiddish theater on the Lower East Side nearly 60 years ago.

Extending well beyond books, art and film, our coverage of Jewish culture highlighted Jewish food, including everything from a story on the history of bagels, to a cooking show hosted by Itzhak Perlman in which he demonstrates how his mother prepared potato salad with schmaltz.

2016 was a remarkable year for the Yiddish Forverts as well. We featured a variety of online videos including performances by Lipa Schmeltzer, known as the “Jewish Elvis,” and Daniel Kahn, whose hauntingly beautiful rendition—in Yiddish—of Leonard Cohen’s “Hallelujah” has to date been viewed more than 400,000 times.
Today, the Forward is our nation’s fastest-growing Jewish media organization. From 2015 to 2016, our online readership more than doubled in size, and in December 2016, the Forward garnered more than 4 million unique viewers. Our founders would be proud.

This didn’t happen by accident. Our finely-tuned digital growth strategy allows us to stay on top of the news 24 hours a day, even as we continue to produce in-depth features and first-rate cultural coverage.

But our digital strategy isn’t just about growing our audience; it’s about having greater impact. One of our goals was to serve as a point of connection for a younger generation of American Jews. We are delighted to report that today, approximately 35% of our digital readers are in the 18-34 age bracket.

How are we accomplishing these dramatic results? We’ve brought in respected experts to lead the effort. Our new publisher and CEO, Rachel Fishman Feddersen, who began in June 2016, has been a thought leader and innovator in digital media for many years, and brings a depth of knowledge about the Jewish world. Samuel Norich continues to serve as the Forward’s president.

We’ve invested in a vastly increased social media presence. The number of readers discovering our content through posts on Facebook has more than tripled over the past year.

We’re also publishing a broader range of new, young voices, comprising the spectrum of opinion within the Jewish community, through “Scribe,” our new contributor network.

Stay tuned for more exciting changes in the months and years to come!
“We know what our readership wants and we’re using the digital tools to amplify our reporting.”

RACHEL FISHMAN FEDDERSEN, PUBLISHER AND CEO
Introducing the
Abraham Cahan Society

Abraham Cahan was a visionary. From the moment he founded the Forward in 1897, he set out to change American journalism and earned a place in the pantheon of America’s greatest newspaper editors. His legacy of activism and hope for the Jewish future continues to inspire us today.

In his honor, we have founded the Abraham Cahan Society. We invite you to join by including the Forward in your estate plan, to help sustain the fearless journalism that Abraham Cahan championed.

“Giving is always gratifying,” says our President, Sam Norich. “But it’s even more meaningful when you’re helping to extend the life of a treasured community asset that’s been part of our families for generations—and is still making an impact today.”

To learn how you can join the Abraham Cahan Society by making a legacy gift to the Forward, contact Michael Sarid, Chief Development Officer, at (212) 453-9413 or sarid@forward.com.

Nurturing a New Generation of Jewish Journalists

The Forward’s signature internship/fellowship program helps ensure excellence in the next generation of Jewish journalists. This highly competitive program brings together top journalism students from some of the best schools in the country to receive valuable hands-on training. Our paid interns and fellows leave our program equipped with both the professional skills and the depth of understanding to make an invaluable contribution to the ever-evolving Jewish conversation in years to come. We’re proud that after completing our program, many of our young writers have gone on to pursue careers at leading publications including The New York Times, the Atlantic, and the Village Voice among many others.
Thank You (Continued from page 3)

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Total $9,776,284

Sources of funds
Advertising $697,374
Print subscriptions and newsstand sales 773,498
Fundraising 1,443,512
Other [rentals, royalties, misc.] 260,968
Investment income 1,541,898
Funds drawn from invested assets 5,059,034
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