

**ALSO**

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*One Last Place:  
Preserving the  
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*The Public's  
Deteriorating  
View of the  
News Media*

SUMMER 2013 | VOL. 15, NO. 2

# Trust

The Pew Charitable Trusts



*Reinventing  
Philadelphia* *for  
the*  
**FUTURE**

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# Values That Persevere

THIS YEAR, THE PEW CHARITABLE TRUSTS CELEBRATES 65 years of innovation designed to address the many challenges of an evolving world. Much has changed in the six-and-a-half decades since the institution's founders—J. Howard Pew, Mary Ethel Pew, J.N. Pew Jr., and Mabel Pew Myrin—first gathered in Philadelphia to chart their values-driven mission. We are now a global research and policy organization, with a portfolio that includes public opinion research, support for the arts and the needs of the most vulnerable, and policy initiatives designed to preserve our natural resources and make government more effective in serving the needs of the public. But what is most essential remains unaltered: Our institution is steeped in the values that characterized the founders' lives—their entrepreneurial and optimistic spirit; their integrity, humility, and inclusiveness; and their devotion to telling the truth and letting the people decide.

This issue of *Trust* spotlights Pew's deep—and continuing—roots in Philadelphia. Many of our earliest grants went to educational, medical, and cultural institutions in the area. This work continues through Pew's Philadelphia research initiative, which examines major issues, challenges, and trends in the region, and through our ongoing commitment to the people of Philadelphia and their future.

In recent years, Pew has given special attention to culture and tourism in Philadelphia as a way to create jobs, build new industries, and attract capital and innovators from around the world. It is a strategy that builds on the city's numerous assets, helping tell a new "Philadelphia Story" about a historic American city experiencing a renaissance. Philadelphia's iconic and irreplaceable gardens, boulevards, and historic places—including Independence Mall—have been restored. The Barnes Foundation and its collection of postimpressionist and early-modern art have a new home on the Benjamin Franklin Parkway, and the Benjamin Franklin Museum, which had fallen into serious disrepair, will reopen this summer after an extensive renovation that pays tribute to the Founding Father most associated with Philadelphia.

This edition of *Trust* also coincides with the retirement of Donald Kimelman, who has been with us for 16 years.

As director of Pew's Philadelphia program, Don provided able oversight for many of the civic projects described in this issue of *Trust* even as he helped steward the Pew Research Center. We

thank him for his many contributions.

Just as our work in Philadelphia helps preserve America's heritage, our environmental work includes a long-standing commitment to help conserve the world's marine life. The institution's support for marine conservation began in the early 1970s with grants to the Woods Hole Oceanographic Institution and the International Oceanographic Foundation. Today, Pew is helping to lead the Antarctic Ocean Alliance, which is advocating for the creation of marine reserves in

***For 65 years, The Pew Charitable Trusts has persevered to live up to the values, rigor, and commitment to excellence of our founders.***

East Antarctica and the Ross Sea. A look in these pages at the stunning photos of the region by Pew marine fellow John Weller offers a glimpse at why these waters need to be protected—and what will be lost if they're not.

In 1786, Thomas Jefferson—like Ben Franklin, a writer, inventor, diplomat, and visionary—wrote, "Our liberty cannot be guarded but by the freedom of the press, nor that be limited without danger of losing it." That ideal—that democracy requires an informed citizenry—has animated our work since 1948. The Pew Research Center's latest "State of the News Media" report, for example, provides a detailed look at the continuing erosion of reporting resources that is leaving the news industry undermanned, and how Americans are taking notice. In doing so, the report helps fulfill Pew's fundamental responsibility, as articulated by our founders, to strengthen institutions that the public relies on for information that is timely, complete, and—above all—true.

For 65 years, The Pew Charitable Trusts has persevered to live up to the values, rigor, and commitment to excellence of our founders. It has been a challenging, evolving, and rewarding journey in Philadelphia and around the globe—a journey that calls on all of us to remain wise stewards of the founders' vision in the years ahead.

**REBECCA W. RIMEL**  
*President and CEO*

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*Photography by John Weller*

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**WHO WE ARE:** The Pew Charitable Trusts is a public charity driven by the power of knowledge to solve today's most challenging problems. Working with partners and donors, Pew conducts fact-based research and rigorous analysis to improve policy, inform the public, and stimulate civic life.

Pew is the sole beneficiary of seven individual charitable funds established between 1948 and 1979 by two sons and two daughters of Sun Oil Company founder Joseph N. Pew and his wife, Mary Anderson Pew.



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# Briefly NOTED

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## *A Cultural Exchange Within the Polynesian Triangle*

**I**n ancient times, voyagers crossing the Pacific Ocean gave shape to the Polynesian Triangle, an area anchored by three groups of islands: Hawaii in the north; Easter Island, whose indigenous name is Rapa Nui, to the southeast; and New Zealand, which is called Aotearoa in the Maori language, to the west. Far from other places, the residents of the islands inside the triangle over the centuries have developed endur-

ing cultural bonds, including a shared devotion to their ocean environment.

For one week in April, 16 representatives from Easter Island and French Polynesia gathered in New Zealand to celebrate these ancestral and cultural links and to discuss future guardianship of the areas of the Pacific Ocean with their Maori neighbors. The exchange was organized by Pew's Global Ocean Legacy project, which seeks to estab-

lish the world's first generation of great marine parks, encompassing areas of extraordinary biological, ecological, and aesthetic values. The current effort is concentrated on the creation of fully protected marine reserves for Easter Island and for New Zealand's Kermadec Islands, which would ensure the continued health of these nearly pristine ocean regions for future generations of Pacific peoples.

During the exchange, Pew staff joined the indigenous delegates to learn more about their perspectives on marine conservation. The group met with scientists, Maori leaders, New Zealand government and Royal New Zealand Navy represen-

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**The Rapa Nui delegation presents a traditional statue to Ngati Tuwharetoa tribe members at Lake Taupo on New Zealand's North Island.**

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PHOTOGRAPH BY BRUCE FOSTER

tatives, and the Chilean ambassador to New Zealand, Isauro Torres Negri. They also talked with local fishermen and conservationists, as well as a wide range of New Zealanders committed to honoring indigenous values.

“The Polynesian exchange provided a unique opportunity for people from the farthest corners of the Pacific Triangle to come together and celebrate what connects them,” says Ernesto Escobar, who directs the Global Ocean Legacy’s Easter Island project. “The celebration only strengthened everyone’s unequivocal commitment to leaving future generations with a healthy ocean capable of sustaining the biodiversity, livelihoods, and cultures of the Pacific region.”

—VERONICA O’CONNOR

For more information on the exchange, including a video, go to [pewenvironment.org/polynesian-exchange](http://pewenvironment.org/polynesian-exchange).

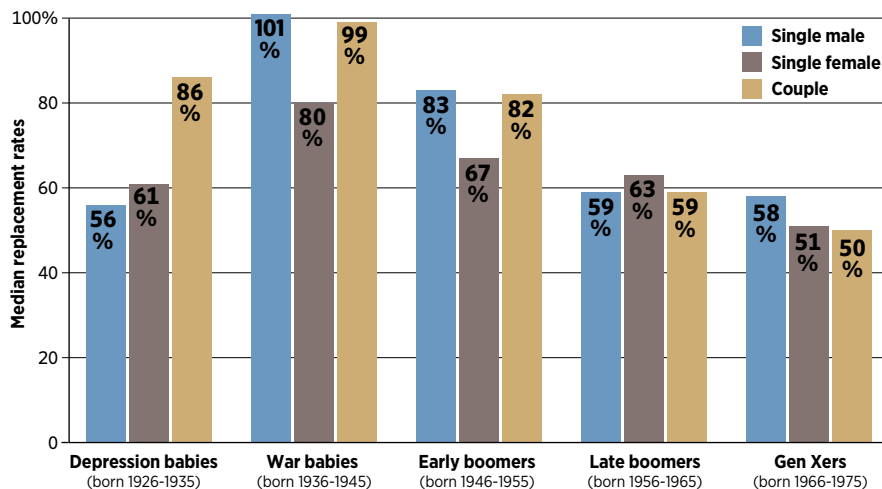
## Great Recession Hits Generation X Hardest

Generation X, those Americans in their 30s and 40s, suffered especially badly during the Great Recession and could see their economic well-being spiral downward as a result when they retire.

Gen Xers lost nearly half of their overall net worth between 2007 and 2010, an average of about \$33,000, reducing their “already low” levels of wealth, according to a new report from The Pew Charitable Trusts. The report, “Retirement Security Across Generations,” raises the issue of how well Americans are preparing financially for their retirement and the impact of the economic downturn on their future.

The oldest baby boomers were just becoming eligible for Social Security when the Great Recession hit in 2007, leaving them vulnerable to downward mobility as they entered their golden years. But

**Preparing for Retirement** / Financial advisers recommend being able to replace 70 percent to 100 percent of a person’s annual income for retirement. “Retirement Security Across Generations” projected how much wealth individuals and couples may have at age 65 given their current income and wealth accumulation and found that late boomers and Gen Xers may face downward mobility in retirement.



the report finds that the boomers, born between 1946 and 1955, actually were in stronger financial shape than previous generations had been when they faced retirement. Thanks to the dot-com boom and housing bubble, boomers had accumulated more wealth by their 50s and 60s than Depression-era babies—those born between 1926 and 1935—and war babies—those born between 1936 and 1945—had at the same ages.

The oldest boomers lost about 25 percent of their wealth during the 2007-2009 recession. But the analysis says they generally had saved enough to replace more than 70 percent of their preretirement incomes—close to the goal recommended by many financial advisers.

Gen X, on the other hand, will have enough resources to replace only about half of their preretirement incomes. One reason is that Gen Xers, defined as those born between 1966 and 1975, have higher debt than previous generations, partly because of student loans and credit card obligations, and lower rates of home ownership.

“As policymakers focus on Americans’ retirement security, particular consideration should be paid to how younger generations of workers can make up for these losses and prepare

for the future,” says Erin Currier, who directs Pew’s economic mobility project.

The report is based on data from 1989 through 2010 collected by the Federal Reserve Board and the University of Michigan. It was supported in part by the Charles Stewart Mott Foundation.

—DANIEL LeDUC

For more information, go to [economicmobility.org](http://economicmobility.org).

## Slow Response to Outbreak Illustrates Weaknesses in Food Safety System

An outbreak of *Salmonella* Heidelberg in 2011 sickened 136 people in 34 states, sending 37 of them to the hospital and leading to one death. Federal regulators did not identify the source of the foodborne illness until 22 weeks after the first person had become sick and 10 weeks after the Centers for Disease Control and Prevention had detected the outbreak. The public health agency ultimately determined ground turkey processed at one of Cargill Meat Solutions Corp.’s plants was the source of the salmonella.

The company pulled 36 million pounds of meat off the market in one of the largest recalls of poultry products ever.

The government's slow response probably contributed to more people becoming ill and highlights weaknesses in how it detects and responds to outbreaks, according to The Pew Charitable Trusts report, "Too Slow," which analyzes the 2011 outbreak for larger lessons and proposes improvements.

"Foodborne illnesses are preventable," says Sandra Eskin, director of Pew's food safety campaign. "We must learn from our mistakes, and the report shows steps that state and federal public health officials can take that may allow them to more quickly identify the source of an outbreak, start a recall, and protect consumers."

Salmonella causes more than a million foodborne illnesses every year and is responsible for more hospitalizations and deaths than any other type of bacterium or virus found in food. Its health-related costs to the nation run to as much as \$11 billion a year. About 90 percent of all salmonella infections can be traced back to food, with contaminated poultry believed to be a main culprit.

But Pew's analysis finds that public health authorities don't prioritize outbreaks involving salmonella. The report identifies other concerns as well. DNA fingerprints of foodborne pathogens cultured from retail meat and poultry samples, which are collected as part of a federal antibiotic-resistance-monitoring program, don't include identifying information including where the contaminated food was produced or even its brand name. And government agencies often wait until they are nearly certain of the food producer responsible for an outbreak before finally contacting that company.

Pew offers several recommendations in the report to improve public safety. Health officials should make salmonella outbreaks a priority by creating an en-

hanced surveillance system to identify them more quickly and so health authorities can interview patients as soon as possible. The antibiotic-resistance-monitoring program should include the name of the company that produced the food, the plant where it was processed, and the date it was purchased, along with the DNA fingerprints of bacteria from retail meat and poultry samples. That will help investigators more quickly identify the food that is causing an outbreak. Federal and state health authorities should also contact food companies in the early stages of an outbreak investigation to collect production schedules and other information that may help to identify the source and prevent more illnesses.

—DANIEL LeDUC

To read the full report, go to [pewhealth.org/tooslow](http://pewhealth.org/tooslow).

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## ***Public Can Soon Track Drug Company Payments to Doctors***

**S**tarting in 2014, Americans will be able to get detailed information about gifts and payments made by manufacturers of drugs and medical devices to doctors and teaching hospitals.

Reporting and public availability of this information are required under the Physician Payments Sunshine Act, part of the sweeping health care legislation adopted by Congress in March 2010. The Pew Charitable Trusts has advocated since early 2007 for greater disclosure of these payments—which generally take the form of speaking fees, gifts, and honoraria—arguing that they represent potential conflicts of interest that can affect doctors' choices and patient care. The industry spends billions of dollars a year marketing its products to doctors and hospitals.

But after the sunshine act's initial inclusion in the Patient Protection and Affordable Care Act, implementation proved slow, and the coalition pushing for passage of the final rule had to keep prodding. Along with other advocates desiring more transparency about payments and industry groups concerned about the new requirements, Pew worked to shape the regulations and spur the Obama administration to release first a draft and then the final version. That effort included congressional testimony, media interviews, and meetings with administration officials.

The federal Centers for Medicare & Medicaid Services released the final rule



Feb. 1, 2013, more than a year later than the originally scheduled date of Oct. 1, 2011. Under the rule, drugmakers and medical equipment manufacturers will start collecting the data later this year and reporting it to the government in early 2014. The information must be available to the public on a government website by the end of September 2014. Pew continues to work with the federal centers to clarify the rule.

Dr. Daniel Carlat, who directs Pew's prescription project and testified about the law before Congress, says the information



will be of great use to consumers specifically and to those concerned about the working of the health care system generally. “By disclosing financial transactions between doctors and drug companies, we can distinguish the healthy relationships from the unhealthy and, ultimately, improve patient care,” he says.

The financial links between doctors and such businesses are pervasive. According to a study published in 2010 in the *Archives of Internal Medicine*, 84 percent of U.S. physicians have some kind of financial relationship with industry, including receiving payments, drug samples, or, most often, meals or gifts. About 14 percent of physicians reported being paid by one or more companies for services such as speaking engagements, consulting, or enrolling patients in clinical trials.

Pew’s prescription project seeks to ensure transparency in physician-industry relationships and promotes policies to reduce or manage conflicts of interest that could affect patient care.

—MICHAEL REMEZ

For more information, go to [pew.health.org/prescriptionproject](http://pew.health.org/prescriptionproject).

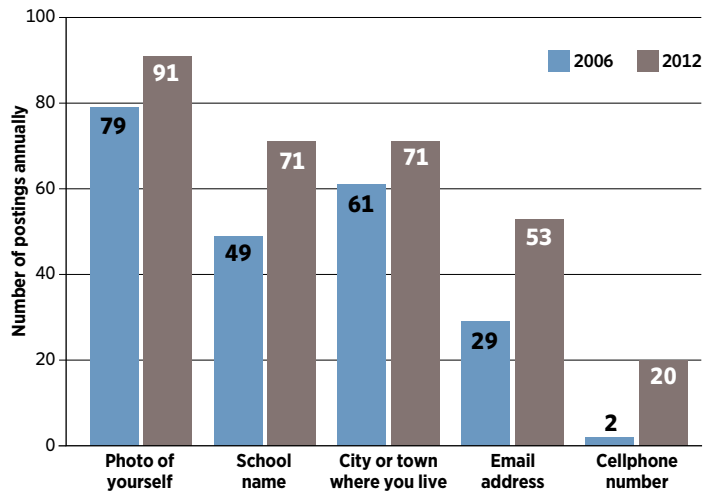
## Teens Sharing Online—but Carefully

American teens may be sharing more information than ever about themselves on social media sites such as Facebook and Twitter, but many are also taking steps to control their reputations online.

A new report from the Pew Research Center finds that Facebook continues to dominate the world of social networks for teenagers, but there are signs that interest in it may be starting to wane. Three-quarters of online teens—77 percent—have a profile on the social network site. Though Facebook use has changed little recently, Twitter use is ris-

### Teens and Social Media

For the five types of personal information Pew Research measured in 2006 and 2012, each is significantly more likely to be shared by teen social media users.



ing quickly among online teens—from 8 percent in 2009, to 16 percent in 2011, to 24 percent in the most recent survey. And teens say they are also connecting with friends through other social media applications including Instagram, Tumblr, and Snapchat.

The report, “Teens, Social Media, and Privacy,” by the center’s Internet and American life project includes a detailed look at how teens use the social networks, what they choose to share, and what steps they take to protect their online reputations. Focus groups conducted by the Berkman Center for Internet and Society at Harvard University, which collaborated on the report, indicate growing discontent with Facebook. Teens say they dislike the increasing adult presence on the site, the excessive sharing by friends, and the stressful overload of “drama.” Still, they say they keep using Facebook because it has become an important part of overall teenage socializing.

Most online teens control what others can see about them on Facebook and are confident they can manage security settings. Of those who use the social network, 6 in 10 say their profile is set to private, so only their friends can see it. Another 25 percent have a partially private profile. Twitter users, however, are more likely to keep their tweets public—64 percent do not limit who can see their tweets.

Few teens—just 9 percent of those using social media—say they are “very concerned” about businesses or marketers gathering information about them online. Their focus is more on how they appear to peers and others, such as college admissions offices or coaches. In contrast, 46 percent of parents say they are “very concerned” about third parties gaining access to information about their children.

“Adults expect teens to have the same conceptions and concerns that they have about privacy, but teens’ lives are really very different from adults’ lives,” says Amanda Lenhart, who directs the study of teens and technology at Pew Research Center. Teens, she says, are “worried more about the people who directly affect their lives.”

Many teens take steps to shape their reputations and mask content they don’t want others to see. For instance, 59 percent of teen social media users have deleted or edited a post they put up earlier, 53 percent have deleted comments by others, and 43 percent have removed a tag identifying them on a photograph.

The Pew Research Center’s Internet project examines the impact of the Internet and technology on society.

—MICHAEL REMEZ

For more information and to read the report, go to [pewinternet.org](http://pewinternet.org).

# Reinve

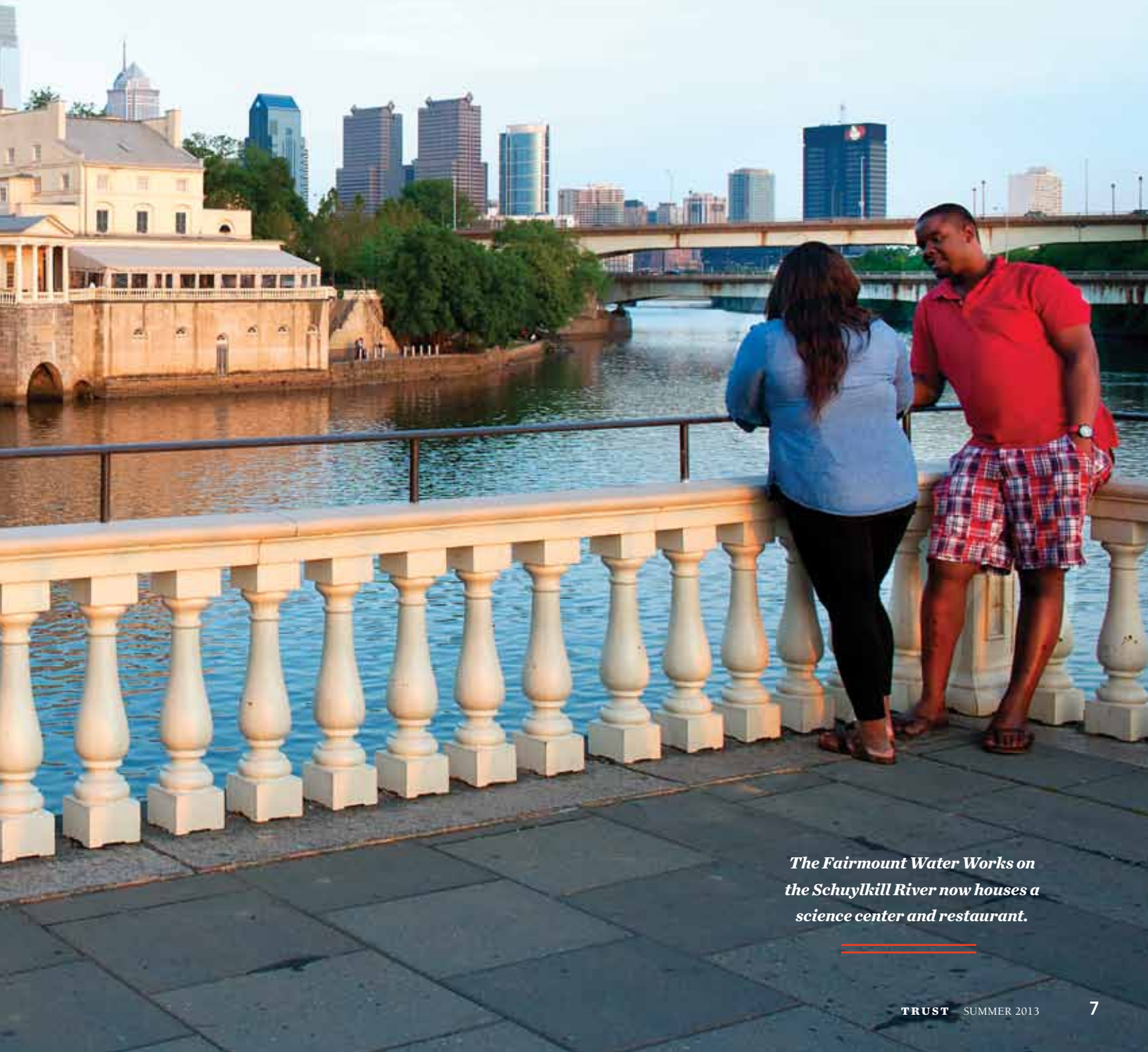
WITH HELP FROM PEW AND ITS PARTNERS, THE CITY IS BUILDING ON ITS RICH HISTORICAL AND CULTURAL ATTRACTIONS TO FULFILL ITS POTENTIAL FOR THE 21ST CENTURY. **BY TOM INFIELD**





# nting Philadelphia *for the* **FUTURE**

PHOTOGRAPHS BY PETER TOBIA



*The Fairmount Water Works on the Schuylkill River now houses a science center and restaurant.*

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# A

bout a decade ago, two of out-of-town visitors arrived at the Philadelphia offices of The Pew Charitable Trusts for a business meeting on a Monday morning. They had planned their trip to spend the weekend touring the city's better known attractions and rich historical sites. ¶ They mentioned to Donald Kimelman, then managing director of Pew's Philadelphia program, that one of their stops had been the Benjamin Franklin Museum. Noting that it had been years since his last trip to Franklin Court, the Market Street site of the Founding Father's 18th-century house, Kimelman cheerfully offered: "Isn't that a great museum!"

The visitors sat silent for a moment. No, one of them said, "it's falling apart."

In another city, the Franklin museum might have been a major tourist attraction. But in the nation's birthplace, with so many historical attractions, it had been allowed to fall into disrepair. Kimelman made a mental note: Could Pew play a role in restoring it?

But that would have to wait. Pew was committed to several other prominent projects in the city then—projects,

*Tom Infield* spent three decades as a reporter and editor at *The Philadelphia Inquirer*.

it turns out, that would complement nicely what needed to be done at the Franklin museum.

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**P**ew was then in the early stage of what has become a nearly 20-year effort to enhance Philadelphia's extraordinarily rich historical and cultural attractions, helping reinvent the city as the draw for tourists and new residents that it always had the potential to be.

From the Delaware River to the Schuylkill River, Philadelphia in recent years sought, with support from Pew and strong partners in government and philanthropy, to capitalize on its most distinctive assets: A remake of Independence Mall, home to the new National Constitution Center. The new Liberty Bell pavilion and the Independence Visitor Center. A renovation of the Fairmount Water Works on the banks of the Schuylkill. Major improvements to the Benjamin Franklin Parkway, including a refurbished Logan Square, a renewed







Rodin Museum, and, most recently, the arrival of the Barnes Foundation and its famed art collection.

Pew's support for Philadelphia, its hometown, goes back 65 years to the establishment of the first Pew charitable trust in 1948. One need only walk this most walkable of cities to see the impact. Larry Eichel, director of Pew's Philadelphia research initiative, noted in "Philadelphia 2013: The State of the City" that "Philadelphia is becoming a test case for a new theory on how cities develop in 21st-Century America." It used to be

***The Benjamin Franklin Museum is under a steel skeleton outlining where the Founding Father's home once stood.***

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thought that cities needed to first build jobs to thrive, he wrote in the initiative's biennial report. Incomes would go up, and good things would follow.

"Now an alternative idea has come along. . . . It holds that quality of life has become the key element for a city's prospects, because young adults demand it and many jobs no longer have to be in any one particular place," Eichel wrote.

"Establish an attractive setting, talented people will come, and, sooner or later, the jobs will, too."

The strategy appears to be working in the country's sixth-largest city, which could be an object lesson for other older industrial cities looking for revival. Philadelphia still certainly has its share of deeply rooted problems. Its school system is in dire financial straits. Violent crime remains high in decaying neighborhoods. Total employment has yet to recover to prerecession levels, as it has in some other big cities. But



Center City and its near-environs are brighter, more alive. Apartment towers are rising. New hotels have opened. A good restaurant city has become a great restaurant city. The arts are flourishing. And overall museum attendance is up.

Thanks to an influx of young adults, plus many empty nesters, Philadelphia's

In May 1996, Pew President Rebecca W. Rimel joined Mayor Rendell and Gov. Ridge in authoring an op-ed article in *The Philadelphia Inquirer* that said the five-county Philadelphia region was "sitting on gold. . . . The gold is the travel and tourism potential."

That year, Pew joined with the city

***“Establish an attractive setting, talented people will come, and, sooner or later, the jobs will, too.”***

population is rising for the first time in a half-century. It grew by 58,897, or almost 4 percent, from 2006 through 2012, according to the U.S. Census Bureau. At the same time, tourism has increased dramatically, local statistics show. The five-county Philadelphia region hosted a record 38.8 million domestic visitors in 2012. Tourism has become a \$9.75 billion industry employing almost 89,000 people.

Pew had long supported the arts and cultural institutions. But in the mid-1990s, it was starting to look for ways in which it could have an immediate, transformative impact at the civic level.

The opportunities came along one by one and looking back, it can appear to have been one big plan. It wasn't. But there was an overarching goal: to build up Philadelphia's historical and cultural treasures and its civic spaces, as Kimelman recalls, and make the city "more attractive to visitors and residents alike."

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**O**ne early, key factor was the emergence of two government leaders, then-Philadelphia Mayor Edward G. Rendell and then-Pennsylvania Governor Tom Ridge, who were committed to reviving Philadelphia by building up the leisure and entertainment economy.

and state to fund a new agency, Greater Philadelphia Tourism Marketing Corp., to start doing what the region had needed for decades—to promote itself with advertising. Too many out-of-towners didn't know what the city had to offer beyond Independence Hall and the Liberty Bell.

"People would do Philadelphia in three hours and then move on to Washington," says Tom Muldoon, who for 26 years was president of the Philadelphia Convention & Visitors Bureau.

In 1997, the tourism marketing corporation began its first ad campaign touting Philadelphia as "the place that loves you back," a slogan that still resonates years later. Tourism picked up and has continued to rise with help from other memorable campaigns, including "Philly's more fun when you sleep over."

Besides attracting visitors, the ads helped a naysaying Philadelphia feel good about itself, according to Meryl Levitz, president of the tourism marketing corporation. A study had pinpointed a local inferiority complex so profound that Levitz calls it "this deeply felt psychosis." The buoyant advertising helped build "a new confidence and an expressed pride," she says.

To establish the marketing agency, Pew put up \$3 million in the first year of operation, \$2 million in the second, and \$1 million in the third. The city and

state matched the \$6 million in reverse order: first \$1 million, then \$2 million, then \$3 million, a method that made government budgeting easier.

"The whole thing was contingent upon getting an increase in the hotel tax sometime between Year 2 and Year 3," Kimelman says. By then, it was hoped, the ad campaigns would have proved their worth and hotel owners would have endorsed the higher tax. That's what happened. Pew ended up funding the tourism corporation for six years, but the nonprofit agency now stands on its own.

The city's other big, immediate need



in the late 1990s was a redo of Independence Mall, a three-block swath of the historic district leveled in the 1950s to create a grand, green vista in front of Independence Hall, the city's most treasured attraction. The space was underused and poorly maintained.

On top of that, Philadelphia offered no single place where a visitor could get information about all of its attractions. Tourists who wanted to hear about Independence National Historical Park had to walk two blocks off the mall to Third Street. The city kept a dated visitor center near City Hall, a dozen blocks

from Independence Hall. If travelers wanted to visit Valley Forge or Bucks County, or other sites beyond the municipal boundaries, they were on their own.

Pew invested broadly in the mall, including the new Liberty Bell pavilion and National Constitution Center. But it paid particular attention to the design and construction of the Independence Visitor Center, a 50,000-square-foot building at Sixth and Market streets.

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***The Independence Visitor Center provides tourists in Philadelphia with a “seamless experience.”***

The \$40 million project opened in 2001 with support from Pew and additional help from the city, state, Delaware River Port Authority, Annenberg Foundation, Connelly Foundation, and John S. and James L. Knight Foundation. For tourists today, the ability to gather brochures, look at maps, see films, and get personalized information about the entire region, all in one place, makes a trip to Philadelphia “a seamless experience,” Muldoon says.

And visitors agree. Three friends from the Central Valley of California who stopped by Independence Mall on





a bird-chattering day this spring praised the broad expanse and its landscaped greenery, its outdoor cafe, and, not least, the attention they had received.

“It’s very inviting; it just feels welcoming, just beautiful,” says Kim Rumbaugh, who with the others was attending a trade show at the Marriott Downtown. “This is my first time here. I am impressed.”

Says Michael Dahl, who now directs Pew’s work in Philadelphia: “If you look at the whole area, it’s a sea change. We’ve made that core historic district more appealing to tourists.”

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**T**he work on the mall fit into Pew’s philosophy of zeroing in on projects that can make a real impact, identifying government and private partners, and seeking ways to make the projects self-sustaining over the long haul.

From its beginning, Pew has been deeply committed to Philadelphia. Besides taking leadership in major civic initiatives, Pew spends about \$30 million each year locally for support of arts and cultural programs, for care of the needy and the elderly, and for its Philadelphia research initiative, which prepares

***Buoyant advertising attracted visitors and helped build “a new confidence and an expressed pride.”***

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nonpartisan, fact-based analyses of city issues. The major civic efforts of the past two decades arose as part strategy and part “serendipity,” Kimelman says. Two prime examples of the latter are Pew’s partnering with other donors to save two art masterpieces that had been sold to out-of-towners and were literally headed out the door.

Pew contributed \$3.5 million to help

retain “Dream Garden,” a wall-length mosaic by Maxfield Parrish at the Curtis Center at Seventh and Walnut streets, when it was sold to a Las Vegas casino owner in 1998. It also contributed \$3 million of the \$68 million that was raised in 45 days in 2006 to halt the departure of Thomas Eakins’ painting “The Gross Clinic,” which is now shared by

the Philadelphia Art Museum and the Pennsylvania Academy of the Fine Arts.

Both strategy and opportunity played a role in the biggest civic initiative of recent years: relocation of the Barnes Foundation’s art collection from suburban Merion to the Benjamin Franklin Parkway. By the time the Independence Visitor Center was being completed, Pew was already

thinking about revival of the Parkway. The tree-studded, flag-draped boulevard with its 12 lanes of traffic represents to Philadelphia, on a smaller scale, what the Champs-Élysées represents to Paris. By early in the past decade, it had grown tired, a bit worn around the edges.

In 2001, Pew committed \$3 million to replace the 1960s-era lighting along the Parkway as part of a \$5.5 million spruce-up led by the Center City District. Pew also helped finance new landscaping of Logan Square and a complete remaking of Sister Cities Park, and underwrote landscaping at the Rodin Museum and restoration of its Meudon Gate.

Within months of the initial Parkway lighting decision, Pew was approached by the Barnes Foundation with a plea for help. As Dahl, then Pew’s general counsel, recalled in a 2009 letter to a newspaper, the Barnes “faced serious financial issues that threatened its very existence.” Pew, he says, felt strongly at the time “that to let the foundation’s







***Set near the Benjamin Franklin Parkway, Sister Cities Park is a magnet for families.***

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one-of-a-kind art collection be broken up and sold off to pay the foundation's debts would be a travesty."

Pew led in organizing a \$200 million campaign to bring the Barnes to the Parkway. The move, controversial in the art world, would save the Barnes and open its hundreds of masterpieces to many more visitors as well as complete civic leaders' vision for the Parkway. Since its opening in May 2012, the new Barnes has been a great success with virtually all major art critics and the public.

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**R**emaining on Pew's agenda was the Benjamin Franklin Museum. Once all the funding had been secured for Independence Mall and the redevelopment was in its final stages, Pew turned

## *FACTS for the CITY*

**W**hen the School District of Philadelphia announced in December 2012 that it would close 15 percent of its schools because of declining enrollment and aging building, it raised just the sort of significant policy issue that Pew's Philadelphia research initiative likes to examine. In its five years of existence, the research group had already looked at a variety of issues such as the city's tax system, jails, and another important education concern—how parents navigate complex choices in finding the right schools for their children.

Having already analyzed a smaller round of school closings, the research initiative decided to examine whether the latest closures would save as much money as officials predicted, whether buyers might be found for the buildings, and how the loss of the schools might affect neighborhoods. And the research group didn't just limit these questions to Philadelphia. Pew looked at 12 major U.S. cities to produce the February report "Shuttered Public Schools: The Struggle to Bring Old Buildings New Life."

The research revealed that in the cities examined, closed schools generally did not sell for as much as districts had hoped. More than 40 percent of the buildings purchased became charter schools. Others were turned into housing, homeless shelters, churches, community centers, and offices. "No one had ever looked at those issues in a comprehensive way, so there was a lot of interest" both in Philadelphia and nationally, says Larry Eichel, who directs the Philadelphia research initiative.

Eichel, a former editor, political columnist, and national and foreign correspondent at *The Philadelphia Inquirer*, leads a staff of four that turns out a steady flow of reports, commissions its own polling, and produces a monthly newsletter. The research group also convenes public forums on issues covered in its studies and publishes a major biennial report on the state of the city. The project often compares the experiences of Philadelphia with other major cities, earning the attention of policymakers throughout the country.

"We do not advocate; we don't push things," Eichel says. "We just try to put information out there in a form that is accessible to the public and useful to decision-makers, and then let them work with it."

Changes sometimes arise from that approach. One such occasion came after publication of a report on the Free Library of Philadelphia. While the central library on Logan Square had needs, the research group's analysis found that the bigger concern was at the neighborhood branches, which were closed on Sundays and often on Saturdays and subject to frequent weekday closings for unscheduled maintenance. The city took notice of the study and provided \$1 million in funding to keep branches open for longer hours.

The latest biennial report, "Philadelphia 2013: The State of the City," was released in April and is a data-driven, graph-filled look at the city. Among positive trends, the report documents an influx of generally well-educated adults age 25 to 34 who have helped revitalize Center City and adjoining neighborhoods even as city unemployment remains high. Philadelphia's jobless rate in 2012 averaged 10.7 percent, higher than in any of nine comparison cities, except Detroit.

Because of the population growth and an increase in tourism in Philadelphia, the report found reasons for optimism. "There certainly is a feeling about the city," Eichel says, "that some sort of corner was turned—that Philadelphia has huge problems, but that the problems are offset by some real strengths." —**TOM INFIELD**

# Help Across GENERATIONS

**O**n a second floor above Main Street in Philadelphia's Manayunk neighborhood, a dozen women, many in their 50s, some older, sit on a ring of plastic chairs for the weekly meeting of a support group for grandmothers giving full-time care to their grandchildren. It's a place that offers "a shoulder to cry on," says Genetta Yates, who is raising two grandchildren, ages 9 and 10, for a daughter who has struggled with drugs. "It was my second time raising kids; I didn't know what to do."

Around the circle, heads nod.

The grandmothers meet at the offices of SOWN, the Supportive Older Women's Network, one of about 100 nonprofit organizations in the Philadelphia region that receive funding from the Pew Fund for Health and Human Services. These organizations can also receive assistance from Pew to strengthen their operations and management to be more efficient and effective.

The Pew fund awards grants in three categories: support for disadvantaged children and their families, programs to assist vulnerable adults, and services to address the needs of the frail elderly. "Our goal is to provide support to organizations that help improve the prospects for independence and self-sufficiency of vulnerable individuals and families," says Frazierita Klasen, who oversees the fund and is a senior director of Pew's Philadelphia program.

Klasen helped develop the Pew fund and has worked with it from its inception in 1991. Since then, it has awarded approximately \$180 million in organizational assistance.

Pew sets a high bar for selecting grantees, which are determined after an intensive review process conducted with the help of experts in each of the areas where the program provides support. The organizations funded are those that have the experience and track record, the knowledge of research and best practices, and effective management to make a meaningful difference in the lives of those they serve. Support is awarded for three years, providing a measure of stability to organizations often scrambling for funds.

Pew grantees working with youth include Philadelphia Futures, which helps low-income students enter and succeed in college, and the Philadelphia Mural Arts Program, which offers diverse arts education programming and gives young artists a public venue for their talents. Grantees working with vulnerable adults include groups helping people with complex problems such as long-term homelessness and chronic mental health challenges.

A Pew grant also offers a stamp of approval that can encourage additional donors, says Merle Drake, founder and president of SOWN. "The Pew name gives us credibility. We have been able to raise dollars around their support."

SOWN's work is primarily aimed at building small support groups for isolated elderly women who, besides needing companionship, often require help managing life decisions. SOWN has 40 groups that meet in 25 locations around Philadelphia, in churches and synagogues, libraries, and senior centers. With its grandparents program, it reaches across generations.

"Our focus is to help the elderly remain in the community, which is what most elderly people want," Klasen says. "And to help sustain and improve their quality of life."

—TOM INFIELD

its attention to this other attraction, located two blocks away but also within Independence National Historical Park.

Franklin's house itself was long gone, torn down in 1820, but archeologists had uncovered the foundation. For the U.S. bicentennial in 1976, the National Park Service had commissioned a steel skeleton by architect Robert Venturi depicting what the three-story structure might have looked like. Underneath it lay a Franklin museum that featured Princess telephones on which visitors could "call" a Founding Father and listen to recordings. It was considered high-tech at the time, and the museum was a popular draw in its best days.

But the years had taken a toll. The out-of-towners who had stopped by Kimelman's office and who had pronounced the site falling apart were dead on, as Pew officials found when they took a detailed tour. Rain seeped through the overhead light fixtures in a heavy storm, and the museum had to close when buckets weren't enough. The audio and visual presentations were as outdated as the building itself; half of the Princess phones were dead.

The museum and the surrounding Franklin Court, with a period post office and printing shop, had potential to attract visitors. Levitz, the president of the tourism marketing corporation, remembers thinking, "Nobody doesn't like Benjamin Franklin."

Working closely with the leadership of Independence National Historical Park, Pew hired a leading arts consultant to develop a new vision and business plan for the underground museum. The goal was not only to redesign and rebuild the museum, but to ensure that it would produce enough revenue—through a modest admission fee and a Franklin-themed shop—to keep it from again falling into disrepair.

Based on that plan, which was embraced by the National Park Service,



***Swan Fountain anchors a revitalized Benjamin Franklin Parkway, which has become an arts corridor.***

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Pew announced in early 2007 it would donate \$6 million toward an \$18 million renovation if government and private partners would contribute the remaining two-thirds. Philanthropist H.F. Lenfest donated \$2 million; the William Penn

lion). Construction of the underground museum began in June 2011. The house site is scheduled to reopen this summer as one more step in making leisure and entertainment an important part of Philadelphia's economy.

Travel and entertainment now rank as the fourth-largest sector of the city's economy after education, health care, and retail, according to Mayor Michael

Philadelphia would be like if not for the leadership of Pew."

None of the positive changes could have happened if Philadelphia hadn't had much to offer in the first place, Kimelman says. The key here, as for any city, is to identify assets and magnify them. Philadelphia has the advantage not only of its history and culture but also its location in the heavily populated Northeast, with its easy access to the Jersey Shore and Pennsylvania Dutch country. It all adds up.

Kimelman, in a recent report to the Pew board of directors, wrote that "in the early '90s, when the city was bankrupt and the crack epidemic raged, I found it hard to envision a hopeful future." But he says he has come to understand that, while major problems persist, the repopulation of the central city and its growing appeal to residents and visitors represent real progress.

If the city is smart and lucky, that, too, can persist. ■

***Positive change could not have happened without the city having much to offer in the first place.***

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Foundation, \$1 million; the Knight Foundation, \$500,000. The state came through with \$2 million, and the city chipped in \$250,000.

In the final days of the George W. Bush administration, the federal government committed \$6 million, making the project a go. (The cost later grew to \$23 million, with federal support reaching slightly more than \$11 mil-

A. Nutter, who says, "It's a job generator, a job creator."

A city that in the 1970s famously put up a billboard proclaiming "Philadelphia is not as bad as Philadelphians say it is" ranked first among American cities for "arts and culture" in a 2012 *Travel + Leisure* magazine poll.

Pew deserves a good deal of credit, Nutter says. "I cannot imagine what

 To learn more, go to [pewtrusts.org](http://pewtrusts.org) and click on "Philadelphia Region."



# ONE LAST

LYING AT THE BOTTOM OF THE WORLD IS ONE OF THE FEW UNSPOILED PLACES REMAINING





# THE PLACE

ON EARTH. SOON, WE WILL HAVE TO DECIDE IF IT STAYS THAT WAY. *Photographs by John Weller*



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PREVIOUS PAGES:

*Adélie penguins hunt  
in a sea ice crack  
in McMurdo Sound.*





A snow petrel floats on the wind near a grounded iceberg in the Ross Sea.



# A

ANTARCTICA'S VAST ICE FLOES ARE FORBIDDING yet enthralling. They cling to the continent's coastline surrounded by the Southern Ocean, whose starkness belies the rich diversity of life below the surface. The ocean is home to brilliantly hued starfish, bioluminescent worms, and pastel-colored octopuses. Exotic fish, protected by their bodies' natural antifreeze, share the krill-rich waters with penguins, seabirds, seals, and whales—all thriving essentially as they have for millennia. These waters are one of the few pristine spots left on Earth, making them an ideal venue for scientists to learn about biodiversity, the evolution of our planet, and the effects of climate change.

Yet even at the bottom of the world, there are threats. Industrial fishing is depleting the ocean's toothfish, better known on restaurant menus as Chilean sea bass, and upsetting the natural ecosystem. This summer, 24 countries and the European Union will consider creation of marine reserves in two of the most important regions of the Southern Ocean—the East Antarctic and the Ross Sea, habitat for some of the world's most important penguin species. Mindful of the area's rich marine diversity, The Pew Charitable Trusts is helping to lead the Antarctic Ocean Alliance, a group of conservation organizations focused on protecting the Southern Ocean region, through designation of the reserves.



"If nations reach consensus this summer, the decision will mark the first reserves in international waters on a large scale, and the beginning of what we hope is a circumpolar network of reserves around Antarctica," says Karen Sack, Pew's senior director for international ocean conservation.

The United States and New Zealand are leading the Ross Sea effort, while France, Australia, and the European Union are championing the East Antarctic proposal. In his first comments about protecting the world's oceans since becoming secretary of state, John Kerry spoke in support of the move at a reception this spring hosted by Pew at the National Geographic Society in Washington.

"The Ross Sea is a natural laboratory. We disrespect it at our peril," he told the crowd. Kerry, who was a champion of ocean and fishery protection while in the Senate, described the work to preserve the sea as "a challenge to our commitment to science and facts and what we believe in."

Many times in recent years, Pew marine fellow John Weller, a Boulder, CO-based photographer, has traveled to Antarctica to capture the Ross Sea's ethereal majesty. Weller says the visits have changed his life and the way he views the world.

"The health of the world's oceans is declining, and we need to take a stand. We need to open the door to a new global ocean culture," says Weller, whose photos, featured here, are drawn from his book *The Last Ocean*, to be published this fall. "The Ross Sea holds the key." ■

For more information, go to [pewenvironment.org/southernocean](http://pewenvironment.org/southernocean)



*Emperor penguin chicks wait for their parents, and the next meal.*

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*A sea anemone puckers its mouth in the icy waters of the Ross Sea.*



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< *A Weddell seal  
dives through a hole  
in the sea ice.*

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*Adélie penguins  
leave their tracks on  
the floating sea ice.*





—  
*A minke whale rises to  
the surface near the ice  
edge for a breath of air.* >



—  
*A pavement of sea ice  
stretches to the horizon.* ∨





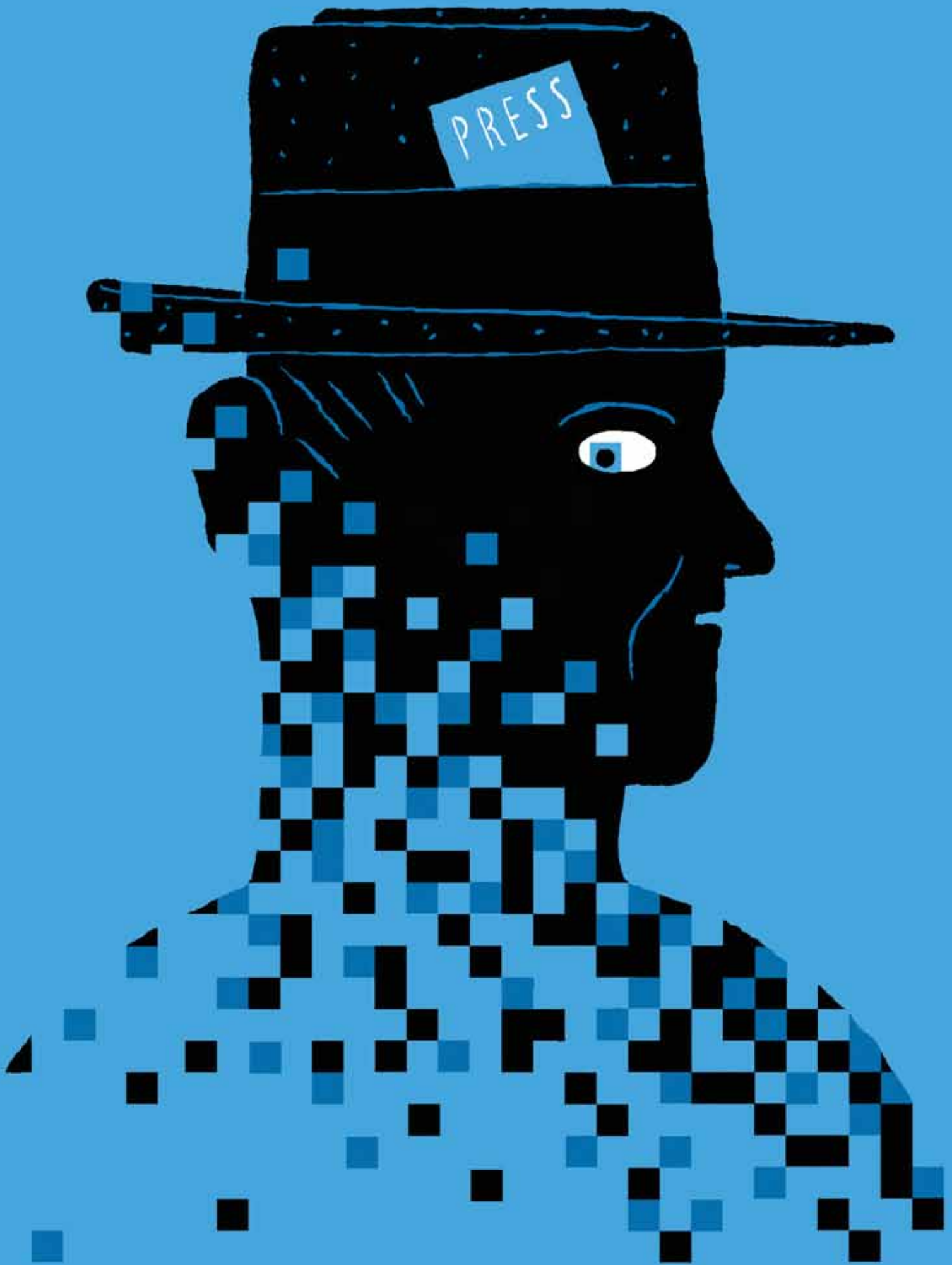


^  
*Killer whales hunt  
along the edge of a  
massive iceberg.*  
▬

▬  
*Emperor penguins gather  
near the ice edge,  
crooning ancient songs.*  
v







*Every year for the past decade, the Pew Research Center’s “**State of the News Media**” report has provided an overview of an industry that is vital to modern democracy. As it happens, the past decade also turned out to be one of the most transformative periods in the history of American journalism.*

## Read All About It

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By Paul Farhi

ILLUSTRATION BY ADAM MCCAULEY

**J**ournalists know only too well how the digital revolution has obliterated their jobs and reordered their newsrooms. But how does the public—the consumers of news—feel about it? The industry got a sobering piece of news about itself in the Pew Research Center’s voluminous annual “State of the News Media” report.

The report by the center’s project for excellence in journalism contained this original and humbling finding: Relatively few people were aware of the industry’s financial struggles, but many had noticed the effects. Nearly one-third—31 percent—of adults surveyed said they had stopped reading, watching, or listening to a favorite news source because of inadequate reporting or some other perceived decline.

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**Paul Farhi** writes about journalism and the news media for *The Washington Post*.

The deteriorating public perception of the news media is the result of an erosion of resources and occurs at a time when new technology is providing growing opportunities for those in politics, government, corporations, and elsewhere to take their messages directly to the public, unchecked by independent journalists. “This adds up,” the report concludes, “to a news industry that is more undermanned and unprepared to uncover stories, dig deep into emerging ones, or to question information put into its hands.”

The findings were in keeping with much of what the journalism project documented over the past decade in its annual “State of the News Media” reports. Now exceeding a million words with innumerable charts and graphs, the reports catalog the disruption, desperation, and adaptation in the news media ecosystem.

Over time, the reports have become a one-of-a-kind series evaluating the tech-

nological, economic, and demographic factors shaping the creation of news. The idea is to provide a critical overview of an industry that is vital to the functioning of a modern democratic society, says Amy Mitchell, the report’s principal editor and the journalism project’s acting director. As Mitchell wrote in the first report in 2004: “Journalism is how people learn about the world beyond their direct experiences. As our journalism fragments, it has consequences for what we know, how we are connected and our ability to solve problems.”

From their inception, the “State of the News Media” reports brought together quantitative and qualitative data about multiple media segments rather than focusing on one. This represented a major change in the way the news media were evaluated, says Tom Rosenstiel, the journalism project’s original director. Annual assessments of the media



up to that time generally focused on hard data: Was CBS or NBC gaining or losing viewers? How many unique visitors did Yahoo attract each month? None sought to compare developments across the spectrum. “Something like this hadn’t been tried by anyone who wasn’t trying to identify the best place to spend ad money,” says Rosenstiel, who is now executive director of the American Press Institute. “No one was assessing the news media as a whole.”

Exploring topics that are critical to society from a fresh, neutral perspective is a hallmark of the Washington-based Pew Research Center. A subsidiary of The Pew Charitable Trusts, the center is a nonpartisan self-described “fact tank,” which—in addition to its media research—conducts public opinion polling, demographic, and other social science research.

**T**he original “State of the News Media” report was produced after four months of research, analysis, and writing. Then as now, the project’s staff analyzed eight news media segments—newspapers, digital news, network television, local TV, magazines, radio, ethnic publications, and alternative media—with an overview that synthesized the major trends affecting all. The writing, research, and production of each report now consume about three months for the journalism project’s five-member staff, supplemented by industry consultants and outside information suppliers such as the Nielsen Co. As Mark Jurkowitz, the project’s associate director and one of the reports’ principal authors, puts it, “You really can’t understand what’s happening with the delivery of news and information in America until you really get under the hood.”

As it happens, the life span of the “State of the News Media” reports coincides with one of the most transformative

decades in the history of the industry. The first report grandly called the era “as momentous probably as the [period following the] invention of the telegraph or television.” If that’s the case, each “State of the News Media” can be read as an almanac of the revolution. It has reported the explosion of cable channels and the advent of YouTube, Facebook, and Twitter. It has analyzed the increasing dominance of Google and Apple in the digital economy, the rise of blogging, and the importance of new digital sources such as *The Huffington Post*, *BuzzFeed*, and *Politico*. It has documented the shift from desktop to mobile computing, the rise of online “sponsored content”—advertising packaged as journalism—and, of course, the decline of newspapers, TV news, and news magazines such as *Time* and *Newsweek*.

But Mitchell stresses that the “State of the News Media” was never conceived as a mere year-in-review summary. A key component is its analysis and its spotting of trends. Among the key findings for 2013: News consumption is moving rapidly to digital devices such as tablets and smartphones; the audience for cable news may have peaked; and viewership of local TV news—the most popular media of all—dropped precipitously, especially among the young. It also found a broad decline in the vetting of the presidential candidates by the news media during the 2012 presidential campaign as campaign reporters increasingly became mere conduits for candidate statements rather than adjudicators of facts.

This material is supplemented with original research, such as the survey data assessing the public’s satisfaction with its news sources. “The real value,” explains Mitchell, “is saying what it all adds up to.”

In some ways, the “State of the News Media” documents a remarkable para-

dox. Thanks to the Internet, people have more access to news than ever before, from small-town newspapers to the world’s most popular news sources. At the same time, journalism itself is increasingly troubled, with job losses in the tens of thousands and mounting public dissatisfaction. Does this constitute a quietly burgeoning “golden age” of journalism or a news system moving inexorably toward collapse? A few days after it was published, the 2013 report became the reference point for a lively and widely followed debate about this question between prominent blogger Matthew Yglesias and “On the Media” co-host Bob Garfield of NPR.

Writing on *Slate.com*, Yglesias took the “State of the News Media” report to task for stressing the problems of news producers over the abundance of available news: “Just as a tiny number of farmers now produce an agricultural bounty that would have amazed our ancestors,” he wrote, “today’s readers have access to far more high-quality coverage than they have time to read.” In reply, Garfield wrote on *The Guardian’s* website: “All of that fantastic content Yglesias was gushing about is paid for by venture capitalists making bad bets, established media companies digging into their savings accounts to pay the bills, displaced workers earning peanuts, amateurs, semi-pros, volunteers, and monks.”

As usual, the journalism project—as is the practice at the Pew Research Center—took no position on the matter. Although the organization’s researchers and writers often draw firm conclusions from the data, they don’t pick sides or advocate positions. Mitchell says that’s by design. The first “State of the News Media” report laid down the rules: “Our aim is for this to be a research report, not an argument,” it said. “It is not our intention to try to persuade anyone to a particular point of view.”

The news media is often fascinated

 For more information on the “State of the News Media,” go to [journalism.org](http://journalism.org)

by itself, of course, so it's no surprise that each year's report regularly attracts attention from the likes of *Slate* and *The Guardian* as well as *The New York Times*, *The Huffington Post*, and *The Economist*. But it has also been a source of interest to academics, corporations, international journalism organizations, and nonprofits such as the Make-A-Wish Foundation. Mitchell recently presented the latest findings to a group of federal judges.

Dotty Lynch, a former CBS News edi-

tor who is now a professor of political communication at American University in Washington, used the "State of the News Media" as the basis for book chapters she wrote about the coverage of the 2008 and 2012 presidential campaigns. "It is the only credible source of information about what was actually covered and is crucial to evaluating the relationship of campaign strategies and tactics, news coverage, and public opinion," says Lynch.

Her colleague Amy Eisman incorpo-

rates the reports into the syllabuses for some of the classes she teaches as director of AU's media entrepreneurship and interactive journalism program. "It's nice for students to have access to so much information for free," she says. Eisen likes the reports' timing—March publication makes them perfect for spring classes—and their presentation online. "Frankly, nothing tells the story better than one of the good simple bar charts" on audience and advertising figures, she says. "One graphic. Reality. Bingo."

For all the changes that the journalism project's reports document, what may be most striking is what hasn't changed. Even with the proliferation of news sources and partisan cable programs such as those hosted by Bill O'Reilly and Rachel Maddow, the reports have pointed out how traditional news sources have held fast. A finding from the 2010 report: Of 4,600 news sites tracked by Nielsen, about 80 percent of the traffic was concentrated in just the top 200, most of which are "legacy" sites run by traditional mainstream news organizations. The finding belied the widely held notion that people are increasingly getting their news from partisan sources, selecting only the information that affirms their preconceived beliefs.

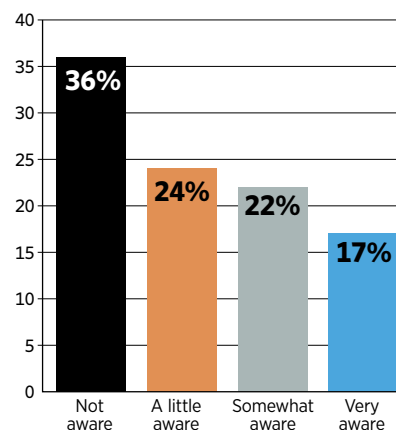
But how long these apparently trusted news sources survive is another question. In its first report a decade ago, the journalism project laid out a series of "overarching" trends, all of which seem relevant 10 years later—an explosion of news sources, over-stressed newsrooms, chaotic and mistake-prone early reporting, wavering journalistic standards, a cloudy economic outlook for "legacy" media, increasing digitization, and economic uncertainty.

In other words, even amid great change, a few critical things remain the same. According to the "State of the News Media," the news about the news business remains troubling. ■

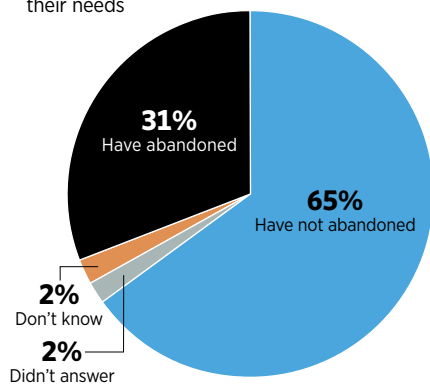
## Few Americans Are Aware Of the News Media's Challenges

News organizations have cut staffs and reduced coverage because of dwindling resources. A Pew Research Center survey finds that while most Americans are unaware of the economic challenges facing the industry, a significant percentage of people have noticed a difference in the quantity or quality of news and have stopped reading, watching, or listening to a news source because of it.

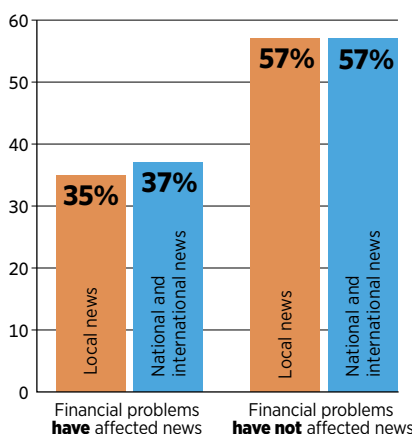
Percent of American adults who are aware of the news industry's financial challenges



Percentage of people who have abandoned a news outlet because it no longer serves their needs



Of those who are at least a little aware of the financial challenges facing the news industry, percent who say the financial problems **have** or **have not** affected reporting of local, national, and international news.



People who have heard about the media's financial problems are more likely to have left a news outlet

Adults who have heard...	Left a news outlet	Did not leave a news outlet
<b>A lot</b>	43%	55%
<b>Some</b>	38%	60%
<b>A little</b>	33%	62%
<b>Nothing at all</b>	20%	77%



# Setting a High Bar With Her Giving

*Philanthropist and Dallas businesswoman Lyda Hill says her partnership with The Pew Charitable Trusts allows her to help transform the world through science-based research and advocacy.*

BY DANIEL LEDUC

FROM HER 46TH-FLOOR OFFICE IN Dallas, Lyda Hill can see her hometown thriving. There is the new Klyde Warren Park—five acres of green grass and shade trees atop an eight-lane freeway through downtown—the Perot Museum of Nature and Science, and the spectacular suspended Margaret Hunt Hill Bridge, named for her philanthropist mother. Lyda Hill was a patron of the projects, which are helping to revitalize her community.

The self-described “serial entrepreneur” is a successful businesswoman who developed the Fort Worth Stockyards as a shopping and tourist destination, who created Texas’ largest travel agency, and whose grandfather was legendary oilman H.L. Hunt. Her impact on Dallas has been generous and visible.

In recent years, she has sought to expand her philanthropy in ways that might not be as immediately visible but will be just as lasting, with the potential to transform the world.

“It’s kind of fun to do the impossible,” Walt Disney once said. Hill likes the quote and embraces the notion. “I don’t get interested in something that can be done easily,” she says.

Hill had already decided to give away all of her money before she died when she signed the Giving Pledge promoted by fellow philanthropists

*Daniel LeDuc* is the editor of *Trust*.

Warren Buffett and Bill and Melinda Gates. The pledge is a commitment by the world’s wealthiest individuals and families to dedicate the majority of their wealth to philanthropy. She liked the advice Buffett gave her when they spoke: “He said, ‘Don’t do what others can do and what others will do. Do what they can’t do and won’t do. Be a risk-taker and be bold.’”

A year before she signed the pledge, she had begun to look for new philanthropic opportunities. Her wealth adviser told her about The Pew Charitable Trusts,

**“I like working with Pew. They see a problem, identify what can be done about it, and can tell you what the measures of success are.”**

which, through its public policy initiatives and donor partnerships, seeks to make government more efficient in serving citizens and responsive to society’s ever-changing challenges, and to preserve the world’s natural resources. But that is getting ahead of the Lyda Hill story.

HEALTH CONSCIOUS AND TRIM FROM her regular workouts on an elliptical machine, Hill embraces life with a palpable enthusiasm. She spends her time in Texas and Colorado, which she has

visited every summer since childhood. She has traveled to more than 140 countries and has amassed a world-class mineral collection that is displayed at the Perot museum and her Dallas office. She now is devoting herself nearly full time to philanthropy, which she says is a natural evolution for someone from her family.

“I didn’t know voluntarism was voluntary, because my mother always took me along when she volunteered,” she says. “My family has always made contributions and supported things.”

Schooled in mathematics, she wanted to be able to measure the impact of her giving. She also has always had an interest in the life sciences—an interest that was heightened after she survived breast cancer and decided that her Lyda Hill Foundation would seek to advance knowledge in nature and science.

Her business interests today also include a focus on science. Among them are Reditex Ventures, which invests in early biomedical research by universities and health care institutions in Texas and Colorado with the aim of getting promising advances to the marketplace quickly. Hill also is a leader in

Dallas’ most important charities, including the Junior League, the Crystal Charity Ball, which supports nonprofit groups in the region, and the Visiting Nurse Association. She made the largest contribution in U.S. history to a girls’ school by a living alumna with her \$20 million gift in 2011 to her alma mater, Dallas’ Hockaday School, and the largest contribution to the University of Texas’ M.D. Anderson Cancer Center’s Moon Shots Program with a \$50 million donation in May.



**Seeing how her philanthropy helped transform Dallas, Lyda Hill now is supporting ambitious projects with the potential for global impact.**

Hill says both her nonprofit and for-profit activities inform her philanthropic philosophy, allowing her to apply a business approach to her generosity. “Giving away money in a meaningful way is more difficult than making money,” she explains. “But there are things about them that are the same—you have to figure what’s right and maximize the results.”

That was one reason she joined the Giving Pledge. She says the group has encouraged her ambition to achieve even more impact from her philanthropy. “I want to do big things,” she says.

As Hill was looking for the right opportunity to advance her philanthropic vision, she was introduced to Pew President Rebecca Rimel. Through

their conversations, it quickly became clear that Hill’s interests meshed with Pew’s work. She was looking for ambitious projects, and Pew takes on big challenges.

“Lyda is truly an extraordinary philanthropist who sees where transformational change can occur,” says Rimel. “She has become a valued partner who inspires us to reach for and often exceed our shared goals.”

Hill’s first investment with the institution was to join Global Ocean Legacy, a partnership of funders who work together to create great parks in the seas. They have helped to double the amount of ocean habitat worldwide that

is protected comprehensively, including the largest marine reserve in the world, the Chagos Archipelago in the British Indian Ocean Territory.

Having seen measurable results from that partnership, Hill was interested in continuing the collaboration.

Inspired by her interest in science and the environment, Hill decided to support Pew’s campaign to protect the international waters of the central Arctic Ocean. And she has become a major contributor to Pew’s Global Campaign to End Illegal Fishing, which is seeking to end illegal fishing operations that take advantage of weak enforcement and patchy laws and regulations. Il-





**With Lyda Hill's support, Pew's Global Ocean Legacy partnership helped win protection for the Chagos Archipelago, which includes Middle Brother Island (top) and rich marine life.**

legal, unreported, and unregulated fishing jeopardizes the environment and costs the global economy up to \$23.5 billion each year.

“What makes Lyda so remarkable is that she thinks on a grand scale and she is a risk-taker—as long as she is convinced those risks have been well thought through and are manageable,”

says Executive Vice President Joshua Reichert, who heads Pew's environmental projects. “Her profound generosity has accomplished much already and is making possible essential work that will have global impact.”

In addition to environmental projects, Hill has become a partner on Pew's work to foster drug and medical device

innovation by focusing on improving the efficiency of the U.S. Food and Drug Administration, which is responsible for ensuring the safety and effectiveness of medical products. And she is supporting a Pew-led campaign to ensure that a historic overhaul of the FDA's food safety law is fully implemented to prevent foodborne illnesses, which sicken an estimated 48 million Americans each year.

“I like working with Pew,” she says. “They see a problem, identify what can be done about it, and can tell you what the measures of success are. It is a lot easier when I'm not starting from scratch. The FDA and the ocean reserves—you know something needs to be done, but it's hard to define. Pew puts definitions on them.”

“We are honored to collaborate with visionary partners like Lyda. When we combine our skills and resources with those of others, we can have tremendous impact,” says Senior Vice President Sally O'Brien, who directs philanthropic partnerships at Pew. “Lyda's willingness to take on big challenges is inspirational, both to us and others in the philanthropic community.”

Hill receives frequent status reports on her partnerships with Pew, but sometimes news developments are so big that they find their way to her on their own. On a recent morning, she sat down to breakfast, flipped open the *Dallas Morning News*, and found a story about leaders from eight nations, including Secretary of State John Kerry, meeting to discuss how to protect the Arctic as the ice there thaws and opens the way to more commercial shipping. “That wouldn't be happening if Pew weren't putting this campaign together,” Hill says. “I read that and thought, ‘Oh, I had something to do with that.’” ■

For information about philanthropic partnerships at Pew, please contact Senior Vice President Sally O'Brien at 202-540-6525, sobrien@pewtrusts.org.

# A Turning Tide for Shark Conservation

*Pew helps win international support for new protections for threatened sharks and manta rays.*

BY PENELOPE PURDY

MALIGNED IN MOVIES AND MYTH AS THE fiercest creatures of the seas, the world's sharks are actually the hunted. Today, because of commercial fishing, especially to supply the demand for shark fin soup in some Asian countries, many species are fighting for survival.

The International Union for Conservation of Nature reports that one-third of shark species are threatened or near

threatened with extinction. And while some species are protected by a few countries, most of the threatened sharks are not protected from unsustainable fishing.

But thanks to science-backed diplomacy, five more species of sharks received international protection in March. Member countries of the Convention on International Trade in Endangered Species of Wild Fauna and Flora, known

as CITES, meeting in Bangkok voted to protect three species of hammerhead sharks, the porbeagle, and the oceanic whitetip shark. Members also voted to protect two manta ray species. The moves could be a sign of growing international support for conservation of sharks, which are essential predators in the ocean's food web.

"The votes in Bangkok marked the most significant day for the ocean in the 40-year history of this international conservation treaty," says Joshua Reichert, executive vice president of the Pew Charitable Trusts, which spent two years advocating for protection of the species under CITES, building a coalition to

**Three species of hammerhead sharks, including the great hammerhead, received international protection during the Bangkok meeting.**



PHOTOGRAPH BY JIM ABERNETHY



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support votes for the shark measures, and sending a team to Thailand.

Just weeks after the Bangkok meeting, New Caledonia created a shark sanctuary the size of South Africa in its Pacific waters. And only months earlier, French Polynesia, the Cook Islands, American Samoa, and the Micronesian state of Kosrae had ended shark fishing in their waters. Noting a recent study that determined 100 million sharks are killed each year in commercial fisheries, Reichert, who heads Pew's environmental projects, praises the moves. "Governments around the world must take action before it's too late.

"Scientists warn that the rate of fishing for sharks, many of which grow slowly and reproduce late in life, is unsustainable and could lead to the extinction of many species," says Reichert. (For more on Pew's work to conserve sharks, see *Trust*, Summer 2011.)

Ensuring the conservation of sharks

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*Penelope Purdy* is a senior writer for *Trust*.

and related marine ecosystems has proved difficult. A broad coalition of governments supported the proposals going into the Bangkok meeting, but some countries that allow the trading of shark fins opposed them. CITES has 178 member governments, and only amends the list of species that it protects when

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**"The votes in Bangkok marked the most significant day for the ocean in the 40-year history of this international conservation treaty."**

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it meets every two to three years. At its 2010 meeting, a majority of governments supported protection for several shark species, but those members couldn't summon the two-thirds vote needed to adopt the proposals.

Going into the 2013 meeting, Pew's team knew the odds could be against achieving the shark and manta ray protections. So for more than two years, the

team planned and implemented a strategy of science-based international advocacy. The Pew staff worked closely with top shark experts to determine which species needed to be listed. Engaging a multicultural, multilingual coalition, the team also identified which countries would give serious consideration to the



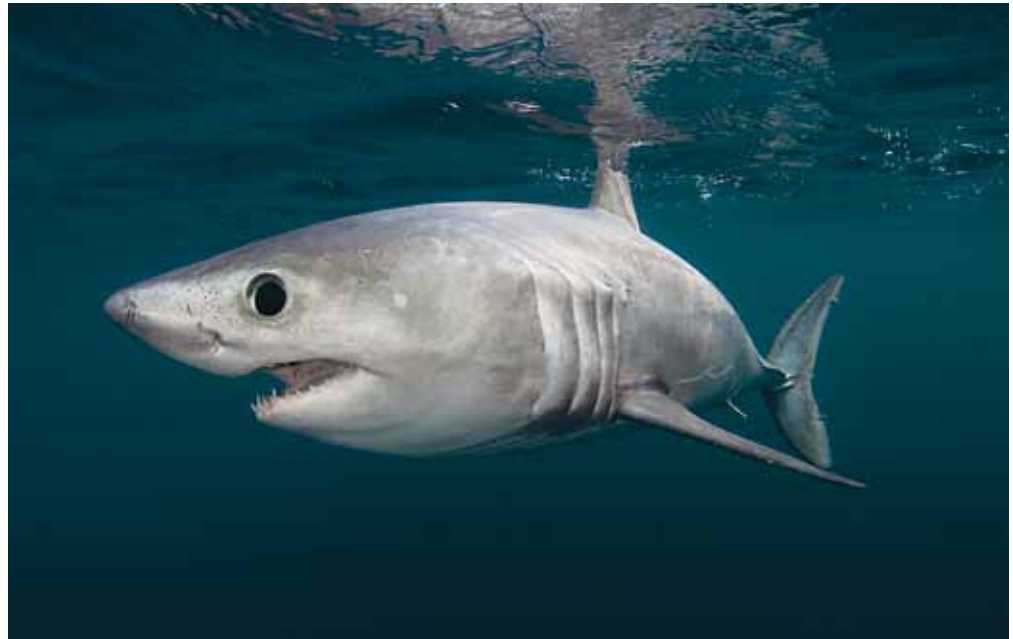
scientific evidence and sponsor the proposals. By the October 2012 deadline to submit proposed species listings, 37 countries—including the United States, Brazil, Colombia, Mexico, Costa Rica, Honduras, and the 27 member states of the European Union—collectively sponsored four proposals to protect the

oceanic whitetip shark, porbeagle, and three species of hammerhead sharks, along with the two manta ray species.

In preparation for the treaty conference, Pew's team worked with scientists on every continent on crucial enforcement techniques, including a guide to help customs officers identify fins from

porters counter objections with detailed scientific and technical information.

The final votes were close, but the proposals received the needed two-thirds majority. The oceanic whitetip shark proposal was adopted with 68.6 percent of the delegates present and voting yes. The three species of ham-



PHOTOGRAPHS BY: JIM ABERNETHY (WHITETIP), GUY STEVENS (MANTA RAY), DOUG PERRINE (PORBEAGLE)

**Pew spent two years building support among member countries of the Convention on International Trade in Endangered Species for protections for porbeagle sharks (above), oceanic whitetip sharks (left), and manta rays (above left).**

the sharks that were to be listed. They traveled to key countries and held meetings with local officials and media to build support, providing materials in multiple languages. In addition to data-heavy graphics and other detailed materials for policymakers, the team also created “Shark Stanley,” a cartoon character to explain conservation to schoolchildren.

The two-year effort culminated with the two-week meeting in Thailand. Pew's team worked closely with the countries sponsoring the proposals to build support for the two-thirds majority needed to approve a conservation listing. While opposition was strong, Pew helped sup-

porterhead sharks received 70 percent support, and the porbeagle proposal passed with 70.45 percent. Manta rays received 80.7 percent.

The hard work ahead is ensuring that the listings are implemented effectively. They become official in September 2014, a deadline that allows countries to put protection measures in place. And that's the time when one thing will be certain: The international shark fin trade will have to change, and these species of sharks will have a stronger chance for survival.

“The tide is now turning for shark conservation,” says Elizabeth Wilson, manager of Pew's shark conservation campaign. “Countries around the world have recognized the problem and are finally acting to ensure the survival of some of our oceans' top predators.” ■

 To learn more, go to [pewenvironment.org/sharks](http://pewenvironment.org/sharks)



# Learning From Early Education

*An evaluation of Pew's pre-kindergarten initiative*

BY LESTER W. BAXTER AND GLEE I. HOLTON

NEW RESEARCH ON CHILD DEVELOPMENT fueled the movement for pre-kindergarten education in the 1990s by emphasizing the importance of early learning and the untapped capacity of young minds. In 2001, Pew developed a seven- to 10-year plan to seek approval of policies for universal, high-quality early education in four to six states as well as increased federal funding to support it.

Pew's strategy was to develop and disseminate compelling research and to advocate for policy changes at the national level and within selected states. This work eventually became known as Pew's early education initiative. By its conclusion in December 2011, Pew had worked in more than 30 states and the District of Columbia and committed more than \$104 million—one of the institution's largest investments over the past decade.

Pew recently evaluated the effectiveness of the project and identified lessons that could guide other work. The planning and evaluation team recruited two independent experts who performed the following tasks:

- Reviewed data on state-funded pre-kindergarten programs.
- Analyzed material produced by Pew and others.
- Examined media coverage.
- Interviewed 105 policymakers, ad-

vocates, funders, Pew staff members, partners, and key stakeholders in early childhood education at the state and federal levels.

- Developed in-depth studies of four states.

The evaluation found that Pew's investment was decisive in expanding pre-kindergarten education over the decade.

Five jurisdictions where Pew provided substantial financial support to local advocates—Illinois, Iowa, New Mexico, and Vermont—and the District of Columbia established policies on universal pre-kindergarten. Moreover, in these jurisdictions and the 17 other states where Pew made substantial investments, enrollments grew and program quality increased.

In the decade before Pew entered the early education field, the number of states that funded pre-kindergarten programs grew from 22 in 1991 to 37 in 2001. But most had some type of eligibility criteria beyond age—such as limiting enrollment to children with disabilities or low family incomes—and many programs were relatively small. In 2001, only four states had policies that established universal early education programs.

Pew made substantial investments in advocacy—at least \$200,000 over multiple years—in 21 states and the District of Columbia from 2002 through 2011. By that final year, eight more states and the District of Columbia had adopted



**Pew spent a decade working to expand early education in selected states.**

policies promoting universal pre-kindergarten. In the five jurisdictions where Pew provided the substantial financial support, the evaluators determined that support was decisive in winning policies to establish pre-kindergarten programs that would be available to children regardless of income or other eligibility criteria.

From 1991 to 2001, enrollment in state-funded pre-kindergarten expanded from about 290,000 to 700,000 children. Over the life of Pew's early education initiative, enrollment increased an additional 89 percent, reaching more than 1.3 million 4-year-olds in 2010. The states in which Pew invested substantially increased their enrollment by almost 470,000 children overall, accounting for about 81 percent of the total national growth in 4-year-old enrollment in pre-

kindergarten. Although Pew did not have enrollment goals, the growth showed the positive momentum toward making pre-kindergarten available to all children.

Pew-sponsored research identified 10 program characteristics associated with improving children's learning. It found that in 2001, the average number of these positive characteristics across all states with pre-kindergarten was 5.2. By 2010, that average had increased to 7.7. The pattern held in states where Pew supported advocacy and also where it did not.

Pew was unable to win a new federal funding stream for universal state early education programs, however. During the decade of the institution's work, there was federal inaction on broader education policy, and concern from some advocates that the new early education funding could jeopardize resources for other programs.

The evaluation had several other notable findings. It said Pew's support for


state-level advocacy was vital, supplying research data, encouraging coalition building, helping with communication, connecting advocates across states, and providing national visibility. The evaluation looked at the objectives of advocates in 12 states where Pew made substantial investments and found that eight of the 12 met their goals, and three others partially did.

The focus on a single, clear policy goal was particularly important for the early education strategy, the evaluation found. This is a trademark of some of Pew's most successful advocacy efforts: distilling an initiative's focus into direct and easily conveyed language. Also essential to the success of the program was the use of research as a foundation for action, in particular "The State of Preschool Yearbook," an annual report prepared by the National Institute for Early Education Research with Pew's support. The yearbook presented state-by-state data on pre-kindergarten—the first of its kind

in the field—and was a crucial resource for advocates and state policymakers.

Regrettably, the expansion of pre-kindergarten programs stalled with the Great Recession of 2007-09. Many states were able to prevent large cuts to their programs, but most did not increase funding. Inflation-adjusted expenditures per child decreased over this period.

Pew's strategy became a model for other state-level advocates, the evaluation found. As a consequence, the early education initiative and some national partners supported advocates in state-level campaigns similar to Pew's approach. The focus on a single policy goal—driven by solid evidence that was packaged effectively and conveyed through a wide range of communication channels—provided a road map for progress. A Tennessee advocate noted that Pew's strategy "was awesome—we modeled our work right after them." ■

 For more information about Pew's planning and evaluation unit, go to [pewtrusts.org](http://pewtrusts.org) and click on "About Us."

## A Guide for Advocacy

Pew's evaluation of its early education strategy provides a rich set of lessons for work in policy and advocacy. They include the following:

- Revisiting goals and strategies is essential for long-running initiatives. The early education project revised its goal for the number of states that would adopt universal pre-kindergarten policies and the age group covered by those policies, and its strategy evolved from a focus on a small number of "prime mover" states to a willingness to invest wherever the prospects for constructive policy change appeared most promising. Thoughtful recalibrations such as this are a good response to experience in the field.
- Consider the nature and size of public investment required in policy initiatives. Achieving a policy goal that requires considerable new public funds, particularly year after year, is difficult during a period of tight state budgets and fiscal uncertainty.
- State-by-state rankings are a valuable tactic. Policymakers and advocates found state-by-state rankings helpful as an educational tool when pushing for improved policies, underscoring the value of state comparisons for drawing attention to issues and encouraging re-examination of policy.
- Research quality trumps organizational issues. No organizational arrangement can fully insulate Pew against spurious claims that support for research is "buying the desired result." But high-quality research that is overseen by independent experts or generates publications for leading peer-reviewed journals is the best defense against misguided criticism.
- Ensure that mutual objectives are aligned when seeking allies. The early education strategy made effective use of existing organizations to support state advocacy, although challenges sometimes arose in fitting the initiative's specific policy objective into these groups' pre-existing policy agendas. The effectiveness of Pew's advocacy investment was limited when advocates could not present a united front.
- Bringing credible new voices into the debate is valuable. Drawing support from outside the early education field, particularly from law enforcement and business, was important in convincing policymakers in several states of the importance of pre-kindergarten.
- Politics in the 21st century is still local. Pew enlisted national business leaders to promote early education, but typically state and local business interests influenced state and local officials.



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The Pew Charitable Trusts' program investments seek to improve policy, inform the public, and stimulate civic life through operating projects managed by Pew staff, donor partnerships that allow us to work closely with individuals or organizations to achieve shared goals, and targeted grantmaking. Following are highlights of some recent Pew work. To learn more, go to [www.pewtrusts.org](http://www.pewtrusts.org).

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# *Return on* Investment

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## ■ The Environment

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### ***Science will help guide Pacific fisheries management***

The Pacific Fishery Management Council unanimously adopted a fishery ecosystem plan that protects unmanaged forage fish—small fish at the bottom of the ocean food web—because of their importance as prey for other marine animals. The plan, for fisheries off the West Coast, enhances management through science-based research and consideration of ecosystem factors such as the ocean food web and habitat. Pew organized public support for the plan among residents, seafood suppliers, fishermen, and ecotourism businesses.

### ***Australia expands land management and adds protections***

Despite budgetary constraints, the Australian government provided \$320 million to continue an indigenous ranger program. The rangers employ more than 680 indigenous people, and Pew worked with the government to win the funding as part of a strategy to empower Aboriginal people to protect and manage their lands. The government and the Martu, the Aboriginal people who are the traditional owners of the Central Desert, also created the Birriliburu

Indigenous Protected Area, a region of more than 16 million acres in Western Australia's outback. Biologically diverse and culturally significant, the Birriliburu joins a network of 54 indigenous protected areas that total an area larger than California.

### ***European Parliament seeks to rebuild fish stocks by 2020***

The European Parliament voted in favor of the European Union's Common Fisheries Policy, which guides all fisheries management on the continent. The changes seek an end to overfishing by 2015 and the rebuilding of EU fish stocks to sustainable levels by 2020. Pew led the 178-member OCEAN2012 coalition to build public support for the vote, which was a significant milestone in the ongoing reform of fisheries management in European waters.

### ***Boreal protections in Canada***

Manitoba protected 1.3 million acres of boreal forest, wetlands, and waterways that are part of the more than 10 million acres of Pimachiowin Aki lands slated to become a United Nations World Heritage site. Pew worked with the provincial government, the indigenous First Nations, and conservation groups as part of its ongoing campaign to protect the boreal, which plays a criti-

cal role in removing carbon from the Earth's atmosphere.

### ***Wildlife habitat protected in Alaska***

The Obama administration took action to protect 11 million acres of the 23 million-acre National Petroleum Reserve in Alaska, home to caribou, grizzly bears, wolves, polar bears, seals, and migratory birds. Although much of the reserve will be open to exploration and drilling, its most important ecological and subsistence lands will remain undeveloped. Pew has spent more than a decade working on protection for the region.

## ■ In the States

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### ***Georgia approves juvenile corrections overhaul***

Lawmakers in Georgia unanimously passed a juvenile corrections law that is intended to cut crime and save taxpayers \$85 million over the next five years. Some of the savings will be invested in programs shown to reduce recidivism. In partnership with the Annie E. Casey Foundation, Pew's public safety performance project worked with policymakers to develop legislation to eliminate the need for two additional juvenile residential facilities. Another new law grants judges more discretion in some cases



PHOTOGRAPH COURTESY OF BLM NEW MEXICO

#### **Environment**

### ***Rio Grande del Norte National Monument created in New Mexico***

The Obama administration designated 240,000 acres in northern New Mexico as the Rio Grande del Norte National Monument. Pew built bipartisan community support for safeguarding the area, which is home to the 200-foot-deep, 150-foot-wide Rio Grande Gorge, one of the world's great migratory bird routes.

involving mandatory minimum sentences and creates an oversight council for the adult and juvenile justice systems to measure the effects of the reforms.

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### ***Kentucky passes pension changes***

Kentucky lawmakers gave bipartisan approval to changes in the pension system for state and local employees. The legislation, now signed into law, included all of Pew's recommendations for improving the underfunded pension plan, an issue for many state and local governments. The law includes:

- A commitment by the state to pay the full amount it owes into the pension system each year alongside a funding plan that raises nearly \$100 million a year to help meet this promise.
- A limit on future cost-of-living adjustments unless the benefit can be fully paid for.
- A new retirement plan that uses a hybrid cash balance design in which new workers accumulate retirement savings from both employer and employee contributions, receive a guaranteed 4 percent investment return, and retire with a lifetime benefit based on the account balance.

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### ***New home visiting systems for five states***

Using Pew recommendations, lawmakers in Kentucky, Arkansas, New Mexico, Vermont, and Texas created five of the most effective, accountable home visiting systems in the nation. The laws ensure that the states' investments are directed to programs that are known to achieve successful results for children and families. They also require that home visiting programs track and measure outcomes such as improvements



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in maternal and infant health, family self-sufficiency, and school readiness. Votes in the Kentucky and Arkansas legislatures were unanimous.

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### ***Criminal justice reforms in South Dakota***

South Dakota enacted sentencing and corrections reforms that will reduce recidivism and save taxpayers \$200 million over the next decade. Pew's public safety performance project analyzed prison population growth and cost increases to develop data-driven policy recommendations for a bipartisan working group of state officials that developed the legislation. A portion of the savings will be invested in programs that have proved to reduce the number of repeat offenders.

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### **■ The Economy**

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#### ***Economic mobility presentation on Capitol Hill***

Pew's economic mobility project and the Lumina Foundation hosted a Capitol Hill event with the Senate Economic Mobility Caucus to discuss the importance of postsecondary education. The bipartisan session included speakers from Georgetown University's Center on Education and Workforce, the State Council of Higher Education for Virginia, the American Enterprise Institute, and the New School. The economic mobility caucus organizes quarterly events that highlight Pew's research.

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### **■ Health**

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#### ***Pew biomedical scholars receive more honors***

Pew biomedical scholars are recognized for showing promise in science that advances human health, and many earn additional honors as their careers con-

tinue. Jeff Gore, a 2011 scholar, won the Paul Allen Distinguished Investigators Award to Unlock Fundamental Questions in Biology. He will use his grant to explore how ideas from game theory can provide insight into cellular decision-making. The National Institute of General Medical Sciences also awarded Gore a four-year grant to conduct a similar study focused on antibiotic resistance.

Stephen Elledge, a 1991 scholar, is one of six winners of the Canada Gairdner International Awards, which recognize some of the most significant medical discoveries around the world. With his prize, Elledge will study how DNA responds to damage with the hope of integrating his findings with new cancer therapies.

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#### ***New incentives for antibiotic development***

With congressional passage of the Generating Antibiotic Incentives Now Act, which Pew championed, the U.S. Food and Drug Administration has extended exclusivity rights for at least five new antibiotics in development. This exclusivity is intended to motivate drug companies as they work through the long development and review process for new antibiotics and ensure that lifesaving medicines are available for patients.

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#### ***Assessing the health impact of a California energy plant***

A demonstration project supported by Pew's Health Impact Project analyzed plans for a biomass energy facility in Placer County, CA, that will be fueled with wood chips and pine needles being cleared to reduce forest fires in the region. The analysis found that the energy plant will probably benefit community health through improvements in air quality and reductions in

wildfires. Local officials said the health impact assessment would be a useful model for other communities studying alternative-energy technologies.

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### **■ Pew Research Center**

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#### ***The public's priorities: The economy, jobs, deficit***

As President Barack Obama began his second term, a Pew Research survey showed that the public's top priorities for the president and Congress were strengthening the economy, improving the job situation, and reducing the budget deficit. As the sequester deadline approached, the first report from the center's new partnership with *USA Today* found that 40 percent of Americans believed it would be better to let the automatic spending cuts go into effect if the president and Congress could not reach a deficit reduction agreement before the deadline, and 49 percent said it would be better to delay the cuts.

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#### ***Muslims deeply committed to their faith***

Pew Research published a report from its Global Survey of Islam, based on more than 38,000 face-to-face interviews in 39 countries and territories. The survey, part of the Pew-Templeton Global Religious Futures Project, found that most Muslims around the globe are deeply committed to their faith and want its teachings to shape not only their personal lives but also their societies and politics. At the same time, even in many countries where there is strong backing for sharia, or Islamic law, most Muslims favor religious freedom for people of other faiths.

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#### ***Net worth of wealthiest rises***

A Pew Research analysis of new Census Bureau data shows that during the first

two years of the economic recovery, the net worth of households in the upper 7 percent of U.S. wealth distribution rose by an estimated 28 percent, while the net worth of the lower 93 percent dropped by an estimated 4 percent. These results were driven by the rich having a much higher share of their wealth in financial assets during a time of rising bond and stock markets and a declining housing market.

### ***U.S.-born immigrant children thrive***

Pew Research examined the demographic characteristics, attitudes, behaviors, and experiences of the 20 million adult U.S.-born children of immigrants and found that second-generation Americans

are substantially better off than immigrants themselves on key measures of socioeconomic attainment. They have higher incomes; more are college graduates and homeowners; and fewer live in poverty. In all of these measures, their characteristics resemble those of the full U.S. adult population.

### ***What do you know about science?***

The Pew Research Center and *Smithsonian* magazine published a joint report about public knowledge of science, technology, and perceptions of science education. It found that the public's knowledge varies widely across a range of questions on current topics and basic scientific concepts. Eighty-three per-

cent of Americans identify ultraviolet as the type of radiation that sunscreen protects against. About half—51 percent—know that “fracking” is a process that extracts natural gas from the earth. Along with the report, the center released an online quiz that allows users to test their knowledge of science facts. So far, it has been taken more than 1 million times.

### ***Pew Research at the Vatican***

Brian Grim, a senior researcher and director of cross-national data with the Pew Research Forum on Religion & Public Life, gave several presentations at the Vatican about global restrictions on religion and religious demography, culminating in a talk at the TEDx conference “Religious Freedom in Today’s World.” Grim briefed the Vatican secretariat of state, the Vatican press secretary, a senior judge from the Vatican’s High Canon Law Court, a senior member of the Vatican Secret Archives, the Pontifical Council for Justice and Peace, the Pontifical Council for the Family, and presidents of two major pontifical universities.

#### **Philadelphia**

### ***Pew helps with a literary merger***

The Free Library of Philadelphia Foundation and the Rosenbach Museum & Library announced that they would merge. The Free Library’s collection includes such items as Edgar Allan Poe’s papers, and the Rosenbach’s works include Bram Stoker’s notes for *Dracula*. Funded in part by Pew, the affiliation will create one of the greatest collections of rare books, manuscripts, Americana, and art in the world.



#### **Philadelphia**

### ***Taxes: Past, present, and future***

Pew and the Center on Regional Politics at Temple University sponsored a symposium, “Philadelphia Taxes: Past, Present and Future.” More than 150 Philadelphians listened to elected officials, academics, economists, and business leaders talk about the city’s tax structure, its impact on the local economy, and ideas for reforming it. ■

PHOTOGRAPH COURTESY OF KANSAS SEBASTIAN



Trey Grayson, director of Harvard University's Institute of Politics and secretary of state in Kentucky from 2004 to 2011, was an external reviewer of Pew's study on election performance. Versions of this essay appeared in more than two dozen newspapers around the nation.

# How to Improve Elections

*Pew's Elections Performance Index provides the data.*

BY TREY GRAYSON

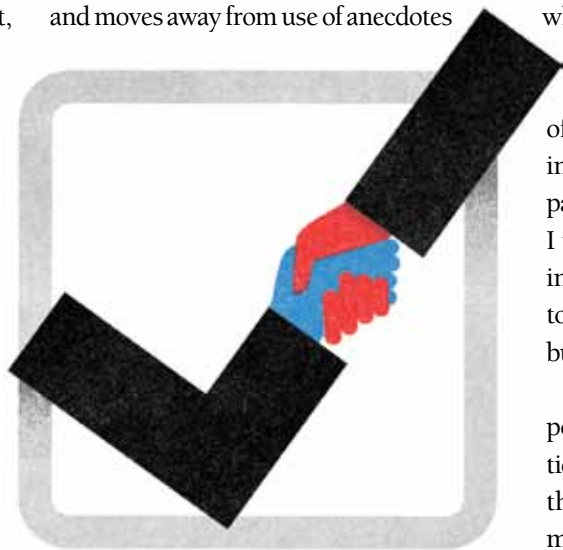
CLEAN, FAIR, AND CREDIBLE ELECTIONS are the foundation of a functioning democracy, so improving the way ballots are cast and counted ought to be a broadly embraced, nonpartisan goal. The divisive 2000 presidential contest, with its drawn-out tally and infamous hanging chads, delivered a wake-up call that improvements were needed. Twelve years later, elections are unquestionably better administered, but there is still plenty of room for improvement.

Election difficulties have not been limited to one place or time. Across the country, state and local officials have lacked clear information about how their methods and outcomes compared with balloting elsewhere. I asked myself this question when I served as Kentucky's secretary of state and chief election officer and put it to my peers when I was president of the National Association of Secretaries of State. Without factual and impartial comparisons, the operation of a government is bound to suffer.

But now there's help. A recent study by The Pew Charitable Trusts, encompassing all 50 states and the District of Columbia, provides exactly the kind of comparisons that could help elections officials figure out how they measure up. Most importantly, it offers a way

for states to borrow the best ideas from one another.

It is the interactive Elections Performance Index. It steers clear of the rancorous issue of voter identification and moves away from use of anecdotes



to shore up points of view. It allows users to customize the index to see how the rankings are affected by the inclusion or exclusion of different indicators.

Now, elected leaders and administrators have an opportunity to ensure that the process of democracy is better. It is precisely the sort of progress we've championed at Harvard University's Institute of Politics, which seeks to bridge the chasm between academics who study democracy and the policymakers who make a government operate.

The index reveals significant differences in how easy or difficult it is for Americans to vote, based on where they live. The best states for voting in 2008 and 2010 turned out to be North Dakota and Wisconsin. Scores for most other states show mixed results, with many doing well in some areas but lagging in others. For example, my home state of Kentucky was close to the middle in both years, a combination of keeping better tabs on its data but failing to help disabled voters.

The index shows that a growing number of states, such as Colorado, have improved elections by adding ways for voters to find information and by devising secure online registration. Florida, which always seems to be in the nation's spotlight during presidential election years, lands in the middle of the pack, despite its long lines in 2008. These state-by-state comparisons can lead to improvements. I used state rankings when lobbying Kentucky's General Assembly to improve campaign finance and business organization laws.

I hope that this index will empower legislators, citizens, and election administrators to examine how their states measure up—and then make the necessary changes to improve. With the eventual addition of 2012 data, the index will become even more valuable.

Elections should vigorously test candidates and ideas, but the actual process ought to take place smoothly and cleanly. Making them work better can and must be a nonpartisan goal. If ballots are the building blocks of democracy, then transparency and credibility form the mortar that holds together the foundations of self-government. ■

➔ Learn more about the Elections Performance Index at [pewstates.org/elections](http://pewstates.org/elections)

## → End Note

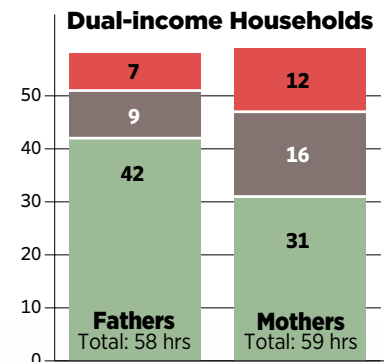
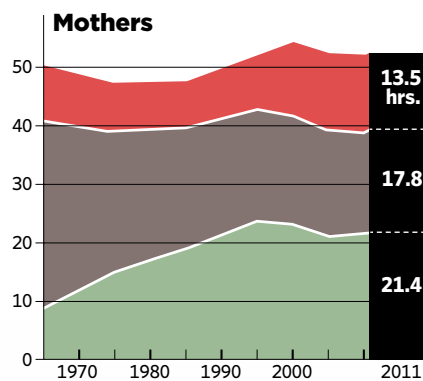
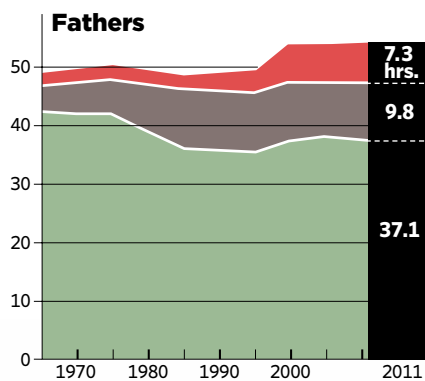
# Modern Parenthood

WHILE MOTHERS AND FATHERS have not overtaken each other's more traditional realms, parental roles are converging. Dads are doing more housework and child care while moms are taking on more paid work outside the home—marking significant changes over the past half

century in how parents spend their time. The Pew Research Center analyzed time use data and surveyed parents for a report, “Modern Parenthood,” which examines how mothers and fathers juggle the responsibilities of work and family life.

### Converging Roles

Average number of hours per week parents spend on: ■ Child care ■ Housework ■ Paid work



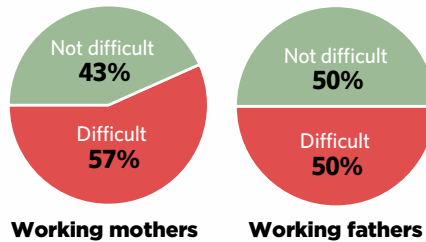
### Job Requirements

Percent of parents who say these attributes are extremely important in their jobs

	Working mothers	Working fathers
Job security	78%	80%
Job they enjoy	74%	69%
Flexible schedule	70%	48%
High-paying job	30%	40%

### Work/Family Balance

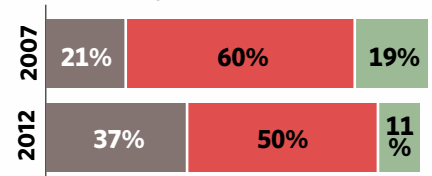
Percent of parents who say balancing work and family is....



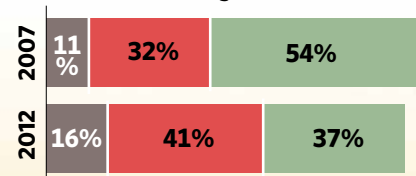
### Work Hours

■ Full time ■ Part time ■ Not at all

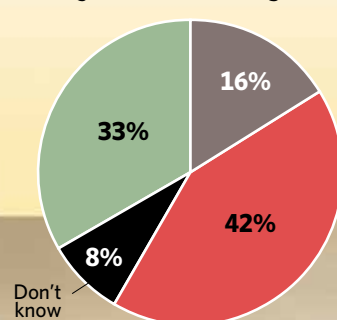
Percent of **working mothers** who say their ideal working situation is...



Percent of **fathers** who say the ideal working situation for **working mothers** is...



Percent of **general public** who say the ideal working situation for **working mothers** is...

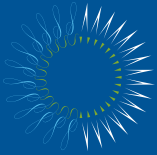


PHOTOGRAPH BY STURTI/GETTY IMAGES

↩ To read the full report online, go to [pewsocialtrends.org/modern-parenthood](http://pewsocialtrends.org/modern-parenthood)







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*Antarctica's Ross Sea is one of the few pristine spots left on Earth, making it an ideal venue for scientists to learn about biodiversity, the evolution of our planet, and the effects of climate change.*

—from "One Last Place," page 14

PHOTOGRAPH BY JOHN WELLER



**A minke whale  
rises near the edge  
of the fast ice.**