

ALSO

LOOKING BACK:
The Milestones of 2013

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At a 40-Year Low*

SPRING 2014 | VOL. 16, NO. 1

Trust

The Pew Charitable Trusts



Enduring
*Pew's 65 Years
of Public Service* Values



Bringing People the Real Facts

PRESIDENT ABRAHAM LINCOLN WROTE: “I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts.” J.N. Pew Jr., who founded The Pew Charitable Trusts with his siblings, Mary Ethel Pew, J. Howard Pew, and Mabel Pew Myrin, made a similar remark in 1946 when *Look* magazine invited him to offer advice to President Harry Truman. His response: Tell the truth and trust the people.

That is exactly what The Pew Charitable Trusts has been doing throughout its long and proud history. In this issue of *Trust* magazine, you will learn about that history and how Pew’s work is guided by the values of our founders and an abiding commitment to use the power of knowledge—garnered from disciplined research—to serve the public good.

Much has changed since The Pew Memorial Foundation was created in 1948 and began to support religious, medical, educational, cultural, and social service organizations. The founders understood that they could not anticipate many of the problems that our nation and the world would face in the decades to come. Their goal was to create an institution not just for their time—but for all time. They wanted the Trusts to be entrepreneurial, fact-based, capable of responding to new challenges, and willing to speak truth to power.

Over the past 65 years, Pew has increased its focus on strategic planning and on establishing measurable goals to ensure that we maximize the results of our investments on behalf of society. Today we are a global nongovernmental organization committed to improving public policy, informing the public, and stimulating civic life.

As Pew has grown and evolved, we have been able to expand the range of issues we address, recruit and deploy talent more efficiently, operate our own programs, build stronger and more effective partnerships, and advocate for policies at all levels of government. But while Pew has increased its focus on the impact of our investments and taken on new challenges, we continue to live by the qualities that animated our founders: entrepreneur-

ship, stewardship, and a belief that progress springs from data, science, and facts.

Those values form the basis of the deliberative process that determines which challenges Pew will address—and when. This approach was critical to the success of our work throughout 2013, and this issue of *Trust* highlights some of Pew’s accomplishments during the past year, including promoting programs to help young parents raise healthy children, advising states on how to ensure that their public pensions are solvent, restoring the Benjamin Franklin Museum in Philadelphia, and studying how Americans use technology to receive information and engage in the public square.

In addition to looking back at the milestones of 2013, we look forward to new challenges and opportunities in 2014. We will continue to research the issues facing our hometown of Philadelphia and the financial trends in the largest U.S. cities. We will help policymakers find ways

We continue to live by the qualities that animated our founders: entrepreneurship, stewardship, and a belief that progress springs from data, science, and facts.

to lower health care costs. And we will maintain our strong focus on conserving land and addressing major threats to the world’s oceans.

We will also continue to explore America’s role in international affairs—another issue of great interest to the founders. The Pew Research Center’s quadrennial survey of the United States’ place in the world—now in its sixth edition—shows that 52 percent of Americans currently believe that the nation “should mind its own business” rather than taking the lead on global issues. That is the most isolationist response since Pew began asking the question in 1993.

Pew’s 65-year history illustrates how our goals, expertise, and programs have changed. But our mission to tell the truth and trust the people has never wavered. It is one of the core values that guide our work in serving the public and remaining true to the expectations of our founders.

REBECCA W. RIMEL
President and CEO

The Pew Charitable Trusts

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Fins and Feathers

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.

Briefly NOTED

Cattle and other animals will stop receiving antibiotics to promote growth.



New Restrictions on Antibiotics in Livestock

The U.S. Food and Drug Administration in December announced new guidelines to curb overuse of antibiotics in livestock feeding operations. The policies are designed to stop big agricultural and large drug companies from giving antibiotics to food animals to make them grow faster.

About 70 percent of all antibiotics sold in the United States go to animals such as chickens, pigs, and cattle, but not because they are sick. Instead, the drugs primarily make livestock grow faster in crowded, unsanitary conditions. The practice contributes to the rise of drug-resistant bacteria, or superbugs, which can also infect people, numer-

ous scientific studies have concluded.

The problem has become especially troubling because most of the antibiotics fed to the animals are also used to treat diseases in people. Public health experts warn that the livestock industry's overuse of these essential drugs is making them ineffective in humans.

At least 2 million people in the United States become infected each year with bacteria that resist antibiotics, and about 23,000 die annually as a result of these infections, reports the U.S. Centers for Disease Control and

Prevention. Two common foodborne bacteria alone are responsible for about 410,000 illnesses.

The FDA's restrictions could reduce the rise of new superbugs. One new policy calls the administration of medically important antibiotics to promote animal growth "injudicious" and directs drugmakers to remove this use from the list of approved reasons for medicating food animals. Although the policy is voluntary, two of the largest animal-drug makers have said they will comply, and FDA expects the remaining manufacturers to follow suit.

Drug companies also are expected to end over-the-counter sales of animal feed that contains the drugs. Although people need a doctor's prescription to take the drugs, anyone could buy antibiotics for animals over the counter until now. The FDA guidance also means that animal use will require direct, professional oversight. Farmers will still be able to give antibiotics to sick animals and to control the spread of documented diseases.

FDA first considered taking similar steps more than three decades ago but backed down under industry pressure. The agency finally acted in response to mounting concerns from doctors, patients, consumers, and public health advocates, including The Pew Charitable Trusts.

"There is more work to do, but this is a promising start," says Laura Rogers, who directs Pew's efforts on the issue.

FDA still should address use of antibiotics for so-called preventive purposes in the absence of disease, advocates say. "It is inappropriate to routinely feed antibiotics to healthy animals just because they live in overcrowded conditions that are conducive to the spread of disease," says Gail Hansen, a doctor of veterinary medicine at Pew who works on the issue.

—PENELOPE PURDY

For more information, go to saveantibiotics.org.

New Tracking of Medical Devices

Medical device failures can lead to serious and even deadly consequences, especially when physicians and public health officials lack information on how, where, and when those devices are used to treat patients. New rules finalized in September by the U.S. Food and Drug Administration will help fill that void by creating a uniform national identification system for medical devices that will allow for quick recall of flawed products.

Until now these devices—such as artificial joints and pacemakers—have lacked standardized bar codes or any other universal identification system. FDA will now require manufacturers to affix a unique identifier to each medical device, or to its packaging, that corresponds to its make and model.

This is an important reform: In 2012 alone, nearly 50 recalls of high-risk medical devices occurred in the United States.



Artificial joints will have identifiers allowing quick recall of flawed devices.

Pew worked with FDA staff during the rule-making process to provide expert analysis and advice and helped engage an array of stakeholders—including physicians, hospitals, and health insurance providers—in a broader effort urging FDA and senior officials in the Obama administration to move forward with the rules.

"Unlike breakfast cereal or auto parts with scannable bar codes, medical devices were one of the few products on the market in our country that lacked a national identification system until now," says Dr. Josh Rising, director of Pew's medical device initiative. "Next, it will be critical to ensure that manufacturers comply with the rules and that clinicians, hospitals, and health plans incorporate these codes into patients' health records and insurance claims."

—BURT EDWARDS

For more information, go to pewtrusts.org/medical-devices.

Treasury Secretary Lew Describes Gains in Financial Reforms

In a broad policy address at Pew's Washington office, Treasury Secretary Jacob J. Lew described the protections that were put in place for the nation's banking and financial system in response to the events that led to the Great Recession and outlined what remains to be done.

At the December event, Secretary Lew told an audience of financial experts and journalists that the new safeguards amounted to "the most comprehensive overhaul of our financial system since the Great Depression" and brought the nation's regulatory framework into the 21st century.

He said the Dodd-Frank Wall Street Reform and Consumer Protection Act, signed into law in 2010, ended the no-



Treasury Secretary Lew outlined financial safeguards for the nation.

tion that some institutions were “too big to fail.” He added: “Tough rules are now in place to make sure banks have the capital to absorb their own losses; monitoring through stress test is underway; and resolution authorities and plans are in place. There is a growing recognition of these changes, and market analysts are now factoring them into their assumptions.

“Put simply, the reforms we are putting in place raise the cost for a bank to be large, requiring firms to internalize their risks and, together with resolution authority and living wills, make clear that shareholders, creditors, and executives—not taxpayers—will be responsible if a large financial institution fails.”

Secretary Lew was introduced by Pew senior adviser Sheila Bair, a former chair of the Federal Deposit Insurance Corp. Since leaving government service, Bair has headed the Systemic Risk Council, a nonpartisan group formed in 2012 by Pew and the CFA Institute. The council has urged the full implementation of Dodd-Frank legislation to identify risks that threaten markets and

the nation’s financial stability.

While highlighting successes in financial reform, Secretary Lew said it is essential that rules continue to be modernized, that regulators have the necessary resources to be effective, that other countries develop strong standards to contend with international financial risks, and that there is vigilance about new threats.

“This is not a budget-driven choice, and we must provide regulators with sufficient resources to make the financial regulatory system work and protect working families from financial harm,” he said. “How could any of us say to someone who lost their job, home, or retirement security because of lax oversight that a safe financial system was a luxury we could not afford? We saw what that wrought in 2008—and it cost Americans trillions of dollars and untold human misery.”

—DANIEL LEDUC

To watch Secretary Lew’s address, go to pewtrusts.org/secretarylew.

Unauthorized Immigration May Be on the Rise

A steep drop in the number of unauthorized immigrants in the United States that accompanied the Great Recession of 2007-09 has ended, and immigration may be ris-

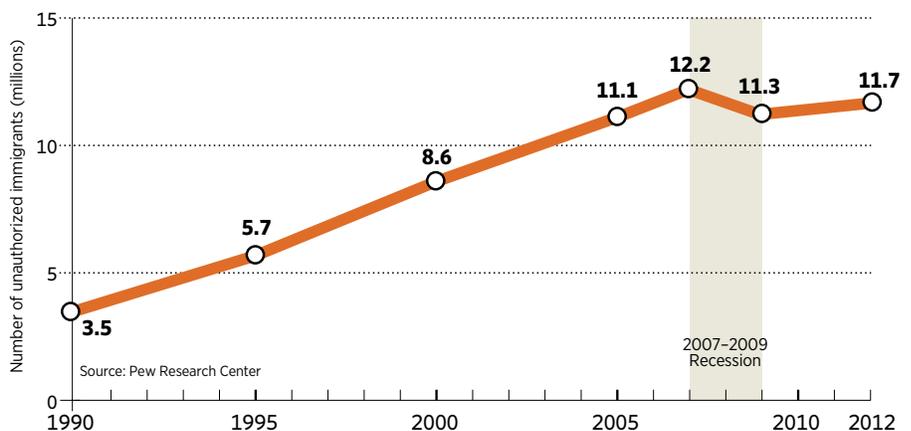
ing again, a widely noted Pew Research Center study has found.

The analysis, published in September, estimates that 11.7 million unauthorized immigrants were living in the country in March 2012. Their numbers peaked at 12.2 million in 2007 and fell to 11.3 million in 2009, ending an upward trend that had lasted for decades.

The new analysis comes as lawmakers in Washington consider immigration legislation that may include a route to legal status for millions of unauthorized immigrants. “The figures from the nonpartisan Pew Center are regarded by many demographers as the most reliable estimates of the number of people who might be eligible for those programs,” *The New York Times* noted in its report on the study.

The study also examined six states where most of the country’s unauthorized immigrants live: California, Florida, Illinois, New Jersey, New York, and Texas. Of these, only Texas had increases but no decreases in its unauthorized immigrant population from 2007 to 2011. In the other five states as well as the rest of the country, the number of unauthorized immigrants peaked in 2007, followed by declines in the next year or two.

The Pew researchers used new data from the U.S. Census Bureau’s American Community Survey for 2005 to 2011, replacing the March Current Population Survey for those years. The American



Community Survey is much larger, with a lower margin of error. The new analysis shows even more precisely the strong growth in unauthorized immigrants, from 3.5 million in 1990 to 12.2 million in 2007. —DANIEL LEDUC

For more information, go to <http://www.pewhispanic.org>

Salmonella Cases Show Shortcomings in Federal Standards

Two salmonella outbreaks linked to the nation's sixth-largest chicken producer resulted in more than 500 people being sickened, although federal health authorities estimate that, because of underreporting of these infections, as many as 15,000 cases actually may have occurred.

The Pew Charitable Trusts reviewed the events and in December issued a report that cited numerous shortcomings in federal regulations, including ineffective and incomplete limits on salmonella contamination, known as performance standards, and inadequate testing requirements for production facilities. Pew recommended stronger performance standards based on public health outcomes, more testing, and better communication with consumers. Also in December, a Pew-supported study in *Consumer Reports*, which tested 300 chicken breasts purchased in 26 states, determined that 97 percent of the chicken had potentially harmful bacteria, including antibiotic-resistant strains. The report recommended that consumers handle chicken carefully and purchase birds that were not given antibiotics.

In early December, the Agriculture



The report recommended aggressive steps to target salmonella in chickens.

The first outbreak began in June 2012 and lasted until April 2013, and the second began before the first was over, in March 2013. The Agriculture Department's Food Safety and Inspection Service, or FSIS, issued a public health alert for the second outbreak but not the first, and in the second, it did not ask the chicken producer, Foster Farms, to recall the chickens or stop shipping poultry to market while it was investigating the plants linked to the outbreak.

Department announced a plan to reduce salmonella contamination.

Sandra Eskin, who directs Pew's food safety project, says the department was moving in the right direction, "but at too slow a pace. They are taking baby steps when we need giant ones to aggressively target salmonella."

—CAROL HUTCHINSON

Read the report, "Weaknesses in FSIS's Salmonella Regulation: How Two Recent Outbreaks Illustrate a Failure to Protect Public Health," at pewhealth.org/salmonella-regulation.

Credit Card Reforms Save Consumers Billions Annually

Four years after Congress passed legislation forcing banks to lower credit card fees, a major study has determined that the law is saving consumers \$20.8 billion a year. The study, released in October, looked at the Credit Card Accountability Responsibility and Disclosure Act, known as the CARD Act, and found that it sharply reduced the costs of credit cards, especially for customers with poor credit.

The Pew Charitable Trusts played a critical role in passage of the law, developing research and advocating for reforms. "Pew helped shine a light on a genuine hazard in everyday life, and the marketplace is a little bit safer for its efforts," *The Philadelphia Inquirer* wrote in a review of the institution's role in the legislation. (See *Trust*, Fall 2010.)

The researchers told *The New York Times* that when they undertook the study, they did not expect to find that that the law had yielded many benefits. They proved themselves wrong, however. "We find that regulatory limits on credit card fees reduced overall borrowing costs to consumers," the study says. "We find no evidence of an offsetting increase in interest charges or a reduction in access to credit. Taken together, we estimate that the CARD Act fee reductions have saved U.S. consumers \$20.8 billion per year."

In short, the law forced banks to reduce fees, and they were unable to make up the difference with higher interest rates without consumers noticing and switching to lenders with lower costs.

The study, "Regulating Consumer Financial Products: Evidence From Credit Cards," appeared in the Web journal *Social Science Research Network*.

—PENELOPE PURDY

For more information, go to pewstates.org/consumer-financial-security.



The founders (clockwise from upper left): J. Howard Pew, Mary Ethel Pew, J.N. Pew Jr., and Mabel Pew Myrin

The Pew Charitable Trusts is an independent and nonpartisan global research and policy organization that for 65 years has been guided by its founders' optimism, entrepreneurial spirit, and dedication to public service.

ENDURING VALUES

R

emembering our past is critical to understanding who we are today. This is true of people, and it is also true of organizations. That is why The Pew Charitable Trusts takes pride in operating by the same enduring values that guided its founders when they established The Pew Memorial Foundation in 1948. Those values begin with a commitment to truth and public service and also include nonpartisanship and an entrepreneurial spirit. But while the principles of The Pew Charitable Trusts remain the same, much has changed in the 65 years since J. Howard Pew, Mary Ethel Pew, J.N. Pew Jr., and Mabel Pew Myrin—the children of J.N. Pew Sr., founder of Sun Oil, and Mary Anderson Pew—created the Trusts.

To honor their parents, the founders formed The Pew Memorial Foundation in 1948, and capitalized it with 880,000 shares of Sun Oil stock, valued at approximately \$50 million. The board met for the first time that spring and confirmed its commitment to four general areas of giving: science, charity, religion, and education. The board was also determined to keep its philanthropy anonymous—a policy rooted in the founders’ religious upbringing.

Most of the early grants were based on the founders’ familiarity with local needs and touched nearly every aspect of civic life in Philadelphia and the surrounding areas. The first grant was for \$30,000 to the American Red Cross—adjusted for inflation, a similar gift today would be nearly \$300,000—and the early giving also included a pioneering project to assist historically black colleges.

From 1948 to 1956, The Pew Memorial Foundation made gifts totaling \$12.5 million, and as time progressed, the founders realized that they needed a staff capable of administering the grants. So in 1957 they created The Pew Memorial Trust, a new vehicle for exercising their commitment to serving the public and fulfilling their belief that to whom much is given much is expected.

Over the next two decades, the founders established six more trusts. These seven constitute what is today The Pew Charitable Trusts. J. Howard Pew, Mary Ethel Pew, J.N. Pew Jr., and Mabel Pew Myrin each stayed active in the leadership of the institution throughout their lives.

In 1967, the founders permitted the first public mention

of a gift on a bronze plaque in the lobby of the Lou Henry Hoover Building at Stanford University. And by 1970—less than a quarter-century after choosing to honor their parents through philanthropy—the founders had turned The Pew Charitable Trusts into one of this nation’s most important grant-making organizations.

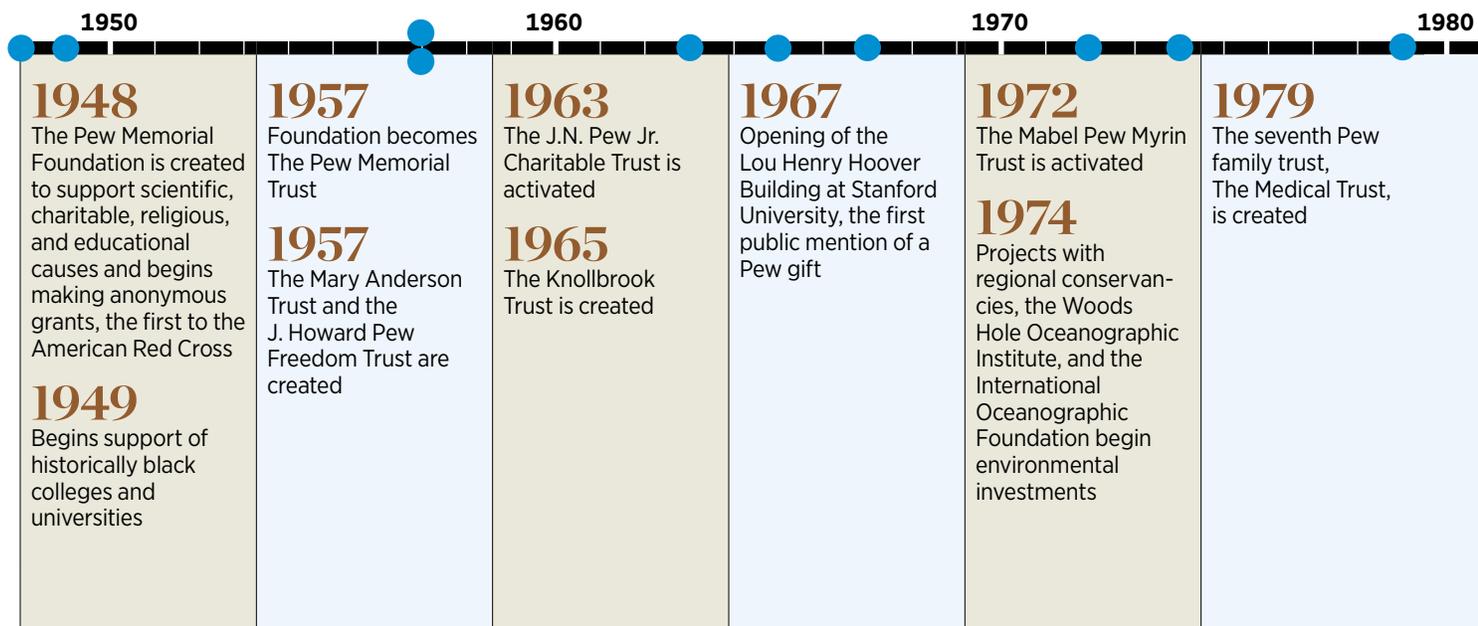
During the 1970s, the movement to protect the world’s natural resources and understand its ecosystems grew, and the Trusts in 1974 began funding projects at regional nature conservancies, the Woods Hole Oceanographic Institution, and the International Oceanographic Foundation. These moves were an important step in Pew’s evolution to becoming one of the world’s leading conservation organizations.

At the end of the decade, on June 24, 1979, the last surviving founder, Mary Ethel Pew, died at age 95. She was survived by her nephew J.N. Pew III, who had joined his father, uncle, and aunts on the original board of directors in 1948 and devoted a lifetime of service to the institution that bears his family’s name.

Through his intimate knowledge of the founders’ vision for the Trusts, he was instrumental in reinforcing their values until his death in 2011. He would often note that the founders wisely designed the institution to have flexibility to address new issues and that they would expect Pew’s leadership to exercise sound judgment in anticipating these challenges. “They gave us the stewardship responsibility to lead this institution as the needs of society change,” he would tell his fellow board members, “so let’s exercise it wisely.”

When the 1970s ended, the Trusts was a very different institution than it had been at the start of the decade. In

The History of The Pew Charitable Trusts



1979 alone, Pew gave \$51 million in grants, nearly as much as it gave throughout the 1960s.

Although the values of the founders were intended to pass from one era to the next, the leadership and organizational structure of the Trusts—and the issues to be faced—were not. In 1979 the board sought to reinvent The Pew Charitable Trusts so that it could address the needs of an increasingly complex and interconnected world. It decided that the organization must become more proactive and strategic in its philanthropy.

The Trusts began to focus on the education of health professionals, health policy research (including new assessment tools), and basic biomedical science. This would lead, in 1983, to creation of the Pew Scholars Program in the Biomedical Sciences, which encourages informed risk-taking by supporting the research of outstanding early-career scientists with multiyear grants.

By 1988, The Pew Charitable Trusts was the nation's second-largest private foundation as measured by giving.

In the closing decade of the 20th century, Pew's board met to answer this question: What would make us most proud five years from now? As a result, they decided to work on a few key issues and invest in projects that would produce consequential outcomes, foster new ideas and tap unconventional voices, and achieve measurable results. This new direction also meant focusing on challenges in which the facts were clear and pointed to a solution, and where Pew would add unique value with long-lasting impact.

Writing in *Town and Country* magazine in 1991, philan-

thropy expert Waldemar A. Nielsen declared that the Trusts “made a fundamental transformation in [its] character and usefulness...to the public's benefit.”

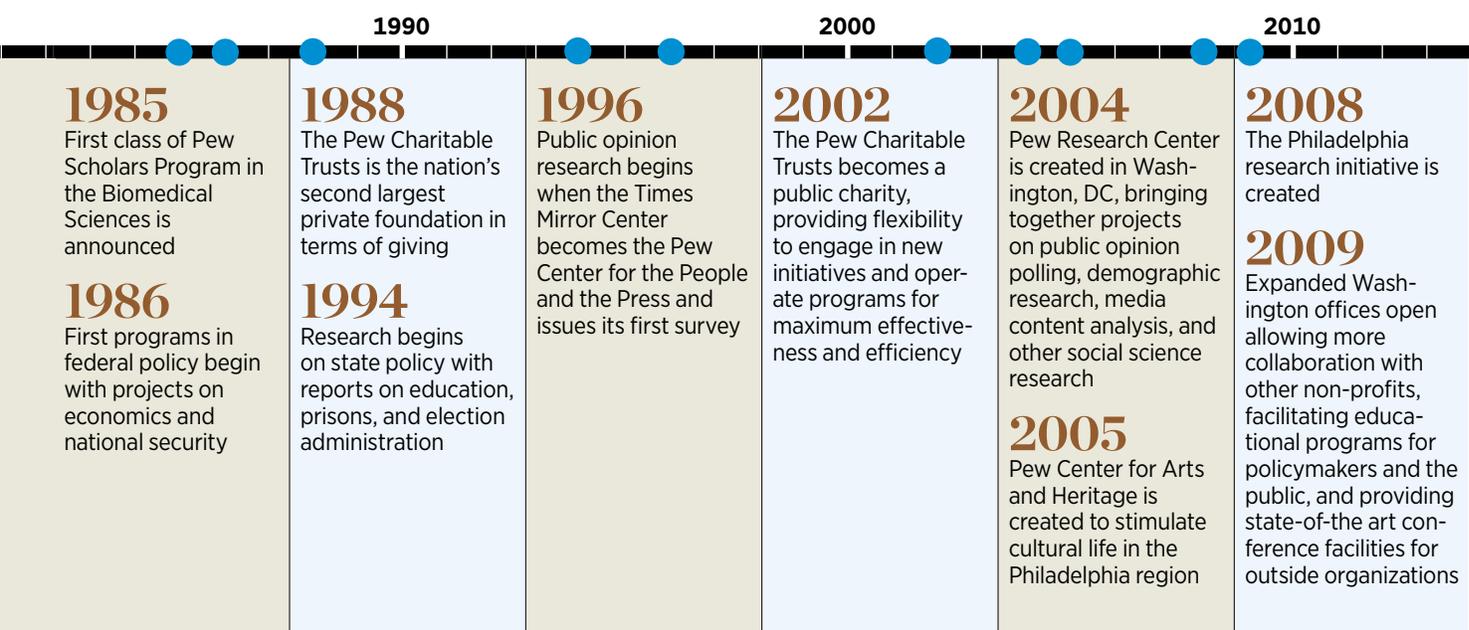
This evolution, from conventional philanthropy to results-oriented research and advocacy, is illustrated in Pew's wilderness protection activities. In a traditional approach, a grant would

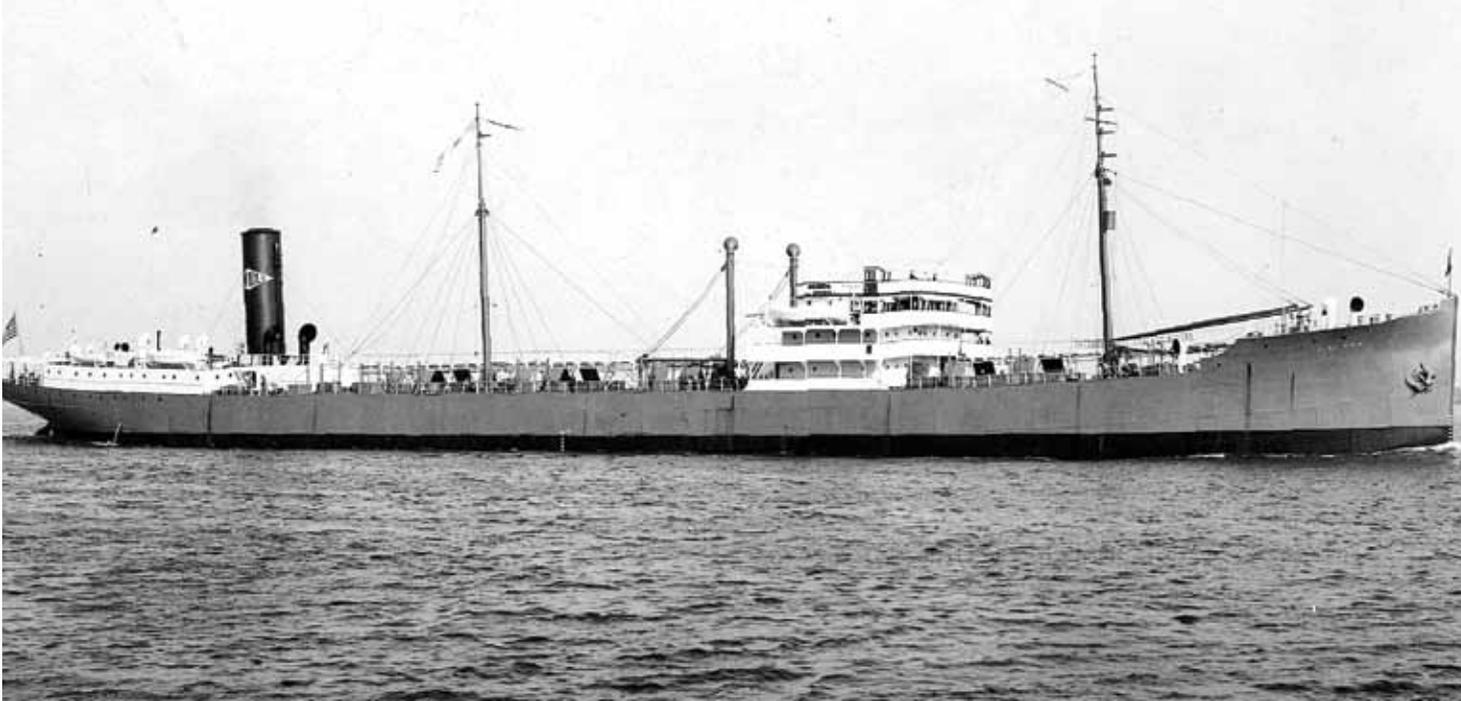
The Trusts was created from the founders' commitment to public service and to fulfill their belief that to whom much is given much is expected.

be given to protect, through purchase or restrictions on use, a specific forest. But the Trusts and its partners in 1992 created a different model, developing regional and national coalitions with some 500 conservation organizations. These coalitions pooled resources and worked together to protect old-growth forests in large regions of the United States and Canada. By 2013, nearly 800 million acres of land had been protected.

During the 1990s, the Trusts helped to create other organizations that could accomplish the cultural, civic, research, and policy goals that the board wanted to advance. These institutions, centers, and commissions were independent of, but closely associated with, Pew and staffed by experts in their fields.

These included the National Environmental Trust, which organized national public education campaigns about attempts to dismantle protections of endangered species, weaken drinking water standards, and eliminate regulations aimed at curbing pollution. And in 1998, a grant to the University of Richmond established the Pew Center on the States. It became a platform for research and technical





assistance for state policymakers which the institution had launched four years earlier as the federal government shifted new responsibilities to governors and state legislatures.

Other projects created during this period worked to expand early childhood education, examine the new role of the Internet in society, and research religion's role in public life. In keeping with the founders' belief that an informed people was essential to democracy, the Trusts also established a journalism project to encourage reporting that inspired citizens to become involved in civic life, and began funding the Center for the People and the Press, one of the nation's most respected polling operations.

As the 21st century dawned, Pew's board decided to explore a larger vision for the organization—one that would allow the Trusts to develop new tools and ways of operating, take advantage of economies of scale, raise substantial outside funding, and increase return on investment. After a thorough evaluation, the board determined that becoming a public charity would allow Pew to manage programs more effectively, recruit and redeploy talent, build consistency across projects, provide fact-based research in support of policies and legislation, and do an even better job of fulfilling its public service mission.

In 2002, The Pew Charitable Trusts became a public charity, and by the mid-2000s, its efforts—both in the United States and internationally—underwent a major expansion.

Pew's public opinion polling was growing and new projects included demographic research, media content

analysis, and other empirical social science research. The work was brought together under the umbrella of the Pew Research Center in 2004.

Projects to expand prekindergarten programs, make voting easier, improve dental care, and help states select programs that provide the best possible return on investment incorporated and built on work started by the Pew Center on the States. The National Environmental Trust and the Campaign for America's Wilderness were brought into the Trusts, providing continuity in the environmental work as well as policy and advocacy expertise. As Pew's policy

The founders designed the Trusts to have the flexibility and foresight to address the issues that matter most to the American public.

agenda grew, so did its need for a stronger presence in the nation's capital. After opening a small office in Washington in 2003, the Trusts moved to a larger space in 2009 to allow for more collaboration with other nonprofit organizations and facilitate educational programs for policymakers.

Pew's national policy agenda grew to include efforts to improve the safety of food, drugs, and medical devices; make meals and snacks served in schools healthier; address the challenge of antibiotic resistance; foster a robust dialogue on economic mobility; and provide consumers with better information about financial products.

The return on this investment became clear with successes in national legislation. In 2009, Congress passed the Credit Card Accountability Responsibility and Disclosure



Service to the Nation

The Pews' dedication to their nation included shipping oil during World War II. But it came at a high cost. In 1942, 33 seamen were killed when the S.S. J.N. Pew was torpedoed. In dedicating their memorial, J.N. Pew Jr. said of these patriots: "They were determined to serve their country."

Act—a comprehensive reform of U.S. law designed to protect consumers from unfair or deceptive practices. The act incorporated evidence-based research and findings from a Pew study that evaluated general-purpose credit cards offered online. A National Bureau of Economic Research study estimated that by September 2013, the act had saved consumers more than \$20 billion annually, with little or no reduction in access to credit.

Also in 2009, the Trusts began working on legislation known as the FDA Food Safety Modernization Act, with the goal of helping to end years of federal inaction on the safety of the food supply. Pew—using its research skills, advocacy tools, and proven ability to bring people together—played a significant role in helping to draft this landmark legislation. After the law's passage in January 2011, Pew became a leading advocate for strong rules to implement the statute, including regulations to ensure that imported foods are held to the same high standards as American food products.

Pew's work in the states expanded as well. With prison populations growing without a commensurate reduction in crime or recidivism, the Trusts began helping states to advance research-based, nonpartisan strategies to protect the public, hold offenders accountable, and control costs. In 2007, Texas—after working closely with Pew—significantly reduced the number of prisons it was building and increased investment in probation, substance-abuse treatment, and other alternatives, saving the state an estimated \$2 billion. By the close of 2013, the Trusts had worked with 27 states on this issue, helping them save \$9 billion in corrections costs and reinvest a portion of those savings in programs proved to reduce reoffending.

The 2000s also saw Pew continue its effort to encour-

age conservation of the Earth's natural resources. By 2010, the institution was credited with saving tens of millions of acres of pristine landscapes in the United States that are critical to preserving clean water, safeguarding fish and wildlife habitat, providing opportunities for outdoor recreation, and serving as a buffer against the impacts of climate change. On the other side of the world, the Trusts extended its wilderness protection agenda to include nearly 1 billion acres of the Australian outback, home to a large array of spectacular plant and animal species.

Protecting the world's oceans and marine life from overfishing through science-based advocacy continued to be a major piece of the Trusts' portfolio. In 2003, the Pew Oceans Commission, chaired by Leon Panetta, the former California congressman and White House chief of staff who later headed the Department of Defense, gave new urgency to ocean protection, spurred creation of the nation's first ocean policy to emphasize conservation, and helped win bipartisan support in Congress for limits on fishing based on science. Between 2000 and 2013, these changes helped to restore 33 fish species in the Atlantic and Pacific oceans to healthy levels, put the United States on track to end overfishing in its ocean waters, and gave the country one of the most advanced marine resource management systems in the world.

Protecting our shared environment; helping state and local governments achieve long-term financial stability; supporting cutting edge basic and applied research; keeping the American Dream alive and American democracy healthy; and improving civic life are all challenges that The Pew Charitable Trusts is likely to address in the coming decades. And there will be many others that cannot be anticipated or even imagined today. J. Howard Pew II, a longtime board member and son of J.N. Pew III, made this point in 2004, not long after the institution became a public charity, when he said: "Our founders had the wisdom to design an institution that would have the flexibility and foresight to address issues that matter most to the American public. Their forward thinking is one of our greatest assets, because most of the problems we face today as a nation did not even exist 50 years ago." ■

Looking Back: The Milestones of 2013

With evidence-based, nonpartisan analysis, Pew endeavors to solve some of society's most difficult challenges. The successes over the past year helped protect public health, steward the environment, enhance civic life, and strengthen democracy.



Stopping Counterfeit and Unsafe Drugs

Those who depend on medicines to prevent illness and treat disease deserve to know their prescription drugs are safe and effective. But contaminated medicine and breaches in the U.S. drug supply have led to disastrous results: More than 60 deaths were associated with a fungal meningitis outbreak caused by tainted drugs from a Massachusetts compounding pharmacy. Pew—working with the pharmaceutical industry and consumer organizations—supported passage of the bipartisan Drug Quality and Security Act. The law creates a “track and trace” system to keep the U.S. drug supply chain safe and to prevent counterfeit or stolen drugs from reaching doctors and patients. The act also gives the U.S. Food and Drug Administration authority to regulate pharmaceutical compounding so there is much less chance that what happened to families in Massachusetts will happen anywhere else.

PHOTOGRAPH BY JAMES KEGLEY FOR THE PEW CHARITABLE TRUSTS

There Is No Place Like Home

Children thrive in safe, healthy, and nurturing homes. But young parents—especially in vulnerable communities—often lack the skills needed to help their children succeed. Fortunately, there is a proven solution. Research shows that home visits by trained professionals to expectant and new families produce healthier births, more children ready to learn when they start school, and more self-sufficient families. That's why Pew promotes cost-effective investments in these high-quality, home-based programs. In 2013, Arkansas, Kentucky, New Mexico, Texas, and Vermont—following recommendations by Pew—made their home visiting systems more effective and accountable. New Mexico and Texas also increased funding for home visits, and Connecticut passed a bill strengthening its home visiting program as part of a larger effort to help children with mental health needs.



The Benjamin Franklin Museum Restored

Ben Franklin belongs to the ages. But the museum in Philadelphia that bears his name—originally built for the bicentennial in 1976—was frozen in an era of rotary dial phones, outdated exhibits, and poor lighting. That changed when Pew and its partners—both public and private—embarked on a three-year effort to reimagine and restore the Benjamin Franklin Museum. Starting in 2013, visitors from around the world are again discovering the Founding Father whose life journey included being a diplomat, inventor, writer, and signer of the Declaration of Independence. But now museum-goers are able to visit a beautifully designed building that is well-lit with a welcoming staircase, modern glass, computer animation, and interactive exhibits.

Saving the World's Fish

Nearly half the fish stocks in the Atlantic Ocean and 80 percent of the species in the Mediterranean Sea have been overfished. This threatens the environment and the future of commercial fishing. The European Union took a giant step toward ending overfishing by agreeing that most fish species under its control be sustainably fished by 2015 and that all stocks be sustainably fished by 2020. Pew led a coalition of environmental organizations called OCEAN2012 to work for the agreement, which also ends the wasteful practice of fishermen discarding unwanted catch at sea. This marks the first overhaul of the EU's Common Fisheries Policy in more than a decade.

Rescuing the Ocean's Top Predators

Sharks are essential predators and help maintain healthy marine ecosystems. But humans kill an estimated 100 million sharks every year, often for their fins, which are considered a delicacy in many Asian countries. Two years of work by Pew helped persuade the required two-thirds of governments belonging to the Convention on International Trade in Endangered Species of Wild Fauna and Flora, known as CITES, to protect hammerhead, porbeagle, and oceanic whitetip sharks, as well as two manta ray species. The vote will potentially save these important animals from total collapse. Pew also worked with the governments of the Pacific islands of Pohnpei and Yap, part of the Federated States of Micronesia, to establish shark sanctuaries in their waters, significant steps toward reaching Pew's goal to establish a regionwide shark sanctuary covering 2.5 million square miles (6.5 million square kilometers).



More Progress Protecting Canada's Boreal Forest

The Canadian boreal forest—stretching from Newfoundland and Labrador in the east to the Yukon in the west—includes the largest swath of intact forests and wetlands on Earth. The boreal, with its abundant wildlife and fresh water, plays a major role in protecting the global ecosystem by capturing and storing twice as much carbon as tropical forests. But development pressures threaten the boreal. Last year, Pew and

Ducks Unlimited—working with Canadian partners and aboriginal communities—helped conserve 25 million acres of boreal forest, including portions of the Yukon's spectacular Peel Watershed. That means that by the close of 2013, approximately 700 million acres of boreal forest had been protected, had received pledges for future protection, or had been given conservation standards that limit development.



Landmark Survey of Jewish Americans

What does it mean to be Jewish in America today? The Pew Research Center, in a landmark survey reflecting its commitment to in-depth research on religion, answered that question with depth and clarity. The report found that American Jews overwhelmingly say they are proud to be Jewish, but it also suggested that a growing number no longer actively practice their faith. The survey was widely discussed in the Jewish community. Leaders from Jewish federations across the United States and Canada discussed the analysis at their General Assembly held in Jerusalem. And in his speech to the assembly, Israeli Prime Minister Benjamin Netanyahu referred to the survey's findings.

Keeping State Pension Plans Solvent

-paying for public employee pensions is one of the biggest challenges many states face. It's important for retirees that promises made to them are kept, and it's important for taxpayers that these expenses do not overwhelm the cost of government. There is no one-size-fits-all solution. But there are ways forward. Pew provided technical assistance to Kentucky, enabling the Legislature to pass a bipartisan package of bills reforming the retirement system, including a new pension plan for anyone hired after Jan. 1, 2014. The legislation also raises \$100 million annually to close Kentucky's unfunded pension liability and requires that future cost-of-living adjustments be paid for before they are given.

PHOTOGRAPHS BY DAVID NUNUK (TOP) AND JARED SOARES/WASHINGTON POST (LEFT)



Measuring How Technology Is Changing Our Lives

It's easy to look around and see people staring at their smartphones. But it's harder to accurately measure how the information revolution is transforming our lives. The Pew Research Center's surveys add precision to the picture and have found that for the first time the majority of Americans owned some kind of smartphone in 2013. These mobile devices are playing a central role in how people access online services and information and for many, especially younger adults and low income Americans, the devices are often the primary way they access the Internet. As policymakers contend with the implications of these changes, they frequently turn to Pew research—it was cited last year in the Federal Election Commission's proposed changes to rules on technological modernization and in the Federal Trade Commission's mobile privacy disclosure guidelines.

Saving the Rio Grande Gorge

To the many adjectives used to describe the Rio Grande Gorge—majestic, breathtaking, extraordinary, stunning—one more can now be added: protected. For five years, Pew worked hard to engage New Mexico's congressional delegation and local officials, build bipartisan community and business support, and educate the public about the need to protect the Rio Grande Gorge. The effort paid off when President Barack Obama designated 240,000 acres in northern New Mexico as the Rio Grande del Norte National Monument. The monument includes the 150-foot-wide river that runs 200 feet below the rim of the gorge. This landscape is rich in history and culture, a critical migratory route for ospreys and herons, and a nesting area for eagles, hawks, and falcons.



PHOTOGRAPH BY ROBERT WICK / BLM

Moving Forward: The Challenges of 2014

While society's problems are ever-evolving, The Pew Charitable Trusts' dedication to service remains unflinching. Pew applies a rigorous, analytical approach to improve public policy, inform the public, and stimulate civic life.

The Pew Charitable Trusts was created in 1948 as the United States was coming out of the war years and American optimism was soaring. Over the next 65 years, the nation weathered the inevitable highs and lows that come with the passage of time: Growth and recession, social stability and upheaval, medical cures and new public health concerns, technological advances that disrupt old ways of doing business, immigration and demographic change.

As the decades progressed, Pew

it is now beginning its second decade as a nongovernmental organization with a commitment to its hometown of Philadelphia, activities in 22 states, and an increased international presence

strict adherence to nonpartisanship. The emphasis on fact-based research is the basic building block of all that Pew does.

Pew's Philadelphia research initiative analyzes important issues facing the city, including the performance of its government, the well-being of its residents, the state of its economy, and the evolution of its demographics. Already this year, Pew's surveys



sought to meet the challenges of the times, harnessing the power of knowledge through rigorous research, nurturing an entrepreneurial spirit, and offering quiet yet dedicated public service. This approach reflected—and still reflects—the founders' principles and forms the bedrock for the institution's work. But because the challenges facing society are ever-changing, Pew's methods also have evolved. Once a traditional foundation,

on environmental issues of global importance. Pew's robust policy portfolio for 2014 focuses on the environment; the performance of city, state, and federal government; and the health and financial security of American families.

As always, the institution—often working with partners—bases its agenda on solid research, a focus on attainable results, uniting diverse interests around shared goals, and a

have provided insights into the city's growing millennial population and its middle class, mindful that understanding the views and concerns of these groups is vital for a city contemplating its future. Later in the year, it will examine the operations of the city's community college and issue its annual state of the city report. In an era when traditional journalism organizations face dwindling resources, the initiative

PHOTOGRAPHS BY: J. FUSCO/GPTMC (PHILADELPHIA); ISTOCK (DOCTOR AND PATIENT), MATTHEW SKROCH/ THE PEW CHARITABLE TRUSTS (MOUNTAINS), DEBBI SMIRNOFF/ISTOCK (FOOD TRAY), CHRIS DAVIES/GLOBAL OCEAN LEGACY (ISLAND)

fills a void—and provides a depth of knowledge that has been embraced by civic leaders and policymakers.

“For an increasingly vibrant city that still faces huge problems, the nonpartisan, truth-telling role of the Philadelphia research initiative is now more essential than ever,” says Michael Dahl, who directs Pew’s Philadelphia programs.

Recognizing that cities are essential to the nation’s prosperity and the quality of life of many residents, Pew also is studying the biggest city in each of the 30 largest urban areas in the country, home to more than 1 in 10 Americans. The project identifies trends in finance and other governance issues and provides policymakers with examples of evidence-based best practices. The work expands upon the institution’s research in state policy. Pew has long worked in state capitals, helping officials make government more responsive to residents and more efficient and effective. Long-term

include an examination of how the nation can address rising health care costs. The effort begins with a study of the ways spending at the state level drives these expenses and how the cost of specialty drugs presents challenges at the federal level. “The expense of health care has emerged as a critical issue over the past generation,” says Executive Vice President Susan K. Urahn, who directs Pew’s state policy and health care portfolio. “We want to help policymakers find ways to lower costs while improving the quality of care for the American people.”

Pew’s strength in bringing data to bear on policy questions also sustains the institution’s work to protect the environment in the United States and around the globe. The new challenges facing the planet since the founders created Pew 65 years ago are evident in the statistics describing the world’s oceans. By one estimate, 90 percent of

at work in Panama to establish permanent protections for the 40 species of sharks there, most of them threatened or near threatened with extinction. And later this year, more than 170 Pacific nations will begin enforcing trade protections, adopted in 2013 with Pew’s urging, that aim to save several types of sharks also facing extinction.

Working with partners, Pew is advocating for several new large marine reserves to be created during 2014. (See Page 26.) These reserves are sprawling—at least 75,000 square miles (almost 200,000 square kilometers)—and would not allow fishing or extractive activities.

“Given the projected expansion of the human footprint into some of the most remote places in the sea, many of the areas that today are relatively undisturbed will not be that way 15 or 20 years from now,” says Executive Vice President Joshua S. Reichert, who oversees Pew’s



work continues on encouraging fiscally sound policies to make states’ economic development strategies more effective and accountable, implementing corrections reforms that increase public safety and hold offenders accountable at less expense to taxpayers, and helping states find ways to meet the unfunded pension promises to public employees, which total in the hundreds of billions of dollars.

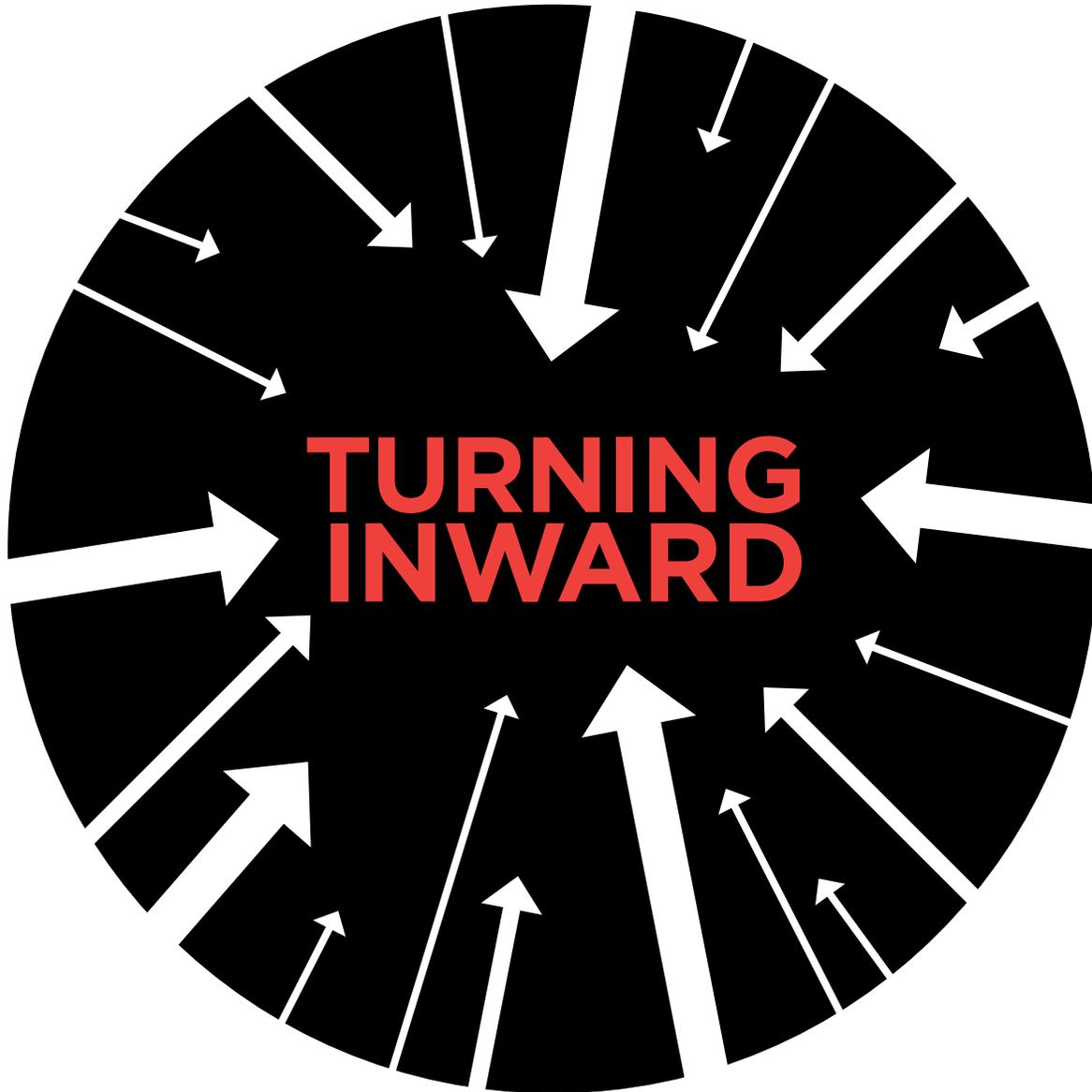
In 2014, this work will expand to

the sea’s large predatory fish have been depleted since the 1950s, and acidification is changing the chemistry of marine waters. Sharks are being killed at the rate of nearly 100 million per year in commercial fisheries.

Responding to these concerns, Pew has become an international leader in the drive to create large marine reserves around the world and enact shark conservation measures. The organization is

environmental projects. “It is critical we act quickly.” The institution’s goals for 2014 reflect a commitment to responding to the challenges of our times. Focused on achievable results and guided by a devotion to facts and nonpartisan analysis, Pew is optimistic that its hometown, the nation, and the world at large will see successes this year—and it remains dedicated to continuing its service in the years to come. ■

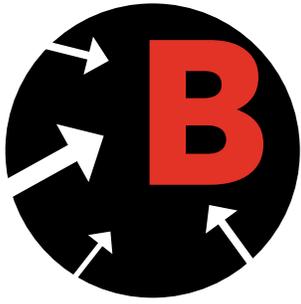




THE PEW RESEARCH CENTER'S QUADRENNIAL SURVEY ON "AMERICA'S PLACE IN THE WORLD" FINDS AMERICANS MORE FOCUSED ON DOMESTIC ISSUES WITH VIEWS OF U.S. GLOBAL POWER AT A 40-YEAR LOW.

BY LEE HOCKSTADER

ILLUSTRATION BY HEADS OF STATE



etween George Washington's admonition to avoid alliances with foreign powers and John F. Kennedy's pledge to support any friend and oppose any foe in liberty's defense, Americans have been torn over their role and obligations in the world, practically from our nation's birth. The isolationist impulse, never long dormant, has coexisted uneasily, and sometimes unhappily, with the muscular ambitions and restless idealism of a continental power whose interests and reach are formidable.

After a decade of foreign wars that has sapped the nation's prestige and confidence, Americans are now in many ways more ambivalent than ever. Even as they want the nation to remain strong, well-armed, and engaged in trade and economic relations overseas, their appetite for an assertive geopolitical role is drastically diminished. Likewise, their faith in the country's ability to project power has plummeted. Even as Americans worry about the threat posed by terrorist attacks, Islamic extremists, the spread of weapons of mass destruction, and cyberwarfare, an unprecedented proportion of the public wants the United States to turn its gaze to domestic problems—quite literally, to mind its own business.

An America of two minds: That is the portrait painted by "America's Place in the World 2013," the sixth edition of the Pew Research Center's quadrennial survey of public attitudes on foreign affairs. First conducted in 1993, the survey, undertaken in partnership with the Council on Foreign Relations, is among the most exhaustive studies of its kind.

The results of the survey of 2,003 adults from the general public and 1,838 CFR members, conducted in October and November, are evolutionary in some respects; in others they are stunning.

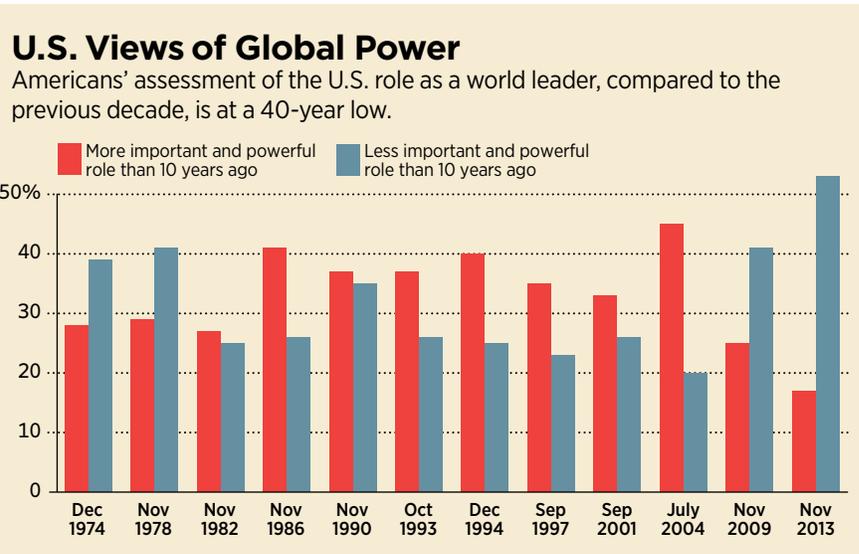
Since shortly after the attacks of Sept. 11, 2001, when an immediate consensus emerged that the United States had no choice but to respond, the numbers of Americans saying the country should "mind its own business internationally" has climbed steadily, impelled by the discouraging wars in Iraq and Afghanistan. The full toll of those wars, and of the public's disillusionment with the projection of American power, is evident in this poll: Fifty-two percent say the United States "should mind its

own business and let other countries get along the best they can on their own," while 38 percent disagree.

That is the most lopsidedly isolationist response since the Pew survey began asking the question in 1993, and before it, Gallup in 1964. In the 1960s, Americans were overwhelmingly convinced that the Cold War represented an existential contest with the Soviet Union, so just a fifth of the public was in a mood to turn its back on geopolitical affairs. Today, however, more than half of Americans are wary of foreign entanglements—even in the face of turmoil in the Arab world, hostility from an increasingly aggressive Russia, the rising economic and military might of China, and threats from Iran, North Korea, and non-state antagonists elsewhere. Eighty-two percent of respondents say it is more important for President Barack Obama to focus on domestic policy; just 8 percent say foreign policy is more important. That is a striking shift from the months after the Sept. 11 attacks, when barely half said domestic policy should be the priority for President George W. Bush, and a third said foreign policy.

Andrew Kohut, founding director of the Pew Research Center, conceived the survey 20 years ago as a two-pronged study of public and expert opinion. By design, it has been conducted in the first year of each presidential term to provide a benchmark of views about America's international role and standing. In the past several surveys, expert opinion has been gleaned by polling members of the Council on Foreign Relations, whose bipartisan membership represents a broad cross-section of foreign policy elites. The survey has attracted notice in the media at home and overseas, particularly in Western Europe and, more recently, China.

"Two things make the Pew poll different," says Kohut. "First, we do it on a regular basis. Second, we do it with a great deal of thoroughness. There's a lot of charting of trends



Lee Hockstader, a longtime foreign correspondent for *The Washington Post*, now serves on the paper's editorial board.



Richard Haass, left, and Alan Murray presented the report at an event in Washington.

so we can see how the American public's attitudes toward the larger world have changed or not changed.”

In this most recent survey, Kohut says, he is struck by the levels of public support for disengaging with the world—levels matched only in the immediate aftermaths of the Vietnam War and the Cold War. “Americans today want to be the sole superpower in a military way so that our strength represents a deterrent, not an opportunity for engagement,” he says.



CFR members prefer that America assume a far more forward-leaning and muscular international posture. While half the general public believes that the United States does too much problem-solving internationally, just a fifth of CFR members think so. Only 17 percent of the public says America does too little to solve the world's problems, compared with 41 percent of CFR members. More than 80 percent of the public says protecting the jobs of American workers should be a top priority of U.S. foreign policy; less than a third of CFR members accorded that goal the same importance.

If most Americans are suffering from intervention fatigue and are reluctant to flex their muscles abroad, the policy implications are significant—and not just in terms of discouraging U.S. leadership and participation in current and future wars. Less than 25 percent of the poll's respondents cite promoting democracy and improving living standards abroad as central policy priorities for the United States. Just a third say defending human rights in other countries should be a top U.S. goal. And more than two years after the Arab Spring, almost two-thirds of Americans feel that stability in that region is more important than the establishment of democratic governments. Only 37 percent believe that combating climate change should be among the nation's foremost concerns.

Taken together, the respondents' views, shaped partly by frustration with inconclusive wars that divided the American public, amount to

turn inward. But at the same time, they appear disinclined to scale back its military might or settle for diminished standing among nations. The age-old ambivalence in Americans' views of their own power in the world is undiminished—a quandary for President Obama and whoever succeeds him.

Fifty-six percent of those questioned thought the United States should retain its status as the world's sole military superpower, though most were also content to have Washington work in concert with its allies and with the United Nations. Fifty-one percent of the public (and roughly the same portion of CFR members) said President Obama was not tough enough on foreign policy and national security, a jump from 38 percent who thought so in 2009. Just 28 percent thought that military spending should be reduced.

In the view of Carroll Doherty, director of political research at the Pew Research Center, Americans still want and expect Washington to lead internationally, even as they express support for pulling back from intervention abroad. “As is often the case, public opinion can be conflicted at times and contradictory,” Doherty says. “The public is saying that in a perfect world, the United States needs to be the sole superpower. But in effect they're questioning the price of that.”

The strongest support for continued American international engagement is in the area of trade and economic relations, although respondents in the poll are much more eager for foreign companies to invest in the United States (62 percent say it would help the economy) than for U.S. companies to invest overseas (just 23 percent say it would help, apparently fearing that American jobs would be exported overseas). By a margin of more than 2 to 1, Americans across the political spectrum say they support deepening U.S. involvement in the global economy. And by more than 4 to 1, they think increasing trade and business ties with other countries is a good thing for the United States. Those numbers dipped dur-

“an unprecedented desire to disengage from the world,” says Alan Murray, president of the Pew Research Center.

The paradox is that even though most Americans see U.S. power and prestige on the wane—and the number of those who do has risen steadily since President Obama took office—they aren't happy about it, or even resigned to it. Fifty-three percent say the country is less important and powerful than it was a decade ago, a 40-year high for such a negative view of America's relative power. A large majority would prefer that the country

ing the economic downturn, especially in 2008—possibly indicating a protection-

For more information and to read the full report, go to pewresearch.org/politics

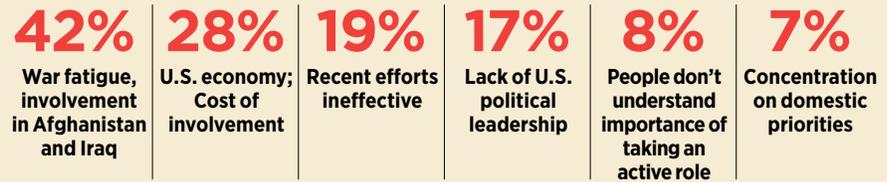
ist reflex in the face of widespread anxiety and hardship—but they have rebounded strongly.

“Usually after prolonged recession and a period of high unemployment, you’d see a surge of protectionism,” says Richard Haass, president of the Council on Foreign Relations. “But you don’t see that here.”

By contrast, public opinion remains deeply divided over the value of immigration and immigrants, a split reflected in what remains an acrimonious debate in Congress about overhauling the nation’s immigration system. Americans are almost evenly split over whether the economy would be helped or hurt if more immigrants entered the country to fill high-skilled jobs. By a margin of 5 to 4, they say the economy would suffer with the arrival of more low-skilled immigrants. Still, about half believe that immigrants generally strengthen the country with their drive and talents. As in Congress, public opinion toward illegal immigration breaks sharply along partisan lines: Three-fifths of Republicans believe that reducing illegal immigration should be a top foreign policy goal; less than two-fifths of Democrats agree.

Why Americans Are Turning Inward

Council on Foreign Relations members cited the following reasons why they believe Americans are less supportive of an active role in the world:



For President Obama, the Pew survey contains little good news. A large majority of Americans and CFR members believe the United States has played a less powerful role as a world leader on his watch than it did 10 years ago and that it has lost respect internationally. Although Republicans are much harsher in their assessment of the president than Democrats, the overall percentage of Americans who say they believe the country has lost respect—70 percent—is roughly equal to that in 2008, President Bush’s final year in office.

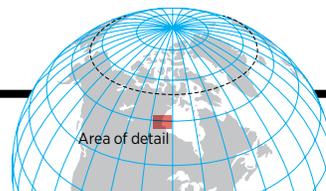
President Obama’s job ratings on foreign policy are negative on issues such as Russia, Iran, Afghanistan, China, Syria, climate change, and international trade. And most Americans are not persuaded by his effort to realign U.S. interests with a “pivot” to Asia. Fifty percent think Europe is more important, but just 35 percent believe Asia is. (CFR members rate his performance on foreign policy similarly. Forty-four percent say he has done a worse job than they expected; just 16 percent say he has done better than they expected.)

The one area of foreign policy on which the public gives the president good, though not especially high, marks is also the one that Americans regard as the most critical challenge: the threat of terrorism. Specifically, half the poll’s respondents say the United States has been made safer by the use of military

drones, which President Obama has deployed more frequently than President Bush did and to lethal effect, particularly against Islamist militants in Pakistan. Still, less than a third say they think terrorists are less able to strike the country than at the time of the Sept. 11 attacks. And 3 in 5 respondents believe the war in Afghanistan, where President Obama fulfilled a campaign promise by “surging” U.S. troops (before drawing them down), has either made little difference in protecting the nation from terrorist attack or has made it less safe.

Nor are most Americans convinced that the government’s telephone and Internet surveillance programs have enhanced national security. Amid Edward Snowden’s revelations about electronic spying by the National Security Agency—which most respondents say has hurt the public interest—about 2 in 5 of those surveyed say the programs have made Americans safer; a slight majority say the programs have made no difference or actually detracted from security. If Americans are generally satisfied with President Obama’s performance on fighting terrorism, this belief may stem less from their confidence in his policies than from their relief that foreign terrorists have not managed to carry out a major attack here. (The Boston Marathon bombing was the work of brothers who had grown up in the United States, though they were apparently influenced by militants overseas.)

As Pew’s Alan Murray says, “It’s not an ‘everything is terrible’ poll.” Although some respondents cited China and Iran as serious problems or adversaries, no one country seems to inspire deep fears among Americans; 16 percent cite each of those countries as representing “the greatest danger to the United States.” (And CFR members say they expect both of those countries to become more democratic over the next decade.) Nine percent of respondents say the gravest threat faced by the United States is itself—it ranks third behind China and Iran as a peril, another of the poll’s indications that whatever their anxieties about world events, Americans have shifted their gaze inward. Until their attention is seized by some jarring or violent event, or the emergence of a clear new threat from overseas, Americans are likely to worry mainly about the homefront for the foreseeable future. ■



HUDSON BAY, MANITOBA, CANADA

Belugas and Beyond

BY SCOTT HIGHLEYMAN

ONE WAY TO THINK ABOUT HUDSON Bay—the world’s largest northern inland sea—is as one giant estuarine system. Massive estuaries such as the Seal River drain huge upland areas, mixing fresh water and nutrients into the ocean through a delta of wetlands and marsh. No one knows why beluga whales return here every year, something our research is trying to discern. But it’s easier to understand why so many other species rely on this productive region.

Traveling by boat from one beluga survey line to another, we saw a mother polar bear and her cub swimming offshore while others on our team observed eight polar bears circling a beluga carcass on shore. On their way back to the lodge, the team passed another male bear swimming in the ocean—11 polar bear sightings in one day.

An observer for the Manitoba Breeding Bird Atlas working with us saw 5,000 black scoters in the water

and estimated another 4,000 were in the air. The black scoter, an Arctic sea duck, flies here from as far away as the eastern U.S. seaboard. No one really knows where all the black scoters nest. Ducks Unlimited is working with the government of Manitoba and the U.S. Fish and Wildlife Service on aerial surveys in the Seal River region to estimate their numbers.

Humans have relied on the abundance of this estuary for thousands of years. One of our boat pilots, Johnny Mamgark, is from Arviat, Nunavut, an Inuit community 120 miles north of the Seal River that depends on caribou, geese, and beluga as mainstays of its diet. Local wisdom, as well as numerous government studies, confirm that maintaining this subsistence diet is key to reducing diabetes, heart disease, and other ailments related to processed food that have swept through communities in Nunavut.

On the last day of our week-long beluga research last July, our two boats



For more information, go to pewenvironment.org and search for "Dispatch."

stopped in the Arctic twilight at Hubbard Point between the Seal River and Arviat. We saw three more polar bears, one so full from feasting on a beluga carcass that it barely stirred when it saw us. On shore, Johnny showed us stone fox traps, food caches, graves, and rock foundations from summer dwellings used by his ancestors.

But the Arctic is as much about the future as the past. Mamgark and his people still use this region, camping amid the lichen-covered stones placed by his forebears. Today, his community and the residents of Churchill, Manitoba, are building a modern economy. Churchill has become a hub for ecotourism as visitors flock to see beluga whales and polar bears. The town also has a deep-water port, and residents hope to capitalize on increased shipping made possible by the melting of Arctic ice.

The belugas, bears, birds, and people here need the Seal River and neighboring estuaries to continue to produce natural wealth from the mixing of land, water, and sunlight. Our beluga study is one small part of understanding and protecting this habitat so that its abundant biological life, and the people who depend on these natural resources, can thrive. ■

Scott Highleyman is director of Pew’s international Arctic project.

Polar bears were plentiful during the team’s week-long research journey on beluga whales.



Recession Over, but Cities Still Struggle

Pew looks at 30 biggest cities to find ways to help policymakers cope with the Great Recession's lingering fiscal effects.

BY TOM FERRICK JR.

THE FISCAL IMPACT OF THE GREAT RECESSION did not hit America's big cities first, but it certainly hit them hard.

While economists say the downturn officially ended in June 2009, don't tell that to the mayors of the nation's 30 largest cities. In many, the full fiscal effects of the recession were not felt until 2010 and linger today because revenue has yet to rebound to prerecession levels.

Those effects are detailed in a report by Pew's American cities project, which looks in-depth at the fiscal well-being of the country's large cities. As one expert on municipal finance puts it, the report is a "look under the hood" into the often complicated world of big-city finances. And it grimly determines that "by 2011 many cities still faced challenges, the consequence of declining revenue, reduced spending, shrunken reserves, and rising pension and health care costs."

"America's Big Cities in Volatile Times" was issued in November and is the first in a series that will focus on the center city in each of the nation's 30 largest metropolitan areas, which collectively are home to 34 million people—more than 1 in 10 Americans.

The project will help fill a gap in our understanding of urban issues. While there is a lot of research about issues

within a particular metropolitan area—Pew itself operates the Philadelphia research initiative to do just that in its hometown—the American cities project is a step forward because it was created to offer comparative data and highlight effective policy approaches. On the surface, it would seem there is little in common between, say, Sacramento and Cleveland, but cities share many traits, especially when it comes to governance and public finances.

"Anything that provides greater transparency into finances and drivers of revenues is valued in the marketplace," says Lisa Washburn, a local government financial analyst with Municipal Market Advisers. "From that perspective, the report is valuable, especially since cities

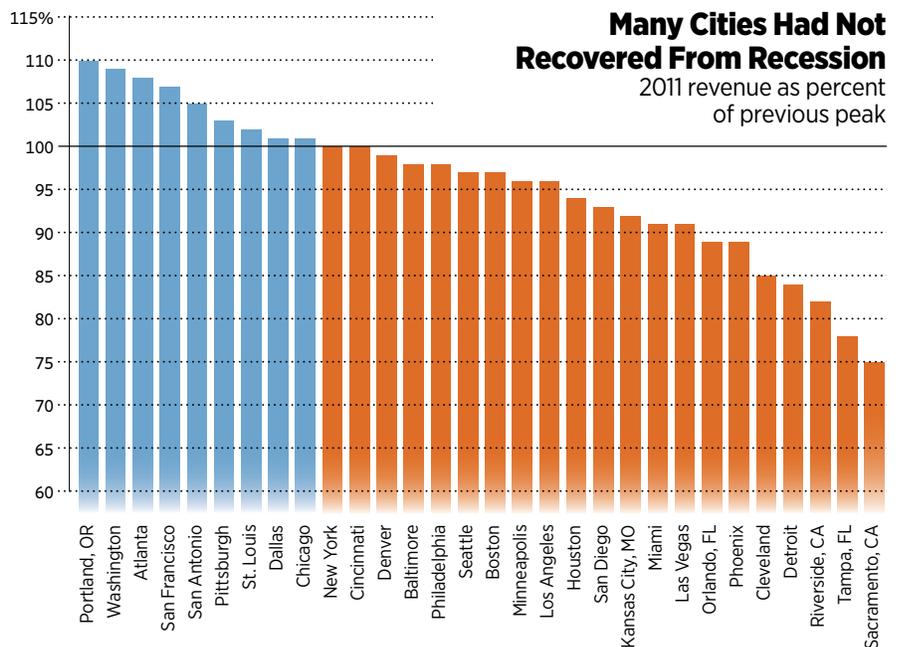
generally are more difficult to compare."

For Washburn and others, the report provides insight into the reliance of cities on aid from other government entities, particularly state and federal governments. It also shows what they had in common when it came to handling difficult times.

"We saw that despite the variation among them, they seemed to handle the financial downturn in much the same way," says Pew's Kil Huh, who oversaw the research team that produced the report. "They dipped into their reserves. Some raised taxes. When push came to shove, they reduced their labor force, whether through furloughs, layoffs, or job freezes."

No one would confuse Pittsburgh with San Antonio, but all big cities share a reliance on intergovernmental aid—money that comes from statehouses and the federal government. As the Pew researchers discovered, intergovernmental aid was the leading factor in 14 cities' revenue declines and rebounds.

Most cities also are heavily reliant on property taxes as a major source of revenue. While the housing bubble



Tom Ferrick Jr. covered urban affairs for *The Philadelphia Inquirer* and is the interim director and editor of AxisPhilly, a nonprofit news organization that covers the city.



Houston was among the cities studied in the report where revenue in 2011 had not returned to prerecession levels.

was a main cause of the recession, the effect of declining real estate prices was not felt immediately because the assessed values of those properties did not immediately change. Only in 2010, when the lower assessments came into effect, did property tax revenue sag, sometimes steeply, just as the federal stimulus money began to taper off.

Nor could cities readily tap other sources of revenue. The residents of big cities like to think of themselves as citizens of sovereign states, but the reality is quite different. As Huh notes: “They don’t have much control over their own tax structures.” Most cities cannot decide on their own to, say, impose a local income or sales tax. That power rests in their state capitols.

Pew’s project team drilled deeply into the fiscal affairs of the cities, providing additional detail and facts. For instance, while it is known that cities rely heavily on property taxes, the study measured the extent and depth of that dependence. “We found the empirical evidence behind the trends many were

observing,” says Huh.

When confronted with the economic downturn, most city governments did what you would expect them to do: empty their rainy day funds, raise taxes and fees, trim services and payroll. But what is surprising, says Huh, is that once knocked

The report provides insight into the reliance of cities on aid from other government entities, particularly state and federal government.

down by the recession, cities found it hard to get up. The research found that as of 2011 revenue had yet to rebound to prerecession levels in most cities.

What’s more, as the report notes: “When any city returns to its previous peak, it is only back to where it started before the recession. The city could still be short of what is needed to simply maintain public services if, generally, population and costs have grown.”

The continuing, detailed study of

these urban areas is the mission of the American cities project. Huh says the goal is not only to produce comparative reports, but also to find “evidence-based best practices across cities.”

For instance, “America’s Big Cities” clearly shows the value of building up financial reserves in normal times to cushion the blow in hard times. The report finds that 29 of the 30 cities had reserve funds that they often tapped before resorting to spending cuts.

“We knew cities had rainy day funds on hand,” Huh says. “We didn’t know the extent of reserve levels and how common the practice was.”

Over time, these studies will result in the discovery of best practices, creating a resource for urban policymakers.

“The way I would describe our research is we look to see what works and then we try to rigorously examine it,” Huh says. “If we feel it can be implemented and make a difference, we highlight the policies or practices for decision-makers.” ■

 For more information, go to pewstates.org/cities.

Creating the Great Parks of the Sea

The Global Ocean Legacy partnership seeks to establish the world's first generation of large marine reserves.

BY DANIEL LEDUC

WHEN YELLOWSTONE National Park was established in 1872, it not only ensured protection for one of the West's most spectacular landscapes, it was the beginning of a new way of thinking about protecting the environment: Yellowstone was the world's first national park and in the nearly century and a half since it was created, leaders in more than 100 countries have followed suit, establishing more than 1,800 land-based parks around the globe.

More recently this approach has been applied to the oceans, accompanying a growing recognition of their essential role in sustaining life on the planet. Six years ago The Pew Charitable Trusts took the concept of parks and with a small group of partners launched Global Ocean Legacy, a project to promote the creation of the

world's first generation of permanently protected large marine reserves, each an area of at least 75,000 square miles, or 200,000 square kilometers, where industrial fishing and other extractive activities are prohibited. The goal is to establish 15 of these parks by 2022.

The need for marine reserves is crucial. In the past half-century, some species of sharks and other large predatory fish have declined by 90 percent. The U.N. Food and Agriculture Organization says that 88 percent of the world's fish stocks are fully exploited or overexploited. One out of every 5 fish taken from the ocean is caught illegally or is unreported or unregulated. And acidification, caused by rising levels of carbon dioxide, is changing the chem-

istry of the oceans.

It was these threats, coupled with the urgency to act while there were still places of rich ecological importance and diversity to preserve, that motivated the creation of the Global Ocean Legacy partnership. The founding partners, which in addition to Pew included the Oak Foundation, the Robertson Foundation, and the Sandler Foundation, knew that they would have greater leverage and opportunity to accomplish their goals by combining their resources and sharing expertise. Since 2006, the partnership has grown to include Bloomberg Philanthropies, the Lyda Hill Foundation, The Tiffany & Co. Foundation, and the Waitt Foundation.

Designed from the start as a collaboration, Global Ocean Legacy holds regular meetings of the partners who provide broad oversight. While the actual work in each marine site is staffed by Pew, "the structure allows partners to weigh in on issues of strategic direction and to oversee the project's progress on a regular basis," says Anisa Kamadoli Costa, chairman and president of The Tiffany & Co. Foundation. "Other organizations may

GLOBAL OCEAN LEGACY SUCCESS STORIES

1 Papahānaumokuākea Marine National Monument, 2006

Its waters are home to more than 7,000 marine species and some of the healthiest coral in the world.

2 Marianas Trench Marine National Monument, 2009

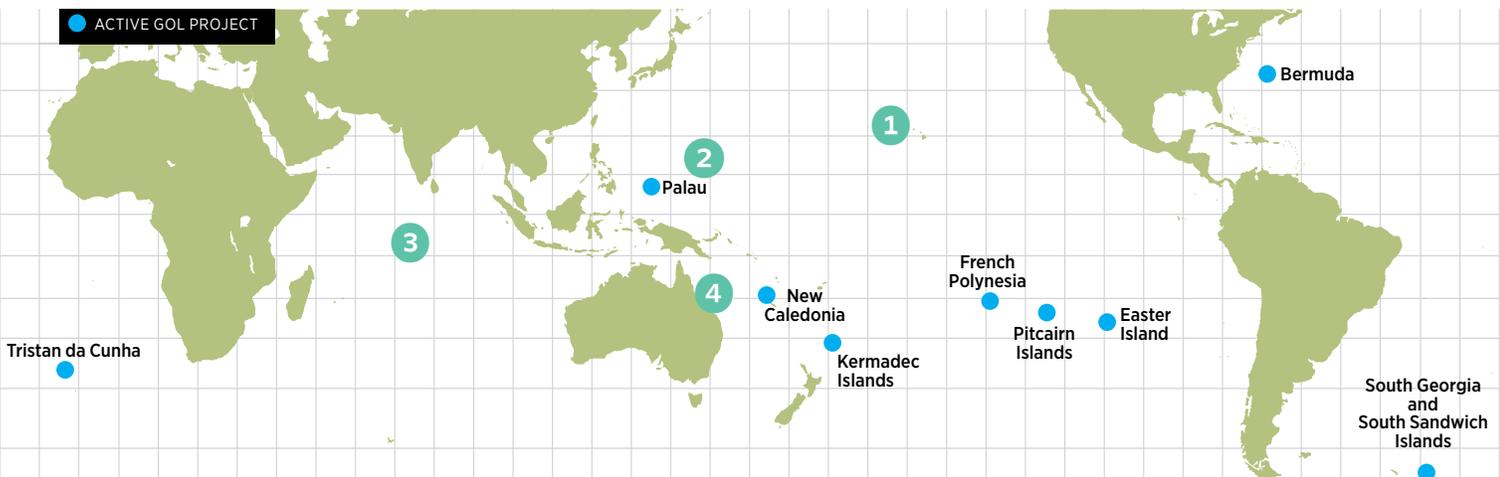
Its waters include the deepest point on Earth with undersea volcanoes and thermal vents supporting exotic life-forms.

3 Chagos Marine Reserve, 2010

Its waters are home to 220 types of coral and 800 species of fish and include the Great Chagos Bank, the world's largest coral atoll.

4 Coral Sea Marine National Park, 2012

Its waters are home to 340 birds and animals on the International Union for Conservation of Nature's Red List of Threatened Species.





Australia's Coral Sea National Marine Park contains reefs, seamounts, deep-sea canyons, and abundant pelagic fish, and is one of the healthiest oceanic ecosystems in the world.

seek strategic guidance from funders, but we appreciate and value the formal structure Global Ocean Legacy has put in place for input.”

The project had early success in its first year when President George W. Bush designated the 140,000-square-mile (362,000-square-kilometer) Papahānaumokuākea Marine National Monument in the Northwestern Hawaiian Islands in 2006. Three years later, President Bush created the Marianas Trench Marine National Monument—more than 95,000 square miles (246,000 square kilometers) within the waters of the Northern Mariana Islands and Guam. In 2010, the project's work led to the designation of a marine park outside U.S. waters when the British government created the 247,000-square-mile (640,000-square-kilometer) Chagos Marine Reserve in the central Indian Ocean. And in 2012, the project's efforts in Australia resulted in the protection of 194,000 square miles (502,000 square kilometers) of the Coral Sea.

The project is organized as a limited offering with each partner assuming a “share,” leveraging their investment at least sixfold with clear measures for success. So far, the project has helped secure some

Daniel LeDuc is the editor of *Trust*.

676,000 square miles (1.8 million square kilometers) of protected ocean—an area nearly the size of Mexico.

Each partner shares a passion for marine conservation—Lyda Hill has traveled to nearly all of the sites the project is working to protect, for example. And the Waitt Foundation has a special interest in Bermuda, where the government requested the project's help in 2010 to explore the idea of a reserve. If approved, it would be the largest in the Atlantic Ocean. “It's a natural fit to be part of a collaboration sharing risk and information and providing and receiving advice regarding our own work,” says Jacob James, managing director of the Waitt Foundation. “It's really been a good working partnership.”

Pew establishes specialized teams of staff in each location to focus solely on the creation of that reserve. The teams build support with local residents, commission scientific research to provide evidence of what is at stake, and help make the case to government leaders. Being on the ground is essential to understanding the political dynamics of each site. “The approach is only as good as the people implementing it,” says Antha Williams, who heads the environment program at Bloomberg Philanthropies. “The excellence of the

staff is important to us. What Pew does is have Global Ocean Legacy target our resources to have real impact.”

The project works where it believes that real progress can be made in developing large-scale marine reserves. In addition to Bermuda, the project is active in Easter Island, a special territory of Chile in the southeast Pacific Ocean; the Pitcairn Islands, an Overseas Territory of the United Kingdom in the South Pacific; the Kermadec Islands, north of New Zealand's North Island; and several other locations.

The project continues to draw its inspiration from the national parks that have been established around the world by leaders who are mindful of the urgent need to preserve the Earth's natural treasures before they are gone. The oceans play an essential role in the health of the planet. They cover nearly three-fourths of the globe and are home to countless species. They produce more than half of the oxygen in the atmosphere and absorb much of the carbon dioxide. More than 250 million people depend directly or indirectly on fishing for their livelihoods. And more than 2.6 billion people depend on food from the oceans as their main source of protein. But the protection of oceans lags far behind the creation of land-based parks. Nearly 13 percent of the Earth's terrestrial surface is protected, compared with less than 1 percent of its marine environment, even though oceans cover so much more of the planet.

“It would be a tall order if you tried to create Yellowstone today, but look at what it has meant to the world,” says Pew's Matt Rand, who directs Global Ocean Legacy. “And that's where we are with the oceans. We have the opportunity to create the next generation of great parks in the ocean. But we don't have a lot of time to do it, and the race is on.” ■

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

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.

Return on Investment

■ THE ENVIRONMENT

European Parliament reduces subsidies that contribute to overfishing

Following efforts by Pew and its partners, the European Parliament in October rejected a proposal for government subsidies for construction of new fishing vessels, which would have contributed to overfishing in European Union waters. The parliament also approved new spending policies that emphasize transparency in how public funds are invested in fisheries. These include shifts in spending to data collection and enforcement, and less funding for EU member states that fail to implement the Common Fisheries Policy, a set of rules for managing fishing fleets and for conserving fish stocks.

Shark conservation in Asia

The Hong Kong Environment Bureau in September released regulations curtailing the serving of shark fin and bluefin tuna at government gatherings. And the Chinese State Council in December issued regulations prohibiting shark fin soup and dishes with certain other wild animal products being served at official functions, in accordance with a mandate issued earlier in the year by Chinese President Xi Jinping. Pew

has been working around the world to reverse the decline of sharks, often targeted for their fins for soup. China is the source of most global demand for shark fin soup and Hong Kong is the world's largest shark fin market, representing about 50 percent of the global trade.

Progress for fish conservation in the United States

Pew worked with fishery councils around the country to protect imperiled fish critical to healthy ocean ecosystems with important results in September. Specifically:

- The New England Fishery Management Council limited the amount of river herring and shad that can be caught at sea. The new catch limit will reduce wasteful bycatch by industrial trawlers and require fishermen to avoid areas and times with the greatest likelihood of killing river herring and shad.
- The Pacific Fishery Management Council

voted unanimously to bring the vast majority of unfished forage fish species into one or more of the existing fishery management plans to proactively prevent population declines.

- The South Atlantic Fishery Management Council approved a science-based road map to reconfigure four of the region's eight existing marine protected areas and add up to 12 new sites, which would include the preferred habitats of the overfished



speckled hind and warsaw grouper in waters from North Carolina to the Florida Keys. The areas also are favored by red snapper, red grouper, red porgy, and snowy grouper which have been overfished, and the reconfigured protected areas mark an important step in ecosystem-based fishery management in the United States.

Protection for tuna and sharks in international waters

In November, the International Commission for the Conservation of Atlantic Tunas agreed to continue supporting the recovery of severely depleted Atlantic bluefin tuna by maintaining its current catch limits for western and eastern Atlantic bluefin. In December, the Western and Central Pacific Fisheries Commission agreed to a total ban on the catch of silky sharks in its conservation area. These sharks are frequently targeted by

vessels using purse seine and longline gear. More than 150,000 silky sharks are expected to be saved each year because of this measure, which may allow this overfished species to recover.

Schools purchase poultry raised without antibiotics

During the fall, several school districts across the nation launched programs for the 2013-14 school year to buy chickens raised with little or no antibiotic use, among them Jefferson County Public Schools, Colorado's largest district; Portland Public Schools in Oregon; and Kentucky's Jefferson County Public Schools, which include Louisville. The schools are using purchasing guidelines developed by Pew, which has been working with districts around the country through an agreement with School Food FOCUS, a national collaborative working to make school meals healthier. At the schools, more than 230,000 students will be

served meat raised without antibiotics, building on a Chicago Public Schools program that Pew helped launch, in which more than 400,000 students are served antibiotic-free meat at least twice a month.

New financing for stewarding Australian lands

The Rangeland Natural Resource Management of Western Australia, a nongovernmental organization, agreed in October to provide funding to help the Ngadjju people protect the Great Western Woodlands. The decision is the culmination of a two-year effort by Pew's Outback Australia team to secure long-term funding for the conservation and stewardship of these lands by the Aboriginal people. The Great Western Woodlands, nearly 40 million acres of woodlands and heathland—larger than the state of Georgia—is a rich example of biodiversity with an exceptional variety of native plants.

CHIP SOMODEVILLA/GETTY IMAGES



ENVIRONMENT

New renewable energy goals for federal agencies

President Obama signed an executive order in December directing the federal government to obtain 20 percent of its energy from renewable sources by 2020, almost tripling the current goal of 7.5 percent. Pew has long highlighted renewable energy policies by the Department of Defense, which spur private investment, create jobs, enhance global competitiveness, and improve national security. Pew's research contributed to the president's focus on clean energy.

HEALTH

Preserving fluoridation's health benefits

Since September, fluoridation of drinking water was preserved for more than 1.1 million people in Florida, Iowa, Massachusetts, Missouri, Oklahoma, and West Virginia with the help of Pew's children's dental campaign. These areas will join the thousands of other communities using this proven public health measure. Research shows that every \$1 invested in water fluoridation saves \$38 in dental costs.

Hill briefing on antibiotic resistance

Pew's drugs and medical devices team hosted a Capitol Hill briefing on an-

tibiotic resistance in September with the Centers for Disease Control and Prevention and the Infectious Diseases Society of America. Senior director Allan Coukell moderated a discussion with CDC director Tom Frieden and society president David Relman. Representatives Phil Gingrey (R-GA) and Gene Green (D-TX), sponsors of the Generating Antibiotic Incentives Now Act, spoke in support of policies to spur the development of new antibiotics. Reps. Gingrey and Green subsequently introduced bipartisan legislation to spur antibiotic development.

National conference on health impact assessments

The Health Impact Project, a collaboration of Pew and the Robert Wood Johnson Foundation, was a co-convenor of the second National Health Impact Assessment Meeting in September in Washington. The 375 attendees included policymakers from all levels of government, academics, health impact assessment practitioners, and people new to the field. About 40 percent of the organizations represented were from fields such as planning, housing, community organizing, and transportation, in keeping with the project's goal of working across sectors.

THE ECONOMY

Policy recommendations for payday loans

A Pew report released in October, *Payday Lending in America: Policy Solutions*, provided policy recommendations to make payday loans safer and more transparent for consumers. Financial regulators have cited Pew's research on payday lending, and the Office of the Comptroller of the Currency and the Federal Deposit Insurance Corp.

have issued guidance, based in part on Pew's work, that will prevent banks under their supervision from offering onerous payday loans.

President cites Pew economic research

President Barack Obama gave a speech in December about economic mobility in the United States citing data from the Pew economic mobility project's report "Pursuing the American Dream: Economic Mobility Across Generations."

PEW RESEARCH CENTER

Millennial women's pay near parity with men's—for now

A Pew Research Center analysis in December found that millennial women are starting their work lives at near wage parity with young men—earning 93 cents for every dollar a millennial man makes. But when they look ahead, they see roadblocks to their success and believe men have advantages in the workplace when it comes to hiring and pay. They also assume that if they have children, they will have more difficulty advancing at work. Indeed, recent cohorts of young women have fallen further behind their male counterparts as they age and deal with family responsibilities.

News use across social media platforms

Beginning last fall, Pew Research collaborated with the John S. and James L. Knight Foundation on a series of reports analyzing news use on social networking sites. The survey found that news plays a varying role across the social networking sites: 30 percent of U.S. adults receive news on Facebook, 10 percent get news through YouTube,

PEW RESEARCH CENTER

Catholics continue to express favorable views of Pope Francis

A Pew Research Center survey found that, six months into his papacy, Pope Francis was rated favorably by 8 in 10 U.S. Catholics, while just 4 percent of them said they have an unfavorable view of the pope. Opinions among U.S. Catholics are largely unchanged since the days immediately after his ascension to the papacy in March 2013. Among U.S. Catholics, Francis receives his strongest support from those who say they attend Mass at least once a week, with 86 percent of this group expressing a favorable view of the pontiff.

and 8 percent get news through Twitter. Social media news consumers still get news from a variety of other sources, and they are more likely than the general public to use a mobile device for news.

Anonymity, privacy, and security online

Most Internet users would like to be anonymous online at least occasionally, but many think it is not possible to be completely anonymous, a Pew Research survey found. Eighty-six percent of Internet users have taken steps to remove or mask their digital footprint—including clearing their browser history and encrypting their email—and 55 percent have made an effort to avoid observation by specific people, organizations, or the government. Notable numbers of Internet users have experienced problems because others stole their personal information or otherwise took advantage of their visibility online.



National survey of Latinos

The Pew Research Center's 2013 National Survey of Latinos found three-quarters of Latinos living in the United States say that their community needs a national leader, but about the same portion either cannot name one or does not believe one exists. The survey also analyzed Hispanics' views of identity, finding that 49 percent of all Latinos say they consider themselves typical Americans, while 44 percent say they feel different from typical Americans—a share that rises to 67 percent among immigrants who came to the United States in the past five years.

■ PHILADELPHIA

Poll finds Philadelphians are concerned about city's future

In a poll by the Pew Philadelphia research initiative released in September, Philadelphians gave the city lower rat-

ings than at any time during the five years that Pew has surveyed residents. Forty-five percent of respondents said the city was “off on the wrong track,” compared with 37 percent who said it was “headed in the right direction.” In 2009, the responses were essentially reversed. In the current poll, only 39 percent of residents said they approved of the mayor's performance, down from 60 percent in 2009. The City Council also received slightly lower marks. Philadelphians did express some positive views: Three-fifths of residents said the city was a good or excellent place to live.

Philadelphians are increasingly online

Internet access has been growing steadily in Philadelphia, according to polling by the Philadelphia research initiative released in November. Thanks to the wider availability and affordability of mobile phones that can connect users to the Web, 82 percent of Philadelphians

now have personal Internet access compared with 76 percent in 2011. Access rates for low-income residents still lag, however: 27 percent of households earning less than \$30,000 are unconnected.

Support for the arts

- Three Pew-supported art exhibitions received recognition by *Artforum* magazine in its “Best of 2013” December issue. “Dancing Around the Bride” at the Philadelphia Museum of Art and “Jason Rhoades, Four Roads,” at the Institute of Contemporary Art were two of the exhibitions noted by the magazine. Pew fellow Ryan Trecartin's installation at the 55th Venice Biennale also received praise.
- The Pew Center for Arts & Heritage in December awarded its inaugural Advancement Grant of \$500,000 to Opera Philadelphia to strengthen the opera's efforts to respond to the changing nature of its audiences and to develop new programs. Advancement grants, which represent a new line of funding for the center, are multiyear investments designed to support bold, innovative initiatives that are led by exemplary arts and culture organizations in the Philadelphia region.

Local civic initiatives

The American Planning Association in October named Philadelphia's Benjamin Franklin Parkway one of the “10 Great Streets” in America for 2013. Home to the Barnes Foundation, the Philadelphia Museum of Art, the Franklin Institute, and several other institutions and notable public spaces supported by Pew over the years, the Parkway “has evolved into an economic, educational, and cultural treasure, annually drawing more than 3 million visitors,” the association said. ■

Staff at The Pew Charitable Trusts frequently contributes op-eds, essays, and articles to newspapers and other media organizations. This piece appeared in *The International New York Times*.

Save the Shark, Save the World

China's moves toward 'shark-fin' diplomacy

BY JOSHUA S. REICHERT

IN 1971, AN UNEXPECTED SERIES OF INTERACTIONS BETWEEN international table tennis players turned out to be the first indication of China's willingness to engage with the United States after decades of estrangement. It presaged President Richard M. Nixon's watershed visit to the country. This unlikely set of events later came to be known as Ping-Pong diplomacy. Now we could be witnessing the equivalent — call it shark-fin diplomacy — by which China signifies to the world that it is ready to step forward into new arenas of environmental protection.

The world's most populous nation faces serious issues: Air pollution has become a growing concern, with recent emissions of particulate matter so high in the northeastern city of Harbin that its official website stated, "You can't see your own fingers in front of you." Meanwhile, supplying wood for more than 80 billion sets of disposable chopsticks each year has decimated forests, and water pollution renders large sections of major rivers unfit for drinking and swimming.

International concerns also loom large: Greenhouse gas emissions don't respect borders. And trade in endangered plants and animals threatens to undermine the global ecosystems. Oceans, in particular, are at great risk because they are increasingly overfished, polluted, and stressed by rising temperatures and acidification resulting from climate change.

Fortunately, China has begun to take steps. The country consistently ranks No.1 or 2 in attracting private investment in clean energy. It has a national renewable-energy standard and has adopted some of the strongest vehicle fuel efficiency regulations on the planet. People have been called on to reuse chopsticks. And the government has announced a policy that will help stem the killing of a crucial ocean species: sharks.

Joshua S. Reichert is the executive vice president of The Pew Charitable Trusts, directing Pew's environmental work.

The new attitude toward sharks is particularly instructive, since shark-fin soup has long been considered a delicacy in China, served at banquets and weddings. But its popularity has contributed to a sharp decline in the worldwide populations of these apex predators, which help maintain healthy marine ecosystems. It is estimated that 100 million sharks are killed each year, primarily for their fins.

The first sign of a shift came in February 2013, when President Xi Jinping issued instructions to all levels of the Chinese government that high-cost ingredients, including shark fins and specialties culled from other protected species, were not to be consumed at official meetings. In large part, this regulation stems from a crackdown on corruption and lavish spending, since shark-fin soup is expensive and has often represented a display of wealth. But language in the notice also acknowledged the importance of promoting "green, eco-friendly and low-carbon" consumption habits.

Then, in September, came news from Hong Kong that the city government would ban shark fins from official functions there to "demonstrate its commitment to green living and sustainability." Since 50 percent of the world's annual trade in shark fins passes through Hong Kong, the move was highly encouraging.

Together, those decisions are expected to reduce the global trade in fins and aid conservation initiatives, such as the establishment of shark sanctuaries. In those sanctuaries, which encompass 12.5 million square kilometers, catching, possessing, and trading in shark products are prohibited. Open sea-dwelling species of sharks swim vast distances each year, passing in and out of national territorial waters where they are caught and killed. Sanctuaries will help to reduce the risk to these imperiled animals, which are slow growing, bear few young, and play a vital role in ocean ecologies.

Given China's immense size and expanding influence, it has the potential to play a key role in helping to solve the problems of climate change, overfishing, pollution, and conservation. The new shark-fin diplomacy may prove

to be a pivotal event — but only if China adopts the environmental leadership that the world so desperately needs. ■



➔ For more information, go to pewenvironment.org/sharks.

→ *End Note*

Fins and Feathers

Already losing much of their habitat, many of Florida's iconic coastal waterbirds are vulnerable to declines in the small fish that are necessary for their survival. A report by Audubon Florida and Pew, "Fins and Feathers: Why little birds are a big deal to Florida's coastal waterbirds," finds

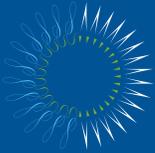
that declines in the small forage fish could threaten such imperiled species as Brown Pelicans, Roseate Spoonbills, Black Skimmers, and Reddish Egrets. There are few limits on the sardines, herring, and other small fish hauled from Florida's coastal waters that are used for bait, fertilizer, and

other products. The report recommends safeguards for forage fish to protect them and the fish that feed on them, which are crucial to an environment that draws tourists from around the world. ■

 To read the report, go to pewenvironment.org/FinsAndFeathers



Echoing the work of John James Audubon, this drawing of a Reddish Egret, by Pew staff artist Ned Drummond, is on the cover of the "Fins and Feathers." The report includes original drawings of many waterfowl and fish.



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The need for marine reserves is more crucial than ever. In the past half-century, some species of sharks and other large predatory fish have declined by 90 percent. The U.N. Food and Agriculture Organization says that 88 percent of the world's fish stocks are fully exploited or overexploited. And acidification, caused by rising levels of carbon dioxide, is changing the chemistry of the oceans. —from "Creating the Great Parks of the Sea," Page 26

PHOTOGRAPH BY ALASDAIR HARRIS/BLUE VENTURES CONSERVATION



The Chagos anemonefish is protected within the Chagos Marine Reserve, created in 2010.