

# Daily Pennsylvanian Alumni Association 2019 Annual Report

We're pleased to provide your copy of the DP Alumni Association Annual Report. Look inside to read columns from outgoing DPAA President Martin Siegel, DP General Manager Eric Jacobs, and DP Board of Directors Lead Alumni Director Chuck Cohen about the state of the DP and DPAA. We also recognize the many DP alumni who contributed to the DPAA during our 2018-19 membership year.

Each year, some of you have asked why we aren't being greener/more frugal by simply posting this report online. While we *do* post alumni news throughout the year on our DPAA Facebook page, send periodic emails, and post this report on the DPAlumni.com website, statistics show that fewer than half our alumni read our email newsletters and subscribe to our Facebook page. So this once-a-year mailing attempts to reach the widest audience of DP alumni to give everyone a snapshot of DP and DPAA activities.

We hope you find this report informative, and as always, we welcome your input on how we can improve this and our other communications in future years.

The DPAA Board of Directors  
December, 2019

## DPAA 2019: Year in Review

### What we did

- Hosted the second-ever large-scale alumni reunion in Philadelphia, celebrating the DP's 135th anniversary
- Launched the DP Alumni Hall of Fame, and inducted its first five members in conjunction with the anniversary event
- Presented the 6th annual DP Journalism Bootcamp in January, featuring a half-dozen DP alumni speakers
- Hosted receptions at the DP for alumni on Homecoming and Alumni Day, and smaller regional get-togethers in New York, Washington and San Francisco
- Provided alumni critiques of the DP throughout the year as continuing education and advice for student editors



*The Phillie Phanatic and Penn Quaker hawk the DP during new student move-in on campus.*

### What you did

- Funded 4 students for summer journalism internships
- Funded a dozen Eric Jacobs Scholarships for DP staff members to allow them to reduce their part-time jobs outside the DP
- Contributed nearly \$70,000 to support these and other programs of services to support DP students
- Mentored, taught, and counseled DP students at conferences, with visits to the DP, and through emails and phone calls



*Young Alumni Award winner Ashley Parker (3rd from left) and DP Alumni Hall of Fame inductees Jean Chatzky, Mike Silver, Lee Levine, Bob Frost and Eric Jacobs.*

# DP students face challenges most of us never did

Things are just more complicated these days. Even though I am just a couple of months away from Medicare eligibility, I would like to ascribe this worldview to something other than being an accused curmudgeon.

Point in fact: I had the pleasure over the past several weeks to be the subject of “reverse interviews” of several students running for positions on the DP Board. Back in my day — by far the favorite phrase of all curmudgeons — running for Executive Editor or Managing Editor was simple. You decided what position you wanted (in my case: Managing Editor, because I wanted the most important position at the DP), and you submitted a brief letter to the current Board expressing your interest. I vaguely recall being interviewed after which selections were made. Today, candidates must run the gauntlet of an approximate 15-page application, reverse interviews with outgoing student leaders and alums from the DPAA and the DP Board, followed by formal interviews with an Election Committee of outgoing editors and managers.

This multi-faceted process simply reflects the complexity students confront on a daily basis to produce the DP's products. Notice, I do not use the word “paper.” The DP is far more than just a print product. It is a multi-platform journalistic juggernaut. When I served as Managing Editor in 1976, I don't believe I ever saw or cared about the DP's budget. With ad revenue rolling in, money was not a concern. And we never even heard of analytics. The only proof we needed regarding the DP's popularity was seeing the number of students reading the DP during lectures.

We alums often are afflicted by what is referred to as the “Saturday Night Live Syn-

drome.” This syndrome is characterized by the belief of those afflicted that SNL was at its zenith during the time they were in their early twenties. Similarly, DP alumni often believe that the DP has gone downhill since the time they were editors and that the remedy for anything that now afflicts the DP is to do things the way they were done during the 70s, 80s, 90s, etc. This worldview reflects a “Make the DP Great Again” attitude.

While the DP over the decades has had its good years and its not so good years, it has never ceased being great.

The fact is, however, that students face challenges today that we could not even imagine back in our day. Student editors are meeting these challenges but they need assistance from the DP family, now more than ever. First, the students regularly seek professional and technical support from alumni. To meet this demand, we need alumni to volunteer to present at events like the Marquez Conference and Boot Camp,

to prepare critiques on the DP's print and digital publications, to advise on social media and marketing strategies, and to meet whatever other requests for assistance the students bring to the DPAA Board. Which means we also need vol-

unteers to serve on the DPAA Board and its various committees.

More importantly, the DP needs your financial support. As we announced during our 135th anniversary celebration earlier this fall, the DP is moving to a new economic model, with at least one third of the DP's annual budget derived from alumni contributions. This move is necessitated by the fact that ad revenue is no longer sufficient to keep the DP running.

To survive and thrive in the future, the DP needs your ongoing and increased

financial donations. Alumni have already been stepping up. Annual contributions to the DP have nearly doubled from \$35,000 five years ago to

nearly \$70,000 for the last fiscal year. But we will need to do better. This amount will need to be *tripled* to ensure the DP's vitality going into the future.

This column marks the end of my tenure as President of the DP Alumni Association. It has been my pleasure to lead this organization for the past four years, and I know we will be in good hands as the mantle of DPAA leadership passes to Amy Gardner in 2020. So as I sign off, my last request of everyone in the DP alumni family is that as you read this annual report, and as you open our fundraising emails and letters, that you respond generously. To those of you who have been making generous contributions to the DP in recent years, I thank you. To those of you who haven't yet, please join the hundreds of alumni you see listed on pages 6 and 7 of this report by making whatever meaningful contribution you can this year.

Help us ensure that today's and tomorrow's students can create their own Daily Pennsylvanian memories and become part of the extended DP family. And allow us to continue to train the journalists and professionals of tomorrow.

Contact Marty Siegel at [dpaa@theDP.com](mailto:dpaa@theDP.com) or, email him directly at [msiegel@barley.com](mailto:msiegel@barley.com)



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**Annual contributions to the DP have nearly doubled from 5 years ago. But we will need to do better.**

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## Meet new DPAA President Amy Gardner '90

The DPAA Board this fall elected Amy Gardner '90 to lead the organization for the next year.

Amy is a national politics reporter for The Washington Post. She joined the Post in 2005 after stints at The News and Observer in Raleigh, The Daily Press in Newport News, Va., and the Corning Leader in Corning, NY. After covering Virginia suburbs, the 2010 midterms and part of the 2012 political cam-

paign for the Post, she became a politics editor for five years; she returned to reporting last year.

Fast facts: Amy is...

- the 16th DPAA President in its 35 year existence;
- the 3rd woman to lead the DPAA (the first since Mary Ellen Crowley Huesken in 1995);
- only the 6th to be a working journalist while President of the DPAA.



## 2020 will bring multiple ch-ch-changes

I've seen plenty of changes at the DP over the past 44 years. I've been responsible for some of them, and rolled with others not of my making. But I'm responsible for one of the big ones coming next year: as we announced earlier this year, I'll be stepping down from full-time work as the DP's General Manager in mid-2020.

For me, the time feels right. I'm not out of ideas or steam, but I want more time for family and travel and projects I've allowed my always-hectic DP work life to push aside. And I also think it's a good time for the DP, in the midst of an era of major changes, to benefit from an infusion of new ideas and new leadership.

That said, I'm not writing my farewell yet; I've got *way* too much to do in the months ahead for that! You'll continue to hear from me as we put in place a number of important changes I'd like to preview here.

First up will be the hiring in January of the DP's first ever Director of Development, a full-time fundraising professional who we believe can help significantly grow our philanthropic support and help in the transformation of our business model.

This follows a six-month project with a

consulting firm that convinced the DP Board of Directors to make a serious investment in expanding our fundraising program.

When we created the DP Alumni Association 34 years ago, we envisioned there would likely come a time when we needed to turn to our alumni family to seek greater financial support. At the time, we thought it could be to obtain a new building for the DP some day, but no one foresaw the changes in news and media consumption — and its impact on our business model — that technological changes like the iPhone and social media have brought about. Now, as we (and the rest of the media world) try to figure out sustainable new sources of revenue to replace those we've lost, we believe there's a great opportunity to involve more of our alumni more deeply in the future of the DP, and our Development Director will help us chart that path.

And then there's the matter of replacing me as General Manager. The Board's search committee has just begun its work in seeking applicants, and hopes to have a new GM on the job sometime in the second quarter of 2020. I am committed to make this transition as smooth as possible, so we'll adjust the end

of my full-time work based on when the new person is able to start and a reasonable period of overlap. And the Board and I have agreed that



I will stay on in a limited part-time capacity over the following year to help my successor and make sure we don't drop the ball/lose momentum/forget where important stuff is stashed away.

The DP today has a staff of nearly 400 students — the largest in its history. We're facing changes, sure, but we're embracing them from a position of strength and a belief that we have many great days ahead.

Meanwhile, if you have not yet donated to the DP this fall, I encourage you to take a moment to make a contribution today. We are counting on your support. Thank you!

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## Scholarship recipients tell why your gifts matter

The DP, through its Neiman Scholarship program, placed and paid for four students in summer journalism internships in 2019. Here are excerpts of comments from three...

**Sage Levine interned at Forbes. She has been the DP Video editor, and will continue in that role in 2020.**

The time I spent learning about professional video editing and film production made me entirely rethink how I approach video. Every time I learned something new and intriguing about the video making process at Forbes, I would eagerly write it down in hope that I could apply some of my newfound knowledge to my own responsibilities at the DP. This fall, I have been undertaking a transformation of the DP video department to more closely model the system I observed at Forbes Media.

The fact that I was able to get a position at such an influential, major media company as Forbes after only my first year at Penn still astounds me. I am eternally grateful for the alumni network that supports and funds the Neiman Scholarship every year, and

especially to [DP alumnus and Forbes Editor] Randall Lane '90 for providing me and dozens of others involved with the DP the absolutely wonderful experience of working at Forbes.

**Jackson Satz interned at the Philadelphia Inquirer. He is a DP sports reporter.**

Sure, I was an intern, but my byline said "Staff Writer," and coworkers treated me as such. No one I interviewed knew it was my first summer on the job, and they shouldn't have; my work was showing up on the same pages as everyone else at the Inquirer. To grow comfortable with and assured in my capability to formulate lines of questioning for, push for details from, and build relationships with interviewees of greater renown than I'd previously confronted was an invaluable thing to undergo.

I now take that confidence — that willingness to step into a role and perform it to the best of my abilities, without hesitation — everywhere. Over the course of a couple of months, I improved myself in a multitude of ways.

**Julie Coleman interned at Forbes. She will be a DP News Editor in 2020.**

I was intimidated walking into my first day at Forbes. It was my first job in journalism and my first-ever professional job in an office, not to mention one with such a famous name and reputation. However, after getting to know my boss and co-workers, I found Forbes to be a welcoming and encouraging atmosphere, where I felt useful and excited about coming to work each morning.

I worked mainly on the annual Forbes Top Colleges List. I researched, wrote and fact-checked blurbs for the hundreds of schools on the list. I found the rigor of writing and fact-checking enormous amounts of data to be an invaluable experience, and I am very proud of the college list my intern team and I put out. It was such a privilege to be able to help decide the criteria for the Forbes ranking and to write pieces relied on by thousands of prospective college students and parents. I am extremely grateful for the Neiman Scholarship and feel excited and more prepared to apply for other journalism jobs in the future.

# DPAA launches Alumni Hall of Fame, inducting 5

The DP Alumni Association announced earlier this year the creation of a new DP Alumni Hall of Fame to recognize alumni who have distinguished themselves professionally and/or in service to the DP.

After a call for nominees among the DP alumni community, and extensive discussions by the DPAA Board about how to select just a handful of initial honorees from among many, many accomplished DP alumni, the Board was proud to announce the inaugural members of the Hall of Fame: **Jean Chatzky '86**, **Bob Frost '60**, **Eric Jacobs '80**, **Lee Levine '76** and **Mike Silver '75**.

As part of the DP's 135th anniversary celebration on October 19, the five were interviewed by Peter Spiegel '92 at one of the daytime panel discussions. And that evening, they were introduced by DPAA President Marty Siegel '77 and officially inducted into the Hall.

Each of the five inductees made touching remarks about their involvement with

the DP, and the DP's role in their life during the panel and their brief speeches. A choked up Bob Frost possibly said it best: "The greatest thing I ever did in my career was work at the DP."

Short profiles of each of this year's honorees are available on the DPAlumni.com website at <https://bit.ly/34dfYmH>

In addition, the evening marked the first presentation of the DPAA Young Alumni Award to **Ashley Parker '05**. The award was created to honor alumni who have graduated within the last 15 years and have distinguished themselves professionally and/or through service to the DP.



*Bob Frost accepts his DP Alumni Hall of Fame award from President Marty Siegel at the DP 135th Anniversary.*

## Yes, you can go home again

# Alumni celebrate memories, DP's 135 years

Nearly 250 DP alumni, students and guests gathered in Philadelphia in October to celebrate the DP's rich history, re-live fond memories, honor fellow alumni, and look forward to a strong future for the organization.

Ten years after the first-ever alumni reunion, this year's event was, by all accounts, a resounding success. An informal Friday evening cocktail party opened the weekend, followed by a series of popular alumni panel discussions on Saturday.

**Mel Goldstein '62** and **Michael Brown '62** began the day by regaling the crowd with stories about the University's ill-fated shutdown of the DP in 1962.

The next session featured the five inaugural inductees into the new DP Alumni Hall of Fame (*see above*) sharing their memories and discussing the DP's impact on their lives.

A panel on the state of political journalism today featured an impressive roster of DP political journalists: **Peter Canellos '84** (Politico), **Matt Flegenhaimer '11** (New York Times), **Rebecca Kaplan '10** (CBS News), **Catherine Lucey '01** (The Wall Street Journal), **Ashley Parker '05** (Washington Post), and **Dick**

**Stevenson '81** (New York Times).

The final panel featured four segments: a video on the history of the DP; Executive Editor **Sarah Fortinsky '20** and President

**Julia Schorr '20** discussing student life at the DP today; General Manager **Eric Jacobs '80** discussing the changes in the DP's business model and state of its finances; and DP Board Lead Alumni Director **Chuck Cohen '89** talking about the need for increased philanthropic giving to support the DP in the decades to come.

The closing dinner gala was emceed by outgoing DP Alumni Association President **Marty Siegel '77**. Philadelphia City Councilperson **Helen Gym '93** presented a resolution passed by City Council — and read aloud by student and alumni members of the DP Board of Directors — honoring the DP on its anniversary and **Eric Jacobs '80** on his impending retirement after 40 years of employment at the DP.

Enormous thanks are due to **Taylor Culliver '15**, who organized the entire weekend's events.

If you joined us in Philadelphia, thank you for coming. If you weren't able to come this time, we hope you'll join us for the next such anniversary event. (We don't know how we'll top this year's event — but it's only a question of "when," not "if.")



*Eric Jacobs is presented a Philadelphia City Council resolution honoring him and the DP by its author, Councilperson Helen Gym.*

# DP Alumni Association 2019 Financial Report: record-breaking alumni contributions

We're pleased to report that for our 2019 fiscal year, which ended on June 30, DP alumni contributed just about \$69,000, matching our highest amount ever, to support the organization.

Unlike the past, when we have raised money each year for a specific need, such as a travel or a scholarship fund, we are now designating that all unrestricted donations go directly to support the programs of the DP. As the DP's finances have changed, and the revenues from advertising have fallen steadily over the past decade, we now treat contributions from alumni as a core pillar of our income — income used to pay the various expenses of the DP's operations.

We're still awarding Eric Jacobs Scholarships and Donald Neiman Scholarships from the endowed funds we have built for

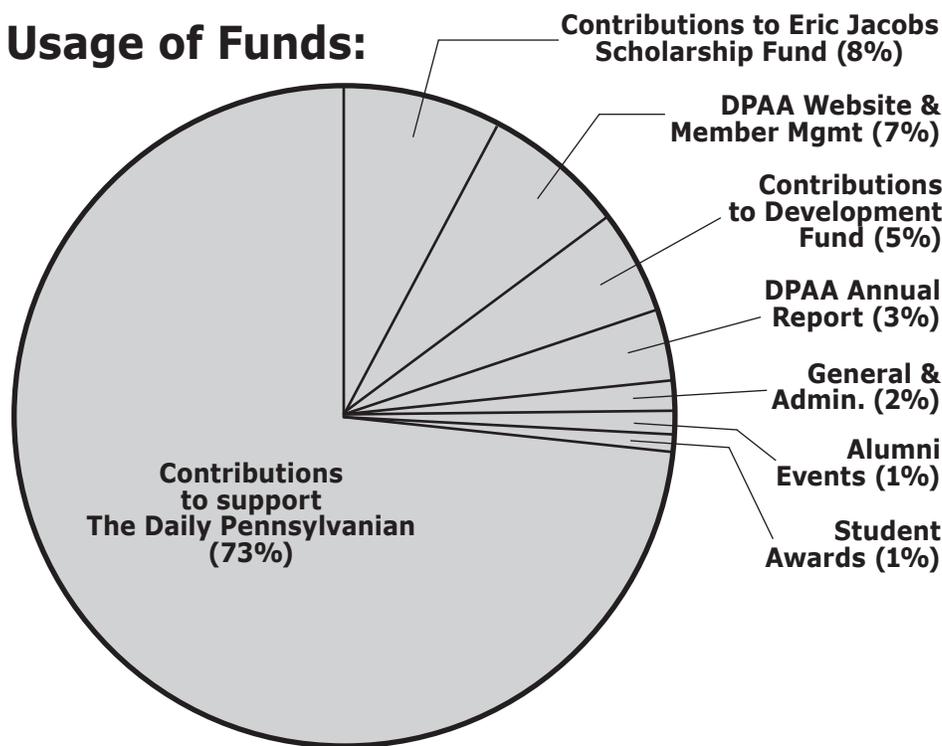
these programs. Alumni donations combined with investment gains resulted in the endowments of those two scholarship funds growing by nearly \$20,000 to new all-time records, while still paying out \$29,000 in student scholarships last year. *(Read what some of the student scholarship recipients say, page 3.)*

For the past two years, the DP has lost about \$200,000 per year on its operations — losses which are covered by alumni contributions and our endowment funds. The stock market will not always go up, as it has for the past decade, and we cannot rely on investment gains each year to cover our losses. You can help us narrow this year's budget gap by making a year-end gift to sustain the DP.

We are grateful for your strong support.

## Total Fiscal Year 2019 DP Alumni contributions: \$68,905

### Usage of Funds:



### YOUR DONATIONS AT WORK

- Endowment support for DP operations (from Development Fund) in 2018-19: **\$270,000**
- Value of DP Development Fund as of 6/30/19: **\$2,511,119**
- Number of students who received scholarships during 2018-19: **18**
- Student scholarships paid during 2018-19: **\$29,000**
- Value of Eric Jacobs Scholarship Fund as of 6/30/19: **\$478,260 (a record)**
- Total scholarships awarded in the past 18 years: **\$263,659**
- Food to fuel the newsroom: **254 pizzas, 148 spring rolls & dumplings, 424 clementines, 136 granola bars**

### The Daily Pennsylvanian Alumni Association

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Website: [DPAlumni.com](http://DPAlumni.com)

Phone: (215) 422-4640  
Fax: (215) 422-4646

### 2019 Board of Directors

Martin Siegel '77  
*President*

Ben Hammer '98  
*Vice President*

Ross Clark '04  
Taylor Culliver '15  
Olivia Doherty '05  
Robin Fields '89  
Amy Gardner '90  
Rod Kurtz '02  
Nick Plagge '01

Alyssa Schwenk '10  
Joel Siegel '79  
Jennifer Sun '14  
Anjali Tsui '13  
Dan Turkenkopf '01  
Julie Xie '14

### How you can contribute:

Make an annual giving contribution to our 2020 membership campaign via our secure website at:

<https://DPAlumni.com/donate>

Or return the membership form which came with this Annual Report and mail to the address at left.

Consider designating a gift to The Daily Pennsylvanian in your will.

# DP Alumni Association 2019 Members

The editors, managers and staff of The Daily Pennsylvanian and the Board of Directors of the DPAA thank the nearly 500 DP alumni who supported the DP and DPAA with 2019 membership gifts.

*The list covers contributions during the DP's July 1, 2018 through June 30, 2019 fiscal year.  
Within each contribution tier below, names are listed by Penn class year, then alphabetically within year.  
Giving levels include any matching gifts and fundraisers done on the DP's behalf.*

*Names preceded by an asterisk (\*) represent members of the DPAA's Front Page Society, which recognizes members who have made contributions in the past three consecutive fiscal years.*

## Patron's Circle

Gifts of \$2,000+

\*William Iverson, 1963  
Charles Cohen, 1989  
\*David Goldman, 2006

## Benefactor

Gifts of \$500 - \$1,999

Joseph Field, 1952  
\*Jonathan Lansner, 1979  
\*Clemson Smith Muniz, 1979  
\*Robert Chasen, 1988  
\*Matt Selman, 1993  
\*Dwayne Sye, 1995  
\*Dan Gingiss, 1996  
\*Jed Walentas, 1996  
\*Brett Rose, 2002  
Ian Zuckerman, 2007  
\*Calder Silcox, 2012

## Sustaining Member

Gifts of \$250 - \$499

\*Robert Elegant, 1946  
\*Gerard Cohen, 1959  
\*Alan Honig, 1960  
\*Robert Rottenberg, 1966  
Stephen Marmon, 1971  
\*Thomas Papson, 1973  
\*Daniel Kasle, 1975  
\*Amy Borrus, 1978  
\*Theodore Reiss, 1979  
\*Mark Seltzer, 1979  
\*Joel Siegel, 1979  
\*Cynthia Chang Scanlan, 1984  
\*Steve Berkowitz, 1986  
\*Craig Coopersmith, 1987  
\*Alex Sutton, 1990  
Andrew Teagle, 1991  
\*John Di Paolo, 1992  
\*Adam Levine, 1992  
\*Ben Geldon, 2001  
\*Dan Turkenkopf, 2001  
\*David Gurian-Peck, 2010  
Brandon Moyses, 2010

## Contributing Member

Gifts of \$100 - \$249

\*Lloyd Swaim, 1958  
Michael Brown, 1962  
\*Howard Marlowe, 1964  
\*Dan Rottenberg, 1964  
\*Stuart Friedman, 1966  
\*Lee Levine, 1976  
\*Luther Jackson III, 1977  
\*Justin Schechter, 1977  
\*Mark Hyman, 1978  
Gregory Oussani, 1978  
Maria Shao, 1979  
\*Richard Gordon, 1980  
Thomas Robinson, 1980  
\*Rob Dubow, 1981  
\*Cindy Shmerler, 1981  
Michael Bamberger, 1982  
\*Bryan Harris, 1983  
\*Eric Brachfeld, 1984  
\*Ken Rosenthal, 1984  
\*Eric Savitz, 1984  
\*David Zalesne, 1984  
\*Stefan Fatsis, 1985  
\*Orli Low, 1985  
\*Lee Schalop, 1985  
\*Christopher Downey, 1987  
Jeffrey Goldberg, 1987  
Robin Fields, 1989  
Amy Gardner, 1990  
Margot Kahn Rosenbaum, 1990  
\*Noam Harel, 1992  
Margaret Kane Schoen, 1993  
Dan Shepelavy, 1993  
Roxanne Patel Shepelavy, 1993  
\*Kenneth Baer, 1994  
Justin Foa, 1994  
\*Gabriele Marcotti, 1995  
Dennis Berman, 1996  
\*Michael Mugmon, 1999  
\*Lindsay Faber Chiat, 2000  
\*Chetan Mehta, 2000  
\*Ian Rosenblum, 2000  
\*Binyamin Appelbaum, 2001  
\*Rick Haggerty, 2001  
Eric Dash, 2002  
\*Andrew Margolies, 2002  
\*Jonathan Margulies, 2002  
\*Michael Vondriska, 2002  
Tristan Schweiger, 2003  
\*Theodore Schweitz, 2003  
Marla Dunn, 2004

Blake Stuchin, 2004  
\*Olivia Doherty, 2005  
Saul Safdieh, 2005  
\*Alex Bellos, 2006  
\*Matthew Jones, 2006  
Jeff Shafer, 2006  
Rachel Friedman, 2007  
\*Josh Hirsch, 2007  
\*Jason Schwartz, 2007  
\*Parisa Bastani Howard, 2008  
\*Nathan Johnson, 2008  
\*Rebecca Kaplan Levy, 2010  
Juliette Mullin, 2010  
Raya Jalabi, 2011  
Peter Lui, 2011  
\*Reid Simon, 2012  
\*Emily Kuo, 2013  
\*Jennifer Sun, 2014

## Friend of the DP

Gifts up to \$99

George Curchin, 1950  
\*Clifford Leventhal, 1951  
Jack Melnick, 1951  
\*Edward Greaney, 1953  
Fred Walters, 1953  
Robert Cohen, 1954  
John Smith Sr., 1955  
\*Stanley Strauss, 1955  
\*Alan Ackerman, 1956  
\*Mike (Myron) Libien, 1956  
Howard Berlin, 1957  
\*George Satterthwaite II, 1957  
\*Daniel Kristol, 1958  
Roger Blumencranz, 1959  
\*Samuel Danziger, 1959  
\*Stephen Heyman, 1959  
Avrom Doft, 1960  
\*Robert Frost, 1960  
Murrel Leo Kohn, 1960  
\*Richard Siegel, 1960  
\*Edward Farman, 1961  
\*Richard Sussman, 1961  
Michael Zuckerman, 1961  
\*Stephen Foster, 1962  
\*Melvin Goldstein, 1962  
Gilbert Harrison, 1962  
\*Mark Jaffe, 1962  
\*Robert Pons, 1962  
\*Julien Yoseloff, 1962  
Leon Butler, 1963  
Stephen Hurwitz, 1963  
\*Benjamin Natelson, 1963  
Michael Sand, 1963  
Michael Bobroff, 1964  
Barry Fain, 1964  
\*Eda Hochgelerent, 1964  
\*Daniel Kamin, 1964  
\*Richard Levine, 1964  
Milton Strom, 1964  
I. Mark Cohen, 1965  
\*Allen Frazer, 1965  
Susie Nagler Perloff, 1965  
\*Lance Laver, 1966  
\*Howard Levine, 1966  
\*James Lowe, 1967  
David Sachsman, 1967  
Carol Shlifer Clapp, 1968  
Thomas Knox, 1968  
\*Michael Neiditch, 1968  
Lionel Schooler, 1968  
\*Phil Arkow, 1969  
\*William Burchill Jr., 1969  
\*Sue Lin Chong, 1969  
\*Ellen Coin, 1969  
\*Neal Gosman, 1969  
Norman Roos, 1969  
Berl Schwartz, 1969  
\*Eric Turkington, 1969  
Daniel Wolf, 1969  
\*Robert Savett, 1970  
\*Jack Gohn, 1971  
\*Clarence Greene Jr, 1971  
\*Arnold Holland, 1971  
\*David Kaye, 1971  
\*Brian Madden, 1971  
\*Joan Marjorie Roller, 1971  
\*Mark Schlesinger, 1971  
Linda Rosenkranz Silverstein, 1971  
Barbara Slopak Sofer, 1971  
\*Judith Teller, 1971  
\*Matthew Bogin, 1972  
\*Sara Kleppinger Fornaciari, 1972  
Stephen Levene, 1972  
\*Jeffrey Rothbard, 1972  
Robert Wemischner, 1972  
\*Eric Wolf, 1972  
\*Robert Broderick, 1973  
T. Andrew Candor, 1973  
\*Arnold Eisen, 1973  
\*Anita Sama, 1973  
\*Jim Schaffer, 1973  
\*Philip Shimkin, 1973  
\*Dean Surkin, 1973  
Patrick Gallagher, 1974

**Friend of the DP**  
**Gifts up to \$99**  
**(Continued)**

Marilyn Murphy Jerry, 1974  
 \*Edward Silverman, 1974  
 \*James Kahn, 1975  
 \*Ted Metzger, 1975  
 \*Scott Sheldon, 1975  
 \*Michael Silver, 1975  
 \*Larry Field, 1976  
 \*Chris Jennewein, 1976  
 Michael Leibowitz, 1976  
 Robert Merold, 1976  
 \*Eileen O'Brien, 1976  
 \*Steve Stecklow, 1976  
 \*Alicia Scott Tether, 1976  
 \*Joseph Tissue, 1976  
 \*Edward Wiest, 1976  
 \*Jonathan Zimman, 1976  
 \*David Martin, 1977  
 \*Bob Paul, 1977  
 \*Suzanne Rose, 1977  
 \*Martin Siegel, 1977  
 \*Teri Gross Cohen, 1978  
 \*Loren Feldman, 1978  
 Michael Gessel, 1978  
 \*Eliot Kaplan, 1978  
 \*Rhonda Orin, 1978  
 \*Gordon Schonfeld, 1978  
 \*Ellen Ginsburg Van der Horst, 1978  
 \*Ray Van der Horst, 1978  
 \*Rebecca Weinstein, 1978  
 \*Philip Wiest, 1978  
 Bill Altman, 1979  
 Frank Ballmann, 1979  
 \*Barri Bernstein, 1979  
 Shelley Deutch, 1979  
 \*John Eisenberg, 1979  
 \*Nancy Golding, 1979  
 \*Melody Kimmel, 1979  
 \*Michael Lexton, 1979  
 \*Dave Lieber, 1979  
 \*Ira Wallace, 1979  
 Arthur Buckler, 1980  
 Rob Dunham, 1980  
 Todd Goldberg, 1980  
 \*Eric Jacobs, 1980  
 Steven Ludwig, 1980  
 \*Bill Stahl, 1980  
 \*David Elfin, 1981  
 David Goldstein, 1981  
 Leslie Posnock, 1981  
 \*Bruce Rosenblum, 1981  
 Daren Whitney Stevenson, 1981  
 Richard Stevenson, 1981  
 \*A. William Caporizzo, 1982  
 Michael Eisenberg, 1982  
 \*Lisa Green, 1982  
 \*David Henkoff, 1982  
 Martin Kimel, 1982  
 \*Toni Lee, 1982  
 \*Iva Pearlstein, 1982  
 \*Susan Schuval-Gold, 1982  
 Francesca Chapman, 1983  
 Howard Gensler, 1983  
 Marla Rossman Milgram, 1983  
 William Rome, 1983

Philip Rothschild, 1983  
 \*Robert Shepard, 1983  
 Rande Anmuth Simpson, 1983  
 Donald Watnick, 1983  
 Zena Sharf Alman, 1984  
 \*Peter Canellos, 1984  
 \*Liz deBeer, 1984  
 \*David Dormont, 1984  
 Lisa Goldberg Drozd, 1984  
 Philip Gelman, 1984  
 Don Halpern, 1984  
 Nina Liu, 1984  
 \*Debby Friss Scheinholtz, 1984  
 Julia Smith, 1984  
 \*Michael Weiner, 1984  
 Lisa Block Cohen, 1985  
 Michael Cohn, 1985  
 \*Sabrina Eaton, 1985  
 \*Kevin Kelly, 1985  
 Martin Lessner, 1985  
 Robert Rifkin, 1985  
 Andrew Schut, 1985  
 James Bodine, 1986  
 \*Jean Sherman Chatzky, 1986  
 \*Ellen Flax, 1986  
 Steve Goldwyn, 1986  
 \*Michael Grundei, 1986  
 \*Mary Ellen Huesken, 1986  
 \*Stefanie Krasnow Kaufman, 1986  
 Robin Kerner, 1986  
 \*Will Martyn, 1986  
 \*Joel Spenadel, 1986  
 Laura Ertel, 1987  
 Alison Feldman, 1987  
 \*James Godman, 1987  
 Adam Gordon, 1987  
 \*Rick Resnick, 1987  
 \*Taub Swartz, 1987  
 Carolyn Wennblom, 1987  
 Dan Bollerman, 1988  
 Thomas Hill, 1988  
 Tricia Obester, 1988  
 \*Lori Wood Weil, 1988  
 \*Jay Begun, 1989  
 Doug Kremer, 1989  
 Kenneth Scheer, 1989  
 \*Daniel Scher, 1989  
 Alan Axelrod, 1990  
 Adam Cohen, 1990  
 \*Barry Dubrow, 1990  
 \*Jennifer Gwartz, 1990  
 Deborah Abrams Kaplan, 1990  
 David Kekst, 1990  
 \*Bret Parker, 1990  
 \*Beth Reinhard, 1990  
 Alan Schwarz, 1990  
 \*Jay Seliber, 1990  
 \*Cheryl Family, 1991  
 Samuel Perlman, 1991  
 Lin Shearer, 1991  
 \*Glen Dickson, 1992  
 \*Michael Gavisier, 1992  
 \*Helen Jung Green, 1992  
 \*Daniel Schwartz, 1992  
 Joshua Starr, 1992  
 Kimberly Duyck Woolf, 1992  
 \*David Black, 1993  
 \*Christine Lutton Foster, 1993

\*Joshua Gordon, 1993  
 Helen Gym, 1993  
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 \*Diana Tapper, 1993  
 Drew Zoller, 1993  
 \*Daniel Ages, 1994  
 \*Kurt Apen, 1994  
 Scott Calvert, 1994  
 \*Stephanie Desmon, 1994  
 \*Jeffrey Hurok, 1994  
 Allison Keech Sanka, 1994  
 \*Brian Toolan, 1994  
 Cara Lockwood Benoit, 1995  
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 Joshua Friedman, 1995  
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 \*Mark Suter, 1995  
 Susan Webner, 1995  
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 \*Jeremy Zweig, 1996  
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 Michael Kopelman, 1997  
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 \*Kevin Lerner, 1999  
 \*Roger Levenson, 1999  
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 \*Ginny Bloom, 2000  
 Michelle Holme, 2000  
 Jeremy Reiss, 2000  
 Randi Rothberg, 2000  
 \*Seth Grossman, 2001  
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 \*Malka Rabinowitz Katzin, 2001  
 \*Catherine Lucey, 2001  
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 \*Edward Sherwin, 2001  
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 \*Rod Kurtz, 2002  
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 \*Matthew Mugmon, 2003  
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 \*Caryn Tamber-Rosenau, 2003

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 \*Julia Elizabeth Cassidy, 2004  
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 \*Joshua Kay, 2010  
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 \*Albert Sun, 2010  
 \*Rachel Baye, 2011  
 \*Michael Gold, 2011  
 \*Naomi Jagoda, 2011  
 \*Kristina Lee, 2011  
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 Brian Kotloff, 2012  
 \*Jared McDonald, 2012  
 Lauren Plotnick, 2012  
 Lalita Clozel, 2013  
 Sarah Gadsden, 2013  
 \*Dan Nensenson, 2013  
 Sandra Rubinchik, 2013  
 Megan Soisson, 2013  
 \*Michael Wisniewski, 2013  
 Gabriela Coya, 2014  
 Ellen Frierson, 2014  
 Leslie Krivo-Kaufman, 2014  
 Isabel Oliveres, 2014  
 \*Julie Xie, 2014  
 Evan Caldwell, 2015  
 Taylor Culliver, 2015  
 Fiona Glisson, 2015  
 \*William Marble, 2015  
 Jill Castellano, 2016  
 \*Luke Chen, 2016  
 Amanda Suarez, 2016  
 Lauren Feiner, 2017  
 Luis Ferré-Sadurní, 2017  
 Carter Coudriet, 2018  
 Dan Spinelli, 2018

# How the DP is changing in order to survive

One-hundred-thirty-five years is a *l-o-n-g* time. As we celebrate The Daily Pennsylvanian's founding in 1885, it's gratifying to note that our little company is older than all but 80 of the companies on the Fortune 500.

Looking back over the past century-and-a-third, we can broadly break the history of the DP into two distinct eras.

For roughly our first century, we were simply an excellent student newspaper, a student activity under the University's umbrella, providing generations of University students with the chance to learn and grow



outside the classroom.

For the next 35 years, dating roughly from when we hired Eric Jacobs '80 as our first (and so far only!) General

Manager and declared our independence from the University, we grew into a student-operated, award-winning media company. Many of us reading this newsletter joined the DP during those years. We were one of Penn's largest student organizations, an

**Chuck Cohen '89 has served on the DP's Board of Directors since its inception six years ago, and has served as the Lead Alumni Director for the past two years. (The four alumni members of the 10-person DP Board are akin to "independent" or "outside" directors on a corporation's Board, and this position is the "lead director." The DP President, a student, chairs the Board.)**

**Cohen is co-Managing Director of Benco Dental, a family-owned nationwide dental supply company based in northeastern Pennsylvania.**

independent financial and business powerhouse that amassed a multi-million-dollar endowment.

Many of us thought those days would never end.

Unfortunately, the DP hasn't been immune to the external forces disrupting the traditional media business world. So a few years ago, when our revenues started to decline and we formed a Board of Directors consisting of both students and alumni, we closed out our second era, and embarked on our third.

While we don't have all the details worked out yet, it's clear that we need to re-invent ourselves in order to survive and prosper. In the short-term, our strategy involves increasing philanthropic support so that fundraising gifts and our endowment fill the gap that advertising revenue — now half of what it was at its peak — no longer can. Over time, our new strategy aims to evolve into a diversified business model with roughly one-third of revenues from the traditional media business, one-third from new ventures (to be determined), and one-

third from fundraising.

The next step in our journey is a fundamental change in our staffing. After nearly four decades as General Manager, Eric will be retiring next year, and we're adding a Director of Development to spearhead our fundraising efforts. Once we've hired these two new professionals, we'll move

forward with new ventures and fundraising.

The DP must change in order to survive. Thankfully, we've got three assets that will help us through what will be a challenging period: our endowment, which will smooth our financial gaps; our mission to drive dialogue and change at the University; and our commitment to creating an environment that enables students to grow and learn.

October's 135th anniversary celebration served as both an end and a beginning. We announced Eric's forthcoming retirement, and unveiled our new strategy. We showcased the power of our alumni network through several amazing panels and presentations. And we hosted a multi-generational party that attracted participants from six different decades.

One thing was clear: we've got an amazing alumni community that's engaged, committed, and ready to support an organization that's meant so much to so many. Our third era is already off to a strong start.

*Chuck Cohen '89 can be reached at [ccohen@benco.com](mailto:ccohen@benco.com)*

## DP News Briefs

### DP wins top award

The DP was honored as one of the top college newspapers in the country when it received the Pacemaker Award from the Associated Collegiate Press. The award was presented at a national college media conference in Washington, DC on November 2.

The Pacemaker is often referred to as "the Pulitzer Prize of college journalism." It is the third consecutive year the DP has received the award, and only the second time the DP has achieved that feat. (The DP won four consecutive Pacemaker awards from 2001-2004.)

The DP was one of 11 publications to win

the award and the only Ivy League university paper to do so. Other winners include The Daily Orange (Syracuse), The Daily Texan and the UCLA Daily Bruin. Nearly 170 publications entered the competition.

Last year's senior sports editor, William Snow '19, also won the national Reporter of the Year award — a first for the DP — for multiple groundbreaking investigations into issues on several Penn sports teams.

### What's old is new...

DP editors made the largest change in the structure of the student Board in many years by shrinking the number of editors and managers on the Board from 42 to 28, while creating a new collection of depart-

ment-specific "internal boards" for 39 entry-level editors. (For example, there is now a single Photo Editor on the DP Board, who is responsible for a Photo Board of editors for news, sports, opinion and 34th Street.)

This new concept turns out to be not so new at all, bringing back a DP structure dormant for five decades. DP Editors from 1960s and earlier had a small governing Board plus one and sometimes multiple "junior boards." A masthead from 1962, for example, lists the DP Board plus five junior boards for editorial, features, sports, photography and business. Proving the Mark Twain adage, "There is no such thing as a new idea. We simply take a lot of old ideas... give them a turn, and they make new and curious combinations."