



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 Fishman Feddersen

Rachel Fishmann Feddersen
CEO & Publisher

Jacob Morowitz

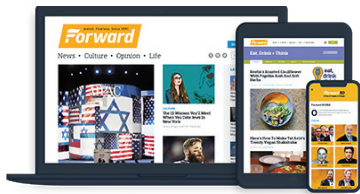
Jacob Morowitz
Board Chair



A Year of Achievement

Forward.com

UNIQUE USERS



45% are 18-44 year olds

DEC 2018 **1,870,000** **34%**
 DEC 2017 1,400,000

SOCIAL

100,011
 56,500

Yiddish Site

UNIQUE USERS



32% are 18-44 year olds

DEC 2018 **12,000**

SOCIAL

8,164
 2,580

Total Paid Subscribers

2017 **13,092** 2018 **15,562** **18.87%**

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'

Interview with RBG



1,200 people in attendance at Congregation Adas Israel
17,000 people watched the livestream

256
 WATCH PARTIES

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.



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.



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.



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.



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

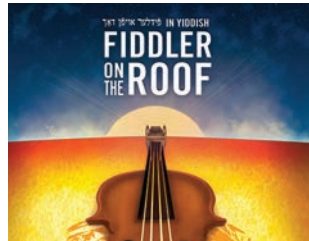
The Forward was a proud co-sponsor of the Greater Chicago Jewish Festival, the longest continuously running Jewish festival in America.



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.

October



Yiddish in Boulder

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



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.



Getting Candid About Israel

At Temple Emanu-El in Manhattan, opinion editor Batya Ungar-Sargon participated in a discussion on Israel from a political, denominational and generational view in conjunction with the Israel Policy Forum.

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 Wagner 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."



Rukhl Schaechter



Rachel Fishman Feddersen, Lynn Povich, Jill Abramson, Jane Eisner, and Marge Magner



Sam Norich



Michelle Chasin



Marge Magner and the Accenture group



Jill Abramson



Alan Silberstein



Caryl Ratner and Haina Just Michael



Marge Magner



Marta Gucovsky



Hal Lux, Stacey Moed-Klein, Ralph Klein



Joanne Borts, Barbara Underwood, Peter Yarrow, and Lynne Galler

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."



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Atlanta, Georgia

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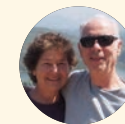
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"The Forward's independent voice supports, nurtures and sustains diverse Jewish communities. One third of its audience is now under 35. We have met avid readers in Russia, Hungary, Ukraine and Israel. In addition, the digital Forverts brings Yiddish 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.

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Two elderly Jewish men reading the Forverts in a displaced persons' camp [Donabastior in Ulm] in Germany.

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Moshe Dayan, his hand extended skyward, releasing a dove in front of an Israeli flag.

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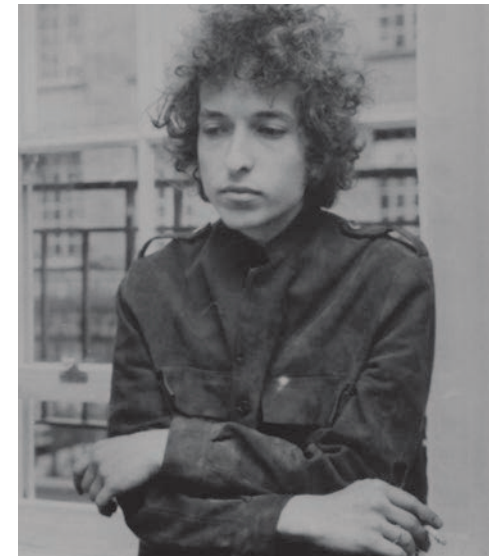
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Bob Dylan at a press conference in London (May 1966)

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Gene Wilder, as Leo Bloom and Zero Mostel [right], as Max Bialystock, in Mel Brook's 1968 film *The Producers*.

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Barbra Streisand and President John F. Kennedy at an event on May 24, 1963

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



Children lining Canal Street during a rally.



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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.

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

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EXPENSES	2018
Management	1,612,000
Fundraising	818,000
Print and Digital Media English	4,571,000
Print and Digital Media Yiddish	502,000
Total	7,503,000

REVENUE	2018
Advertising	467,000
Print and Digital Subscriptions	1,010,000
Fundraising	1,915,000
Other	345,000
Funds Drawn From Investment Accounts	3,766,000
Total	7,503,000

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