Message from our CEO & Publisher, and Board Chair

Dear Friends,

As we look back on 2018, we’re amazed at how much we’ve accomplished!

As always, the Forward held fast to our mission of investigating key issues and exploring our cultural heritage. And this year, we increased our commitment to connecting with our readers, connecting you to each other, and to the information that you need. Through broadening our content, improving our technology, and holding more in-person events than ever before, we sought to build deeper relationships with you, our readers, our community.

We illuminated both tough and inspiring moments during the tumultuous year. We helped our readers make sense of a truly awful act of hate in Pittsburgh. We offered an inspiring interview with Supreme Court Justice Ruth Bader Ginsburg, before a live audience of 1,200 people – while over 250 watch parties around the country joined in with us. With some of the most divisive issues of the day, whether it was the Women’s March, BDS, or the mid-year elections, we proved a unique outlet for our readers to learn and debate varied and diverse opinions. In fact, our reader engagement is unparalleled anywhere else in the Jewish press.

This year, we are proud of how our historic organization drove forward with our digital transformation. The Forward has the largest readership in its history, our audience is younger, and even our Yiddish edition is thriving in its digital space. At the same time, we have not abandoned our strengths. The Forward continues to produce courageous investigative journalism. Our cultural coverage reflects the diversity of the Jewish American experience, touching on the arts, food, religious life, and pop culture.

When you reach 120+ you can’t help but reminisce, and though we have much to be proud of in our past, right now we are also excited by our organization’s future. We continue to be as forward looking today as we were when founded in 1897!

Thank you and zayt gesund,

Rachel Fishmann Feddersen
CEO & Publisher

Jacob Morowitz
Board Chair
A Year of Achievement

**Forward.com**
- **UNIQUE USERS**
  - **DEC 2018**: 1,870,000
  - **DEC 2017**: 1,400,000
  - **SOCIAL**: 100,011
  - **SOCIAL**: 56,500
  - **45% are 18-44 year olds**

**Yiddish Site**
- **UNIQUE USERS**
  - **DEC 2018**: 12,000
  - **32% are 18-44 year olds**

**Awards**
- **13 Rockower Awards**
  - American Jewish Press Association
- **1 Sigma Delta Chi Award**
  - Society of Professional Journalists

**Notable Writers**
- **Ehud Barak** on the future of Israel
- **Salman Rushdie** and **Steven Zipperstein** on the death of Philip Roth
- **Lynn Povich** on Jodi Kantor
- **Jaime Bernstein** on her father Leonard Bernstein
- **Alexander Aciman** on his father Andre Aciman
- **Danielle Berrin** on Aly Raisman
- **Sheldon Harnick** on Yiddish ‘Fiddler on the Roof’

**Total Paid Subscribers**
- **2017**: 13,092
- **2018**: 15,562
  - **↑ 18.87%**

**Interview with RBG**
- **1,200 people in attendance at Congregation Adas Israel**
- **256 WATCH PARTIES**
- **17,000 people watched the livestream**
Leading Stories

The Forward is especially proud of the exceptional stories we published – breaking news and exclusive investigative pieces, in-depth cultural features, and groundbreaking reporting on our broad Jewish community.

**I Was Detained At Ben Gurion Airport Because Of My Beliefs**
Peter Beinart, senior columnist
A candid reflection on the experience of being questioned about one’s political activities on a family visit to Israel.

**Why An Independent Free Press Matters To American Jews**
Jane Eisner, editor-in-chief
A courageous editorial explained why the Forward was the only Jewish publication to sign a joint editorial with more than 300 independent press organizations.

**A New Wave Of Hardline Anti-BDS Tactics Are Targeting Students And No One Knows Who Is Behind It**
Josh Nathan-Kazis, staff writer
The Forward broke the story on Canary Mission, a covert group that has been targeting college students it perceives as anti-Israel.

**“My Dark Secret”: Orthodox Women Reveal Their Abortion Stories**
Avital Chizhik-Goldschmidt, life/features editor
A compilation of compelling, never-before-heard accounts of Orthodox women who have had abortions.

**Holocaust Survivor Cheated Death At Pittsburgh Synagogue Massacre By 4 Minutes**
Josh Nathan-Kazis, staff writer
The extraordinary story of Judah Samut, a Holocaust survivor who narrowly missed the shooting at the Tree of Life Synagogue.

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The extraordinary story of Judah Samut, a Holocaust survivor who narrowly missed the shooting at the Tree of Life Synagogue.

**Slaves In Egypt, Refugees In America: An Exodus Story In 8 Chapters**
Adam Langer, culture editor
A story of a Guatemalan immigrant who sought sanctuary in a church in Washington Heights with the support of a nearby synagogue.

**The Last Relics Of Iraq’s Jewish Past Are In America. Should They Be Returned?**
Talya Zax, deputy culture editor
A three-part series on the Iraqi Jewish Archive examines the journey of a trove of artifacts seized in the 1950s, when Iraq’s Jewish community was forced to leave the country.
The Year In Review

In 2018 the Forward connected with the Jewish community through the many events we sponsored. Some were in our former backyard on the Lower East Side of Manhattan, while others spanned the country—illustrating the Forward’s reach across America.

January

Arthur Szyk Art Tour
Forward supporters gathered for an art tour of the works of Arthur Szyk at the New York Historical Society. The tour was led by Rabbi Irvin Ungar and the curator of the exhibit.

February

The Band’s Visit
Executive editor Dan Friedman led an intimate discussion over lunch with Itamar Moses, Tony Award winner of the Broadway show, “The Band’s Visit” before catching the show with several Forward supporters.

March

‘Own It’ Conference
Rukhl Schaechter, editor of the Yiddish Forverts, discussed Judaism, feminism and Yiddish at the “Own It” conference at Georgetown University in Washington, D.C.

April

The Fox Hunt
Dan Friedman discussed the memoir “The Fox Hunt: A Refugee’s Memoir of Coming to America” with its author Mohammed Al Samawi, a Muslim refugee from Yemen. Included was Daniel Pincus, who aided Mohammed’s rescue.

May

RBG Documentary Screening
Forward supporters were treated to a screening of the Ruth Bader Ginsburg documentary, “RBG.” Following the film, Jane Eisner interviewed the directors, Julie Cohen and Betsy West.

Justice Ruth Bader Ginsburg
Editor-in-chief Jane Eisner interviewed Supreme Court Justice Ruth Bader Ginsburg at Congregation Adas Israel in Washington, D.C.
**June**

**Greater Chicago Jewish Festival**
The Forward was a proud co-sponsor of the Greater Chicago Jewish Festival, the longest continuously running Jewish festival in America.

**Lower East Side Tour**
President Sam Norich led a group of supporters in a lively walking tour of the Lower East Side, pointing out the rich Jewish history including the old Forward Building on East Broadway.

**July**

**Yiddish Fiddler**
The Forward gathered readers for a discussion with Rukhl Schaechter before attending the Yiddish production of “Fiddler on the Roof,” by the National Yiddish Theatre Folksbiene at the Museum of Jewish Heritage.

**Brunch in the Berkshires**
Over 60 guests attended a brunch at the Berkshires home of Penny and Claudio Pincus, where Jane Eisner spoke on “Being a Jew in Trump’s America.”

**September**

**93Queen Screening**
Supporters were invited to a screening of 93Queen and discussion between Jane Eisner and Ruchie Freier, the only Hasidic female judge in the world and the founder of the first all-female Orthodox EMT group.

**Yiddish in Boulder**
Rukhl Schaechter visited the University of Colorado Boulder to discuss how Yiddish language and culture is thriving in the digital age.

**October**

**Finding a Common Language**
Over 70 people were in attendance at the home of Susie and David Sherman of Glencoe, IL, to hear Jane Eisner moderate the discussion, “How Liberals and Conservatives Can Find a Common Language” with Bret Stephens and Peter Beinart.

**November**

**From Jean Carroll to Mrs. Maisel**
At the American Jewish Historical Society, we laughed along as Dan Friedman led a discussion on the influence Jean Carroll – and other Jewish female comedians – had on the character, Mrs. Maisel.

**December**

**Big BKLyn Hanukkah Fest**
The Forward co-sponsored a children’s Hanukkah celebration at Brooklyn shopping hub, City Point with latkes, candle lighting, dreidel decorating, music and more.

**#FearlessWomen in Journalism Gala**
Our 2018 gala at the Museum of Jewish Heritage honored five fearless women in journalism: Jill Abramson, Dana Bash, Jane Eisner, Marge Magner and Lynn Povich.
#FearlessWomen in Journalism Gala

In December, the Forward held its #FearlessWomen in Journalism Gala, which honored our very own Jane Eisner at the Museum of Jewish Heritage. Her fellow honorees included Jill Abramson, the first woman to serve as executive editor of The New York Times; Dana Bash, an award-winning journalist and CNN chief political correspondent; Marge Magner, former chair of Gannett and TEGNA; and Lynn Povich, the first female senior editor at Newsweek and author of “The Good Girls Revolt.”
Thank You

Thank you to each and every one of our 2,403 donors. We are very grateful to our generous supporters who contributed nearly $2,000,000, and enable the Forward to deliver high quality news and culture reporting every day.

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“I’ve known about the Yiddish Daily Forward since my childhood. My grandmother, a Yiddish-speaking immigrant and labor union member, who passed away when I was a teenager, was a lifelong reader. I was glad to be re-introduced to it decades later in the Digital Age, as an adult, and find that it remains a progressive voice of the Jewish community, fully adapted to the issues and challenges that face us today. I support the Forward because of the deep importance, greater today than ever before, of maintaining this perspective in American Jewry and in its representation to the larger world.”

Ted Jonas
Atlanta, Georgia
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“The Forward’s independent voice supports, nurtures and sustains diverse Jewish communities. One third of its audience is now under 35. We have met avid readers in Russia, Hungary, Ukraine and Israel. In addition, the digital Forverts brings Yiddish culture to new audiences. And, the Archives are a not-to-be-missed gem. Enough reasons to support the Forward? We think so.”

Lynne Galler
& Hezzy Dattner
New York, NY

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Golda Meir, the prime minister of Israel [1969-1974] and the future New York City mayor Ed Koch.

Two elderly Jewish men reading the Forverts in a displaced persons’ camp (Dachsenkamp in Ulm) in Germany.
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Moshe Dayan, his hand extended skyward, releasing a dove in front of an Israeli flag.

Mourners and supporters of Meir Kahane - the rabbi and activist known for his support of a theocratic theory of a “Greater Israel” - at a memorial service after his assassination (1990)

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Bob Dylan at a press conference in London (May 1966)
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Margaret Lurie
Stephen Lurie
Manfred Luttinger
Lynn Lyss
Reeva Mager
Julie Magie
Thank You
(continued)

Thomas and Margaret Magnani
Milton Maltz
Laurel Mark
Alan Marsh
Helen Martin Block
Silvia Marx
Stacie Matsumoto
Claire Mayers
Mark McKenna
Jonathan Medows
David J. and Arlene J. Alpert Mehlman
Philanthropic Fund
Myron Meilman
Samuel Mendales and Judy Rakowsky
Sander and Irene Mendelson
Richard Michael
Joanna Migdal Charitable Fund
Susan Milamed and Jack Jacobs
Dr. Donna Mildvan and Rolf Hamann
Louis z"l and Lenore Miller
Marta and Franklin Miller
Melinda Molin
Suzanne Montalvan
Diane Moore
James and Diane Moore
Rita Lowy Moore
George and Barbara Morgenstern
The Joan F. and Michael F. Moriarty Foundation
Morris Family Fund
Dr. Elaine Morris and Ronald Morris
Irving Moskovitz
Cindy Moskovitz
Frank and Susan Mott
Helen Muhlbauer
Donald Munski and Barbara Kolen
Daniel and Karol Musher Fund
Dr. Alfred Mutchnik and Beverly Mutchnik
Charles Nam
Stephen Naman
Morton Nарrowe
Lilly Naveh
Janet Neuenschwander
Dianne and Herbert Newman
Gregg and Jodi Newmark
Ralph and Marta Nicholas
Eliahu and Joanne Niewood
The Niles Township Jewish Congregation
Martin Nisenoff
Ruth Nisse
Anita Norich
Tamara and Earl Norman
Frances Novack
Victor Nussenzweig
Eleanor Ochfeld
Anna Oliver
Keith Orloff
Irene Ostroff
Nancy Oxfeld
David Paletz
Jill and Avi Pandey Donor Advised Fund
Marilyn Park
Elenor Parker
Anita Parks
Fred Peal
Deborah Peikes and Robert Cohen
Vivian Perlmutter
Sydney Perry
Julie Persily
Ms. Lili Perski
Cheryl and Lloyd Pine
Dorothy Pink
Akiva Pipe
Karen Platow
Helen Pollack
Pollack Tzedakah
Dr. Oliver B. Pollak
Dennis Poller
Andrew Polon
Joan Porat
Irving Pozmantier
Marshall and Sabina Primack
Posner-Wallace Foundation
Martin Quinn
Mirit Rabinovitz

Gene Wilder, as Leo Bloom and Zero Mostel (right), as Max Bialystock, in Mel Brook’s 1968 film The Producers.
Barbra Streisand and President John F. Kennedy at an event on May 24, 1963
Thank You (continued)

Judy Rachelle
Harvey and Carol Raff
Allen Rams
Meryl S. Raskin
Clifford Ratner
Hedy Ratner
Gerald and Ina Regosin
Geraldine and Christoph Reitz
Dr. Billie Robbins and Arthur Robbins
Mallory Robinson
Ruth Rooks
Bruce Rosen
Lia Rosen
Michael and Karen Rosen
Sue and Robert Rosen
Edward Rosenbaum
Denise and Gary Rosenberg
Howard and Ann Rosenberg
Roger Rosenstein
Benjamin Ross
Moshe Rothblum
Daniel Rous
Angelo Rossi and Rosalind Rowen Rossi
Marcel Rozencweig
Dr. Richard Ruchman and Joanne Ruchman

Jean Ruiz
Ted Ruthizer and Jane Denkensohn
Emily Sachs
Charlotte Salomon
Elisa Sananman Family Fund
Marc Sarnow
Naomi Schacter
Binyumen Schaechter
Elliot Scherker
Alan Schiffer
Susan Schiffer
Mark Schleider
Barbara Schneider
Bradley Schneider and Julie Dann
Meryl Schneider
Ronald Schneider
William Schneider
Dr. Paul Schneiderman and Bette Schneiderman
Robert Schoen
Polly Schoenfeld
Leonard and Celia Schuchman
Rabbi Schulman’s Discretionary Fund
Carol Schulman
Sharon Schumack
Bela Schwartz
Charlotte Schwartz
Janet Schwartz and Arthur Levine
Michael Schwartz

“Because life has moved me far from larger Jewish communities, the Yiddish Forverts in many ways is actually more invaluable to me than the Forverts of decades ago. Literally and figuratively, it provides us links to Yiddishland around the world, as well as glimpses into Jewish communities I’m less familiar with. We travel often, and Forverts/Forward reports of past/future activities in different cities provide helpful insight for planning trips. Finally, when we connect with Yiddishland in our trips, we have a common starting point, because the Forverts is being used educationally/socially by communities around the world. Keep it up!”

Leon Silverstrom
Las Cruces, New Mexico

Toby Schwartz
James A. and Sharon Schwarz Donor Advised Fund
Elliott Sclar
Alex Seldin
Barbara Seril
William Shapiro
Gabriela Shelley
Allan and Judith Sherman Fund
Mark Sherman
Karen Shlossman
Stephen and Carol Shore

Holly Shulman
David Silberberg
Andrew Sillen
Erica Silverman
Ruth Silverstone
Leon Silverstrom
Judith Simon
Lainie and Andrew Simon
Michael Simon
Rabbi Beth Singer and Rabbi Jonathan Singer
Paula and Karl Singer
Willard Smith
Thank You (continued)

Marianne Smythe  
Warren Snaider  
Millie Snyder  
Dr. David Snyderman  
Sara Sobel  
David and Sandra Sokol  
Richard B. Solomon and Alyce Flitcraft  
John Sondheim  
Ira and Ellen Sorkin  
Miriam Sosnick  
Philip and Ruth Spergel  
Dr. Alana Spiwak and Sam Stolbun  
Nancy Sprince  
Dalia and Ahuva Stadtlender  
Renee Stanley, Ph.D.  
Ivan D. Steen  
John and Jennifer Stein  
Michael Stein  
Joe Sterling  
Leo International  
Howard Stern  
William Sternoff  
Jon Stevens  
Joseph and Gloria Stolman  
Cindy Stone  
Sheryl Stone and J. Richard Cavagnolo  
Sandra Styer  
Laura Szapiro  
William Tabachnik  
Ethel and Martin Taft  
Martin Taller  
Tambor Family Foundation  
Kenneth Taranto  
Robert Taylor  
Dita Teitelbaum  
Temple Sinai  
Bette Steinberg Tiago  
The Timbrel Fund  
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Sidney and Lillian Topol  
Stuart and Barbara Trager  
Michael Traison  
Steven Ugoretz and Barbara Voss  
Jessie K. Ulin  
Marion L. Usher  
Allan Van Fleet  
Irwin Venick  
Paul and Dorothy Wachter  
Helen and Albert Wade  
Marc Wallman and Cynthia Carr  
Ilissa and Paul Warhit  
Jacqueline Warren  
Irene Wasserman  
India Waters  
Nathaniel and Lucille Wechsler  
Audrey and Eli Weinberg Charitable Fund  
Ezra Weinberg  
Dr. Leslie Weiner and Judith Weiner  
Richard Weiner  
Sanford and Karen Weiner  
Vicki Weiner  
Rhonda Weingarten  
The Weinreb Berenda Carter Foundation  
Ruth Weisberg  
Stephen Weiser  
Annabelle Weiss  
Deborah Weiss  
Max and Diane Weissberg  
Morty Weisselberg  
Beth Weitzman and Mitchell Rubin  
Judy Weitzman  
Rick Wennerberg  
Dan Werner  
Allan and Mary Wernick  
Zoe Fainvrih Werth  
Barbara and Howard White  
Mark Widoff  
Phyllis Wiesenfelder  
Paula Wilkes  
Arthur Williams  
David A. and Shoshanna Wingate Foundation, Inc.  
Eileen Wirthchafter  
Linda and Alexander Wolf  
Marc Wolf  
Pearl Wolfs  
Penny Wolfson  
Charles Yaker  
Albert Yakobashvili  
Caren Yanis  
Peter Yarrow  
Bonnie Zaben  
Sharon Zamore  
Zeelander Foundation  
Carol Ziegler  
Scott and Elana Zimmerman  
Susan Zinder  
Dr. Howard Zipin and Jill Zipin  
Jon Zonderman  
Karen and Marc Zucker

Children lining Canal Street during a rally.

Israeli president Zalman Shazar visiting Lyndon Johnson at the White House in 1966. With them is the philanthropist and Johnson advisor Abraham Feinberg.
Abraham Cahan Society

Abraham ("Ab") Cahan was a visionary. When he founded the Forward in 1897, he changed American journalism forever and earned a place in the pantheon of America’s greatest editors. His legacy of activism and hope for the Jewish future continues to inspire us today. In his honor, we have created the Abraham Cahan Society.

L’dor V’dor. For the Forward that means passing along our love of the truth and social justice, while strengthening Jewish identity for a whole new generation of young people. Making a legacy gift is a meaningful way to show your support of the Forward’s mission while also accommodating your own personal, financial, estate-planning, and philanthropic goals.

We thank those who joined the Abraham Cahan Society by making a legacy gift to the Forward.

Estate of Jean Appleton
Michael Eliastam
Estate of Barbara P Haskel
Zeena Hine

Irene Pletka
Burt Siegel
Estate of Joyce Talal
Deborah Ugoretz and Samuel Norich
## Financial Summary

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2018</th>
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<tbody>
<tr>
<td>Management</td>
<td>1,612,000</td>
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<tr>
<td>Fundraising</td>
<td>818,000</td>
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<tr>
<td>Print and Digital Media English</td>
<td>4,571,000</td>
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<tr>
<td>Print and Digital Media Yiddish</td>
<td>502,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>7,503,000</strong></td>
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<table>
<thead>
<tr>
<th>REVENUE</th>
<th>2018</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>467,000</td>
</tr>
<tr>
<td>Print and Digital Subscriptions</td>
<td>1,010,000</td>
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<tr>
<td>Fundraising</td>
<td>1,915,000</td>
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<tr>
<td>Other</td>
<td>345,000</td>
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<tr>
<td>Funds Drawn From Investment Accounts</td>
<td>3,766,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,503,000</strong></td>
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