

## Newseum designed for fun, inspiration, contemplation, learning

After six years of planning, designing and building, the Newseum has set the date for its opening. The Grand Opening is scheduled for Oct. 15, 2007.

This is more than a new museum. There has never been another museum like this.

It's the most interactive museum in the world — 15 theaters, 14 galleries, two television studios, dozens of multimedia kiosks and more than 100 original videos.

Located near some of Washington's great museums and institutions, the Newseum has an imposing architectural presence on Pennsylvania Avenue. It's a sleek glass building with the First Amendment carved into a 74-foot-high marble wall.

The purpose behind the Newseum is to teach millions of people about the importance of the First Amendment and a free press. We think the Newseum can do this in four ways: fun, inspiration, contemplation and learning.

Generally, these four things don't go together. But there is something for everybody in the 250,000-square-foot Newseum.

- Fun will be an important element. Visitors to our first Newseum gave it high marks for fun. The many theaters and interactive games will attract visitors of all ages.
- Inspiration will be found at every level, from the spectacular views of Washington to the many stories of pioneering journalists.



Charles L. Overby previews the Newseum at a convention of America's newspaper editors.

- Contemplation will dominate several galleries, including the Journalists Memorial and the 9/11 Gallery.
- Lots of learning opportunities will be found. The News History gallery could be a stand-alone museum. The Internet, TV and Radio gallery will provide many historical insights.
- The new Newseum is different in many ways from the first Newseum:
  - It's three times bigger.
  - It cost \$435 million to build, including \$100 million for the land, compared to \$50 million for the first Newseum.
  - Financial supporters, in addition to the Freedom Forum, have helped fund the new facility. Eleven founding partners have contributed \$79 million (see more details on page 15). This broader support can also be seen with the election of four new

trustees (a listing of trustees begins on page 35) and a new Newseum chairman. We are fortunate to have Alberto Ibarguen, president and chief executive officer of the John S. and James L. Knight Foundation, as the Newseum's non-executive chairman.

- General admission will be \$17.91. (The price reminds us that the First Amendment and the other nine amendments of the Bill of Rights were ratified in 1791.) Seniors, children and groups will receive discounts. There also will be regularly scheduled time set aside for free admission.

The Newseum was made possible by the commitment of the Freedom Forum, which authorized the purchase of the land in 2000 and then committed \$335 million to build it.

The Pennsylvania Avenue structure will house the offices of the Freedom Forum and programs for the First Amendment Center and the Diversity Institute.

The Newseum, with its high visibility, will be a megaphone for the Freedom Forum's priorities.

Educational opportunities for our First Amendment priority will abound. That will be true without ever entering the facility.

Peter Prichard, who is entering his last year as president of the Newseum as he moves toward retirement, has done a great job of overseeing construction. He was recently outside the building checking on some details when he overheard a conversation among three women.

One of the women looked at the First Amendment text on the front of the building and began to read, "Congress shall make no law respecting an establishment of religion ... ."



Newseum Chairman Alberto Ibarguen, left, confers with Charles L. Overby, center, and Peter Prichard as they lead trustees on a tour of the construction site on Pennsylvania Avenue.

Her tour guide explained, "That's the First Amendment to the Constitution, and that line establishes the separation of church and state."

We believe this First Amendment wall is going to let people see the 45 words of the First Amendment in an entirely different way. In fact, it probably will allow most people the opportunity to read the First Amendment for the first time.

The overall efforts of the Freedom Forum and its affiliates now center on education. The Newseum is designed for large general audiences. The First Amendment Center provides scholarly research and instruction for special audiences, such as

judges, journalists and law school students. The Diversity Institute provides classes for mid-career journalists and aspiring journalists.

We hope you enjoy reading this annual report. You will get new insights into how the Newseum is moving toward completion and into the important work of the First Amendment Center and the Diversity Institute.

Charles L. Overby  
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 AND PRESIDENT  
 FREEDOM FORUM AND DIVERSITY INSTITUTE  
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 NEWSEUM