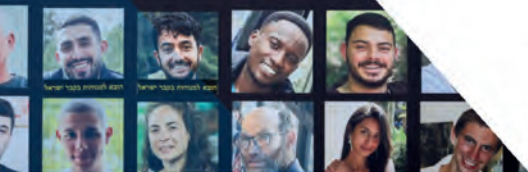


החטופות והחטונות



Forward

20

TELLING THE
AMERICAN JEWISH STORY
FULLY AND FAIRLY

24

ANNUAL REPORT



Dear Friends,

Issues that affect American Jews are in the headlines everywhere: the ever-evolving situation in Israel and the Middle East, antisemitism and freedom of speech, high-stakes political news, separation of church and state and more.

What then, is the role of Jewish journalism in this overcrowded media landscape? **It is to tell the American Jewish story fully and fairly – that is the unparalleled promise of the *Forward*.**

Through courageous coverage and investigative reporting on issues central to American Jews, **the *Forward* brings clarity to the chaos** at a time of rampant misinformation and bias.

The *Forward* has hosted a diverse, civil conversation unlike any other Jewish publication, allowing every American Jew to see themselves both reflected and challenged by our opinion writing and analysis. And, even in this difficult year, we have celebrated moments of Jewish joy and creativity.

One year ago we took the bold step to remove our paywall, making all of our content free for the first time in our history. We believe that quality Jewish journalism that grapples with the complexities of our world must be available to everyone without barriers. As you'll see in this report, our move to a reader-supported business

model has resonated deeply, spurring growth in both audience and revenue.

We're proud of what we've accomplished together in 2024. This year is already filled with more complex and historic developments. We are entering an era where independent, fact-based Jewish journalism that tells our story will be more important than ever.

It's harder now to keep newsrooms going. We're grateful to the *Forward* members and funders whose support makes our independent Jewish journalism possible for all who rely on it now.

We need to be ready for whatever 2025 will bring, and with your help, we can be.



A handwritten signature in black ink, reading "Rachel Fishman Feddersen".

Rachel Fishman Feddersen
CEO & Publisher



A handwritten signature in black ink, reading "Alan Silberstein".

Alan Silberstein
Board Chair



Mission

The *Forward* is the most significant Jewish voice in American journalism. Our outstanding reporting on cultural, social and political issues inspires readers of all ages and animates conversation across generations and different segments of our community. Our English and Yiddish platforms build on a century-old legacy maintained in our archives and lead to a deeper understanding of what it means to be Jewish in the 21st century.

Vision

The *Forward* envisions a vibrant, connected global Jewish community informed by our shared history and committed to justice, compassion, truth and our collective responsibility to bridge our divides.

Values

INTEGRITY We provide fair and full reporting in the highest tradition of public-service journalism, a cornerstone of resilient democracy. Through our work, we help build the foundation for a just, open, pluralistic society.

COURAGE We pursue the truth wherever it takes us, delivering the news, investigations, narrative storytelling and commentary that our community needs and deserves.

INDEPENDENCE As a nonprofit supported by our readers and a broad array of philanthropies, we are not beholden to any individual, institution or ideology. We are always relevant but also irreverent, challenging conventional wisdom in respectful ways as we showcase the full spectrum of voices shaping our experience.

ACCOUNTABILITY Through rigorous, even-handed journalism, we hold leaders accountable to the people and communities they serve. At the same time, we believe we must continuously earn the public's trust by delivering on promises, operating with empathy and upholding our core values.

YIDDISHKEIT We revel in the richness of our culture and history, providing a smorgasbord of art and politics, argument and understanding. We also share our rich Yiddish heritage, promoting it as a living treasure for future generations. Sharing stories, in English and Yiddish, of the diverse ways Jews of all backgrounds – and our neighbors – live and think and celebrate and mourn enhances our human connections. Ours is a particularly Jewish-American way of looking at the world: contrarian, cosmopolitan, fiercely intelligent and wickedly funny.

Our First Full Year of Membership

In December 2023 – and for the first time in our 126-year history – the *Forward* removed its paywall, making our journalism free and available to everyone, everywhere. Removing the barriers to access was accompanied by a transition to a member-supported business model, inviting readers to support the journalism they value. The first full year of membership generated substantial audience growth and membership revenue.



Our traffic increases brought in new readers, a meaningful number of whom converted to membership. A substantial number of former subscribers not only renewed their support but were motivated to give above the amount they were formerly paying for a subscription.

The success of the membership model is based on the value that the *Forward* provides to its readers. Our 2024 audience survey confirmed that in addition to providing trusted information, the *Forward's* journalism also has an emotional value. It creates confidence and connection, as well as satisfying readers' curiosity and sense of belonging. While the *Forward* reports on challenges facing American Jews, such as antisemitism, our readers are substantially less anxious than they are informed and confident.

Forward

Audience Growth

2024 vs. 2023

Monthly Average
Unique Visitors

1.32 Million

+ 47 %

Pageviews

34.9 Million

+ 8.6 %

2024 Audience Survey

Because of the Forward, I feel more...

- 59%** *Informed about what's going in the world*
- 49%** *Confident in engaging in conversations about difficult issues, including Israel*
- 49%** *Connected to my Jewish identity*
- 48%** *Curious about a topic or issue because of something I read*
- 48%** *Aware of antisemitism*
- 33%** *Anxious about the state of the world*

Awards and Recognition

The *Forward* again competed against some of the most widely read and respected publications to win prestigious awards and recognition from the American Jewish Press Association, Religion News Association, the New York Press Club and the Los Angeles Press Club.

The *Forward* won **12 awards from the Religion News Association, including the top award for “Religion Story of the Year”** for our [Special Report: What's it really like to be Jewish on campus now](#).

We won **33 Simon Rockower Awards for Excellence in Jewish Journalism** [the “Jewish Pulitzers”) from the American Jewish Press Association – the most of any Jewish media organization. The awards included 19 first place awards, including contributor Lev Golinkin’s extensive reporting on the crisis in the Canadian Parliament following the recognition of a former Nazi soldier; contributor Andrew Silverstein’s moving story on the *Forward*’s Seeking Relatives column, which saved lives, reunited families and changed the course of Jewish history.

Finally, the *Forward* was honored by the **Institute for Nonprofit News**, the network of more than 475 independent news organizations, with the 2024 INNovator Award recognizing the success of our paywall removal.



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RELIGION
NEWS
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**RELIGION
STORY OF
THE YEAR**



SPECIAL REPORT:

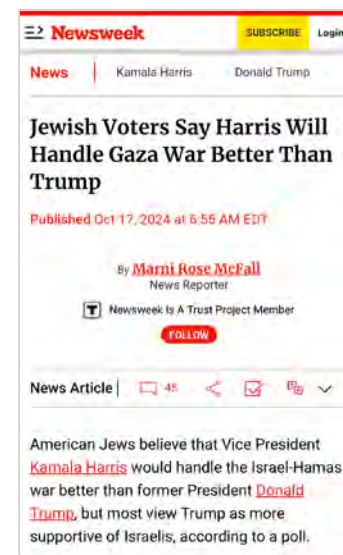
**What's it really
like to be Jewish
on campus now**

By the *Forward* Staff

The *Forward* in the News

The *Forward* was an increasingly important source for global media outlets and Jewish press across the U.S. seeking coverage and analysis of breaking news.

Forward journalists provided expert commentary on the Israel-Hamas war, unrest on college campuses, rising antisemitism and the U.S. election. **Jodi Rudoren** appeared on MSNBC's "Morning Joe" program, "The Brian Lehrer Show" on WNYC, CNN and ABC News Live. Enterprise Reporter **Arno Rosenfeld** appeared on CNN, Deputy Opinion Editor **Nora Berman** was interviewed by Scripps news service and Senior Political Reporter **Jacob Kornbluh** appeared on Fox News.



A Year of High-Stakes Political News through a Jewish Lens

In a presidential election where the Jewish vote was scrutinized, hostage negotiations and military support for Israel were major campaign issues and one party offered the possibility of a Jewish First Man, *Forward* journalists reported from the campaign trail, the floor of the political conventions and the halls of Congress.

The *Forward* and J Street hosted “[Live from the DNC](#),” exploring polling on the Jewish electorate.



Who is Ella Emhoff? How Kamala Harris' stepdaughter's views on Gaza could affect her run for president

By Rebecca Massel (July 22, 2024)



Trump says Jews would deserve much of the blame if he loses

By Jacob Kornbluh (September 19, 2024)



'Nothing is as addictive as power': Rachel Goldberg-Polin slams politicians for inaction on hostages

Jacob Kornbluh (December 3, 2024)



Everyone is talking about Palestinians this election cycle. No one is actually listening to us.

By Ahmed Fouad Alkhatib (September 9, 2024)

Oct. 7: One Year Later

The *Forward's* [collection of stories](#) captured how the world has changed for Jews in the year since the Oct. 7 attacks and the subsequent war in Gaza. The *Forward* explored the anniversary's politics, culture and emotional impact, as well as reactions from teens.



On this grim anniversary, focus on what we can — and cannot — control

By Jodi Rudoren (October 6, 2024)



How teens of all backgrounds can connect in a deeply polarized, post-Oct. 7 world

By Anniyah Rizvi (September 30, 2024)



Oct. 7 changed Israel. A year later, it must change American Jews, too.

By Rob Eshman (October 4, 2024)



Watermelons, dogtags, red hands — a guide to the symbols of Oct. 7 and its aftermath

By Mira Fox (September 29, 2024)

EVENTS

Oct. 7 – 100 Human Stories

On the anniversary, [Jodi Rudoren](#) interviewed [Haaretz](#) reporter [Lee Yaron](#) at the Sixth & I congregation in Washington, DC. Yaron's book documenting that day went on to win the National Jewish Book Award.



Forward



NEW PODCAST

Make Art, Not War

The *Forward* launched a podcast exploring how Jewish and Palestinian artists in Israel experienced this year of war, and how it has affected their creation. Hosted by Libby Lenkinski, an Israeli-American activist, the show is a series of frank, open-hearted, insightful one-on-one conversations.

2024 ANNUAL REPORT

A Year of Decoding Antisemitism

With the continued rise of anti-semitism, the *Forward's* reporting aims to separate the news from the noise. Our 2024 coverage included the launch of our Antisemitism Notebook newsletter, insights into the new administration's Project Esther and reporting on antisemitic acts here and abroad.



Scoop: Internal Project Esther documents describe conspiracy of Jewish 'masterminds' seeking to dismantle Western values

By Arno Rosenfeld (December 6, 2024)



Jews and Israelis may face hiring discrimination in the U.S. study finds

By Arno Rosenfeld (December 4, 2024)



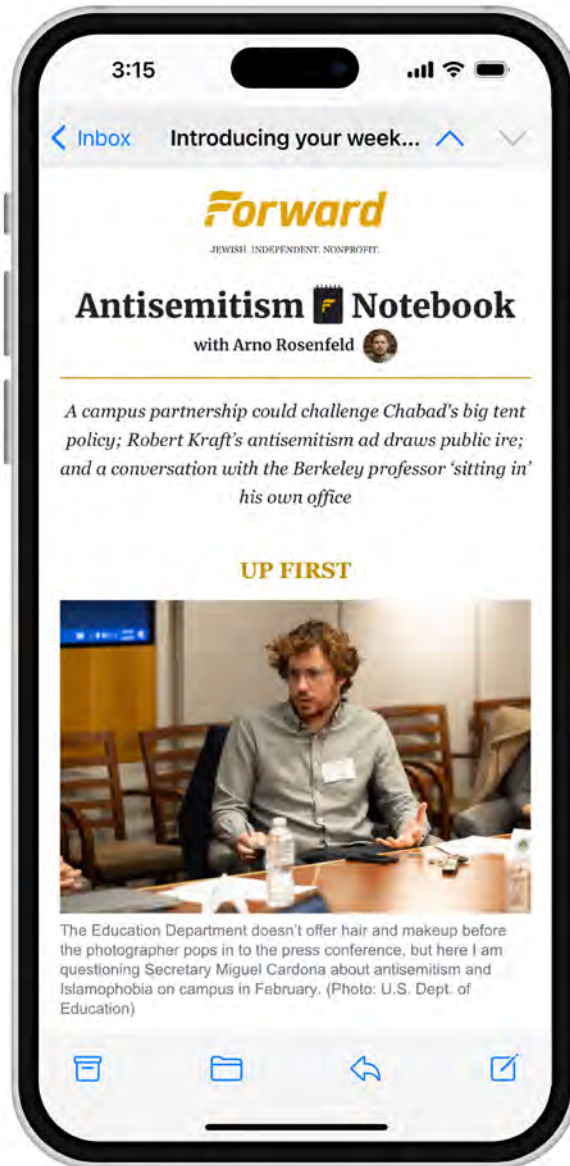
In violent attack on Israelis in Amsterdam, an alarming cultural omen

By Nadav Ziv (November 9, 2024)



I'm a rabbi in Columbus. Here's my answer to the neo-Nazis.

By Areyah Kaltmann (November 21, 2024)



In March we launched the Antisemitism Notebook newsletter: a candid examination of how rising antisemitism and disputes over how to address it are shaping American Jewish life. Antisemitism Notebook is hosted by **Arno Rosenfeld**, the *Forward*'s award-winning investigative journalist, who chronicles the struggle to understand antisemitism on college campuses and across the country. [In response to reader feedback, the newsletter relaunched under a new name, Antisemitism Decoded, with expanded features and analysis.](#)

A Year of Chaos on Campus

As encampments, protests and division escalated, the *Forward* team was on the ground reporting from campuses nationwide.

POLL

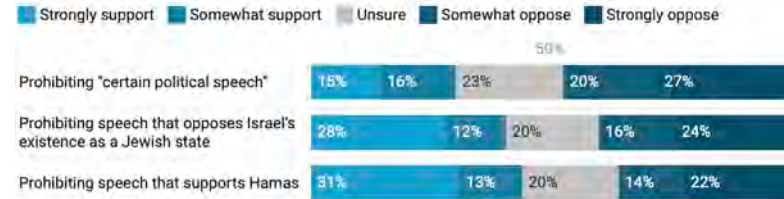
Jews divided over role of police, censorship to address campus protests

By Arno Rosenfeld
October 17, 2024

An exclusive *Forward*-CHIP50 poll found that many American Jews are open to using police and speech prohibitions to deal with concerns over campus antisemitism, but they differ on the details.

Jews divided over campus speech restrictions

Jewish adults are broadly skeptical of restricting political speech at campus protests related to Israel, but more supportive when asked about bans on anti-Zionist rhetoric.



How a Jewish student at Columbia became an icon of a movement

By Jodi Rudoren (November 22, 2024)



I'm a UCLA professor. Why didn't the administration stop last night's egregious violence?

By David N. Myers (May 1, 2024)



Campus protests defined the year since Oct. 7. Could they actually change U.S. policy?

By Mira Sucharov (October 4, 2024)

A Year of Jewish Arts & Culture

The *Forward* covered the year in Jewish arts and culture, including blockbuster books, Oscar contenders, and a new hot rabbi story.



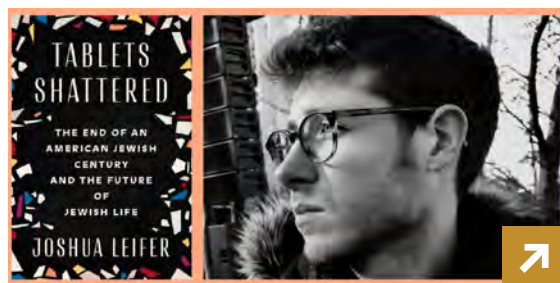
They were a kosher bakery success story — 80 years later, people are still trying to make a buck off their babka

By Andrew Silverstein (December 17, 2024)



Exclusive: Jesse Eisenberg discusses filming at Majdanek in 'A Real Pain'

By PJ Grisar (December 30, 2024)



A new book about American Jewry is causing controversy. Here's what it actually says.

By Benjamin Cohen (August 27, 2024)



How Marc Chagall mastered color and made Jewish painting kosher

By Simi Horowitz (November 11, 2024)



Why the hot rabbi is having a moment (again)

By PJ Grisar (September 12, 2024)

A Year of Celebration for the Forverts

We celebrated our beloved Yiddish editor **Rukhl Schaechter**'s 25 years at the *Forward* at a special gala. Luminaries from throughout the Yiddish world shared messages and mazel tovs!



[clockwise] Chana Pollack, Rukhl and family, Rukhl and Rachel Fishman Feddersen, Host Bobbie Seril and Board Member Marcy Syms, Forward Association Member Joanne Borts



“

One day while waiting for the elevator, early in my Forverts working life when elevators took long to arrive, a nice lady staffer started asking me about myself, and before I knew it, had invited me to Shabbos dinner at their home.

That was my first intro to Rukhl. I had no idea she was Yiddish royalty, or that she would go on to break investigative stories in the Forverts, and eventually become its editor! Rukhl's office has always been a place to get clarity on Yiddish, sure, but also on life's compass generally.

— Chana Pollack, Forward archivist

2024 marked another year of growth for the *Forverts* and two highly-popular Yiddish events



Jewish deli and Yiddish cooking in a TikTok world

Within the past decade, many young Jewish chefs have discovered the hearty home cooking that Jews in prewar Eastern Europe used to prepare for their families.

In the old days, Jewish home cooks – mostly women – taught their daughters these recipes as they stood together by the stove. With the mass Jewish immigration to the United States at the turn of the 20th century, mothers began writing the recipes down for their families. Eventually this led to a significant Jewish cookbook industry.

Today many young people are creating and sharing short cooking videos through social media channels like TikTok. For Jews from non-traditional or non-religious backgrounds this has become a fun way to engage with their Jewish identity. We explored TikTok's potential in sharing Yiddish cooking with people around the globe, with renowned chefs Jeffrey Yoskowitz [Gefilteria], Shannon Sarna [The Noshers], Jeremy Umansky [Larder: A Curated Delicatessen & Bakery] and food and travel writer Joe Baur. [Watch the replay.](#)



How young cantors are embracing the sound of the traditional synagogue

Superstar cantors could once be heard from the synagogue to Carnegie Hall. These legends, like Yosele Rosenblatt and Gershon Sirota, were famous for their performances of the distinctive musical art form known as khazones: a dramatic mix of opera, intense minor keys and emotional vocal techniques that mimicked crying and moaning in song. Some younger cantors from across denominations are rediscovering this music and publicly performing it, giving appreciators of this Ashkenazi fine art renewed hope for its future. Zach Golden joined Cantors Judith Berkson and David Childs in conversation – and song – with about the revival of this deeply resonant tradition. [Watch the replay.](#)

A Year of Important Conversations

The *Forward* convened a year of important conversations nationwide and online on the challenges facing American Jews.



Looking Forward: Jews, Journalism, Israel and American Politics

With so much at stake – a war, rising antisemitism and a consequential election – *New York Times* columnist Bret Stephens joined Jodi Rudoren for a candid conversation about the issues and what it takes to cover them.



Independent Journalism in an Era of Polarization

Jodi Rudoren spoke at the City Club of Cleveland about the complexities journalists have faced in reporting on the war abroad and antisemitism here in the United States. [Watch the replay.](#)



The Supreme Court: Is the Crown Jewel of American Democracy in Peril?

One of the foremost and respected reporters on the court, NPR's Nina Totenberg, joined Jodi Rudoren to speak about what she described as "the most conservative court in 90 years."



Jewish Challenges, Jewish Solutions in the Wake of the Unthinkable

Jodi Rudoren spoke at Chabad of the Berkshires about the path forward in the wake of war, protests and rising antisemitism.



How the Left Can Fight Antisemitism

Arno Rosenfeld, the *Forward*'s enterprise reporter, hosted a conversation with Shane Burley and Ben Lober, the authors of a new book proposing a “progressive, intersectional approach” for stopping antisemitism. [Watch the replay.](#)



Behind the Bylines | Reporting from Israel After Oct. 7

Four *Forward* journalists – Editor-in-Chief Jodi Rudoren, former Opinion Editor Laura E. Adkins, Senior Political Reporter Jacob Kornbluh and former Israel correspondent Susan Greene – shared their experience of reporting from Israel during the early days of the conflict.



Behind the Bylines | Conflict on Campus

Covering the spring's college protests (and the crackdown) Jodi Rudoren, editor in chief; reporter Arno Rosenfeld, host of the *Forward*'s antisemitism newsletter; and former news editor Lauren Markoe covered the inside scoop on reporting one of the most explosive and challenging storylines since Oct. 7.



Behind the Bylines | Opinion Writing in a Time of Polarization

Three *Forward* journalists – Opinion Editor Talya Zax, senior contributor Rob Eshman and contributor Emily Tamkin – shared how they've approached op-ed writing at this most urgent of moments, shaped by war, rising antisemitism and a high-stakes election.



The Diary of Anne Frank: Beloved and Banned

Part of the New York Jewish Book Festival at the Museum of Jewish Heritage

Diary of a Young Girl, adapted for the stage and screen as “The Diary of Anne Frank,” is arguably one of the most widely read Jewish books of all time. Now, even as new generations of students are discovering Anne's Diary, bans of the work are gaining traction. Dr. Lauren Bairnsfather, CEO of the Anne Frank Center USA, and Adam Langer, executive editor of the *Forward* and creator of the “Playing Anne Frank” podcast, explored how [Anne's story has generated acclaim and censure and how her message can persist.](#)

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to our supporters for their generous
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"You provide a necessary perspective and have done away with your paywall."

— Seth Gilman

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"I admire the *Forward's* long history, stretching back to Abraham Cahan, and I appreciate its coverage of current events and trends."

– Bruce Thompson

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A voice of reason in the Jewish
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“I love your approach in relation to
Judaism, to Jews in America and to
the impossible conflict in Israel.”

– Victoria Levi

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can’t find anywhere else.”

– Ruth Patis

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“Jewish journalism needs
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“Your reporting on the crisis in Israel
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“Quality investigative Jewish journalism is more important now than ever.”

– Remy Rosenbaum

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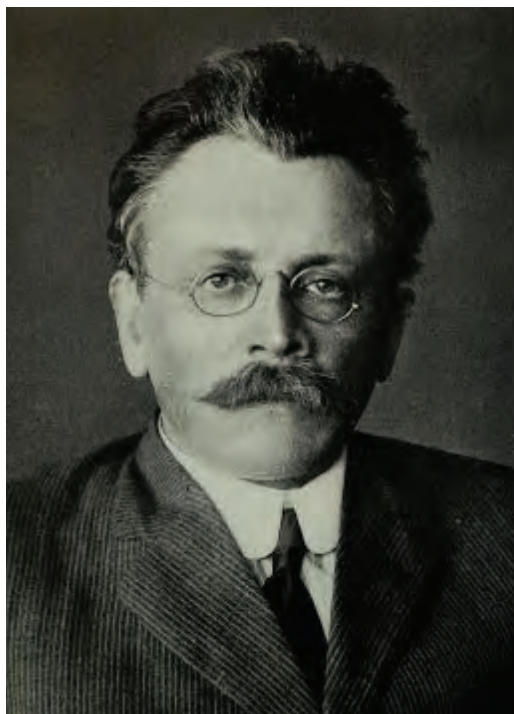
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 David Wax
 Eliot Weinstein
 Joshua Weisbrod
 Amy Ziering
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“You cover so many, many vital parts of Jewish life and learning — always a joy to read!”

– Renee Silberman

ABRAHAM CAHAN LEGACY 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 Legacy 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 Legacy Society by making a legacy gift to the *Forward*.

Forward

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Support the future of nonprofit, independent American Jewish journalism

The *Forward* believes that American Jews need news they can trust – now more than ever, at a time of war, disinformation and polarization – with reporting driven by truth, not ideology.



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Financial Summary

Unaudited

2024

EXPENSES

| | |
|--------------------------------------|--------------------|
| Advertising | \$340,426 |
| Subscriptions* | \$0 |
| Fundraising | \$3,774,535 |
| Other | \$24,379 |
| Funds drawn from investment accounts | \$1,448,000 |
| Total | \$5,587,340 |

REVENUE

| | |
|--|--------------------|
| Management | \$502,934 |
| Fundraising | \$1,099,109 |
| Digital Media English | \$4,683,639 |
| Digital Media Yiddish | \$330,126 |
| Total Expenses | \$6,615,808 |
| Change in net assets | -\$1,028,468 |
| Total Expenses and Change in Net Assets | \$5,587,340 |

*Subscriptions converted to voluntary membership program in 2023.



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