News literacy is a foundational approach to media literacy identified by:

- A pedagogy that seeks to teach learners **HOW** to think about their news and information and not **WHAT** to think about any particular source.
- An emphasis on developing a **healthy skepticism** about news and information, without becoming cynical.
- A dedication to the First Amendment and the conviction that a **free press** is a cornerstone of democracy.
- A **nonpartisan** focus on specific, clear learning standards.
| Pages 4-5 | Our History               |
| Pages 6-7 | The Big Picture           |
| Pages 8-9 | Pillar I: Educator Engagement |
| Pages 10-11 | Pillar II: Civic Engagement |
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OUR HISTORY:  
A Legacy of Growing Impact

The News Literacy Project has long recognized that a lack of news literacy can cause problems in a democracy. Our work for more than a decade has allowed us to develop the expertise and the programs to address this problem on a national scale.

FEBRUARY: NLP is founded with a $250,000 grant from the John S. and James L. Knight Foundation.


NOVEMBER: The New York Times becomes NLP’s first participating news organization.

2008

FEBRUARY: NLP launches its classroom program with an event featuring CNN’s Soledad O’Brien, an NLP board member, at Williamsburg Collegiate Charter School in Brooklyn.

OCTOBER: NLP’s Chicago pilot begins with an event at Marquette Elementary School featuring Clarence Page of the Chicago Tribune.

2009

FEBRUARY: NLP holds three Fall Forum events at Walt Whitman High School in Bethesda, Maryland, featuring well-known media personalities, such as Washington Post publisher Katharine Weymouth, Gwen Ifill of Washington Week and PBS NewsHour, and former White House press secretaries Mike McCurry and Dana Perino.


2010

APRIL: The IRS awards NLP independent 501(c)(3) status. NLP had previously operated through fiscal sponsors.


2011

MARCH: NLP begins a digital-unit pilot in Chicago.

MAY: NLP announces a partnership with The Washington Post to relaunch the paper’s Young Journalists Development Program.


2012

MAY: NLP is featured in The Chronicle of Philanthropy as an example of a nonprofit that survived and thrived despite launching during the 2008 recession.

SEPTEMBER: NLP releases quantitative and qualitative assessment reports for the 2013-14 school year showing consistent impact across all programs and regions.

OCTOBER: NLP offers its first series of online professional development workshops for teachers nationwide.

2013

SEPTEMBER: NLP’s Chicago pilot begins with an event at Marquette Elementary School featuring Clarence Page of the Chicago Tribune.

2014

JANUARY: The Chicago Tribune features NLP in an article on the Chicago program.

OCTOBER: “Presidential Debates: Performance, Spin and the Press” at Georgetown University
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2015</td>
<td>FEBRUARY: NLP moves into Houston with a pilot classroom program.</td>
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<td>MAY: NLP releases its Checkology® virtual classroom.</td>
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<td>AUGUST: Facing History and Ourselves and NLP collaborate on “Facing Ferguson: News Literacy in a Digital Age,” an 11-lesson unit about the fatal shooting by a police officer of an unarmed Black teenager in Ferguson, Missouri, in 2014.</td>
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<td>2016</td>
<td>APRIL: NLP holds its first NewsLitCamp® in partnership with Chicago Public Schools and the Chicago Sun-Times.</td>
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<td>MAY: NLP records the first sale of Checkology Premium licenses and unveils a robust and engaging website, newslit.org, with tools and resources for the public, as well as for educators and students.</td>
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<td></td>
<td>AUGUST: NLP releases an upgraded and expanded version of its Checkology virtual classroom.</td>
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<td>2017</td>
<td>FEBRUARY: NLP celebrates its 10th anniversary.</td>
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<td>MAY: NLP is one of three news literacy organizations worldwide to receive support from Apple.</td>
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<td>AUGUST: NLP releases the Informable® app.</td>
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<td>2018</td>
<td>FEBRUARY: NLP receives a $5 million grant from Knight Foundation.</td>
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<td>MARCH: In response to the COVID-19 epidemic, NLP removes the paywall on Checkology, making the platform free to all educators and parents.</td>
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<td>JULY: NLP launches the Newsroom to Classroom program, bringing journalist volunteers into schools.</td>
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<td>2019</td>
<td>MARCH: Because of the growing threat of misinformation to our democracy, NLP formally expands its mission and makes its resources available to educate the general public in addition to working with educators and students.</td>
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<td></td>
<td>AUGUST: NLP releases an upgraded and expanded version of its Checkology virtual classroom.</td>
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<tr>
<td>2020</td>
<td>JANUARY: NLP launches NewsLitNation®, the national news literacy educator network.</td>
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<td>OCTOBER 2017 NewsLitCamp® with Miami-Dade educators at the Miami Herald</td>
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<td>JULY: DeNeen Brown of The Washington Post</td>
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<td>2021</td>
<td>MARCH: Microsoft becomes a major corporate partner.</td>
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<tr>
<td></td>
<td>AUGUST: NLP releases the Informable® app.</td>
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<tr>
<td>2022</td>
<td>JANUARY: NLP launches an ambitious new strategic plan aimed at creating a national movement to make news literacy an integral part of American life.</td>
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<td></td>
<td>MAY: Founder and CEO Alan Miller announces his transition from the role of CEO. The board of directors names Chuck Salter, current president and COO, as Miller’s successor.</td>
</tr>
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<td></td>
<td>APRIL: NLP launches the Newsroom to Classroom Program.</td>
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The Big Picture

Mission
The News Literacy Project, a nonpartisan education nonprofit, is building a national movement to advance the practice of news literacy throughout American society, creating better informed, more engaged and more empowered individuals - and ultimately a stronger democracy.

Values
- What we believe
  - News literacy is an essential life skill.
  - Facts matter.
  - A free press is a cornerstone of democracy.
- How we achieve what we believe
  - Innovation.
  - Independence and nonpartisanship.
  - Inclusion and diversity.
  - Collaboration.

Vision
News literacy is an integral part of American life, and people of all ages and backgrounds know how to identify credible news and other information and understand the indispensable role a free press has in a democracy, empowering them to play a more equal and active role in the civic life of the country.

The Challenge
The crisis of disinformation is an emergency, as it threatens the very fabric of our democracy. Too many people lack news literacy skills and do not think there is anything they can do about the flood of disinformation polluting our information landscape.

The Solution
This crisis requires a bold response. NLP is creating a national movement to advance news literacy in all facets of American life, supporting those in education and the broader public to become more news-literate and collectively push back against disinformation in all its forms.
THEORY OF CHANGE

VISION
A more news-literate America.

Systemic Change:
Wide-spread adoption of news literacy education mandates
• Growing state/district adoption numbers
• Proven student outcomes
• Expanded national teacher/student numbers

CRITICAL MASS:
16 districts implementing news literacy programs
10,000 members of NewsLitNation
15,000 educators engaged annually
600,000 new student users of Checkology

IMPACT (LEARNING):
Recognize role of free press
Distinguish news from other information
Identify standards of quality journalism
Demonstrate verification skills
Sense of responsibility sharing information

Pillar I: Education Engagement
SEA/LEA Partnerships
District fellowships
NewsLitNation membership & events
Professional Development programs & resources

The Sift & other teaching resources
Checkology

Pillar III: Sustainability
Long-term funding
Prioritized staff diversity & satisfaction
Brand recognition

Social Change:
Change in attitudes and behaviors around disinformation
• Increased personal responsibility
• Effective learning, increased ability
• Expanded adult exposure

CRITICAL MASS:
50,000 RumorGuard members
2,000,000 annual public engagements with RumorGuard
200,000,000 annual public campaign impressions

IMPACT (LEARNING):
Evaluating news and information received
Purposefully not sharing disinformation
Understanding the media and its role in civic discourse
Belief in the ability & responsibility of the individual

Pillar II: Civic Engagement
Strategic Partnerships (media, membership, funding)
RumorGuard

Public Learnings
Get Smart About News
Is that a fact?
Informable & other resources

Learning program:
• Annual Checkology assessments
• Longitudinal student study
• Adult-centric focus groups
• National polling
Pillar I:
Educator Engagement

Challenge
The next generation faces a significant civic disadvantage because it is not prepared to discern fact from fiction. While the need for media literacy instruction is being recognized by education leaders and policymakers across the country, the media literacy field in practice lacks both definition and classroom resources that reflect the way students consume information. This makes creating a national movement supporting media literacy education extremely challenging, unequal and even subject to politicization.

Priorities

1.1 Create accessible, nonpartisan educator resources and curriculum that are continually reimagined to remain best-in-class.

1.2 Design advanced professional learning experiences and opportunities that create more balanced, news-literate educators prepared to teach news literacy in polarized times.

1.3 Secure implementation partnerships with state and local educational offices and promotional and distribution partnerships with aligned organizations.

1.4 Expand and engage a national network of educators and design state and national marketing efforts to support and extend news literacy instruction requirements.

Solution
NLP will support and influence the emerging media literacy movement by promoting news literacy – teaching students how to think about news and information, not what to think – and by partnering with educators, administrators and policymakers to fuel a national movement in education that achieves necessary systemic change and prepares students of all backgrounds for active civic life.
Goals

1. **Sixteen** districts in states without a media literacy requirement adopt a media literacy program (using news literacy) for students.

2. **10,000** NewsLitNation members, located in all 50 states.

3. **15,000** educators engaged annually.

4. **600,000** additional student users of the CVC.

Deliverables

1. NLP Ambassadors serve at least 30 communities across the country.

2. NLP-sponsored educator certificate program launched.

3. District fellowship program launched with at least two cohorts.

Pillar II: Civic Engagement

Challenge
Disinformation will always exist, but with today’s technology, it spreads faster than ever before. While news and social media organizations have a responsibility to reduce the supply of disinformation in public discourse, too many people are not sure how to verify the news and information they receive and are convinced there is no useful action they can take to combat disinformation.

Solution
NLP will raise the awareness and practice of news literacy all across the country – creating the social change in public thinking much like previous campaigns targeting littering, smoking and drunk driving – and empowering people to actively and collectively push back against the spread of disinformation.

Priorities

2.1 Develop partnerships with membership and community-based organizations to build national awareness of news literacy and exposure to NLP resources and programs, prioritizing our reach to those frequently targeted by disinformation: older adults, marginalized communities of color (African American, Spanish-speaking and Native American) and rural communities that can be considered “news deserts.”

2.2 Collaborate with standards-based media organizations to raise NLP’s profile, enrich our programmatic offerings and encourage the media’s participation in stemming the tide of mis- and disinformation and addressing the decline of public trust in the media.

2.3 Increase marketing and campaigns across all media to raise brand and mission awareness, prioritizing our reach to those frequently targeted by disinformation: older adults, marginalized communities of color (African American, Spanish-speaking and Native American) and rural communities that can be considered “news deserts” – while not neglecting a national audience.

2.4 Build and focus the collective efforts of a national community of upstanders for facts through the development of a virtual platform and other programs and resources for use by the general public.
Public acceptance of individuals’ responsibility in fighting disinformation

Civic Engagement Platform

Education
(fact-checking)

Empowerment
(news literacy resources)

Community partnerships
Promotional partnerships
Media partnerships
State-specific and national marketing
Social media campaigns
National News Literacy Week
Other PSA campaigns

Engagement
(join NLP’s work and push back against disinformation)

Priority Civic Engagement States
While NLP will build national awareness of news literacy, we will focus our initial efforts in the following states, which, due to their demographics and/or political importance, are often targets of intense disinformation campaigns.

By 2026

Goals
1. **10,000** public learners annually.
2. **50,000** RumorGuard members.
3. Over **350,000** annual engagements across all social media platforms.
4. Over **2,000,000** annual visitors to RumorGuard, the civic engagement platform.
5. **200,000,000** campaign impressions annually.

Deliverables
1. National News Literacy Week campaign held annually.
2. Annual content additions to Informable app.
3. Annual season of *Is That A Fact?* Podcast, with 6–10 episodes each season.
4. Annual public learning opportunities.
Pillar III: Sustainability

Challenge
Building an effective national movement that creates both systemic and social change takes time, investment and sustained, collective effort.

Solution
NLP will demonstrate its programmatic effectiveness through a robust learning agenda and be financially supported at levels that enable the organization to continue to invest in talent and the innovative resource development needed to sustain the movement. To bolster this sustainability, NLP will also call on leaders in social media, news media, academia and corporate and philanthropic circles to play an active role in strengthening the national effort to combat disinformation.

Priorities

3.1 Develop and execute a strategic revenue and donor engagement plan that adequately supports the building of a movement.

3.2 Prioritize internal investment in staff development and retention.

3.3 Pursue a rigorous learning agenda that evaluates and validates the effectiveness of news literacy education in its impact on civic attitudes and behavior in both the short- and long-term and the overall impact of the movement.

3.4 Call on, and partner with, media, corporate and philanthropic organizations to advance the cause of news literacy and to enact collective solutions leading to meaningful social change.

Goals by 2026

Budget
$12M

Reserve
$3M

Endowment known value* $2.5M

* Received or known committed gifts

(85%) (at least)
(85%) (EVERY YEAR)
(85%) (EVERY YEAR)
**Learning Agenda**

- **Social media**
  - Provide and enforce clear community standards.
  - Pursue removing malicious accounts that push extremism and disinformation.
  - Adjust algorithms to promote credible information and help reverse political polarization.

- **News media**
  - Update standards and practices to promote public understanding of how media works.
  - Prominently and quickly correct errors and fully explain them.
  - Push back against mis- and disinformation by calling it out and debunking it.
  - Improve newsroom diversity, including at the leadership level, to better reflect the community and be transparent about methods and progress toward this goal.

- **Education**
  - Encourage and fund civics education that includes media literacy education.
  - Require media literacy education with the vigor given to ELA and math, including specific learning standards and a graduation requirement and a professional pedagogy.
  - Develop media literacy pedagogy in teacher preparation and certification programs.

- **Philanthropy & the Private Sector**
  - Fund nonprofit efforts to support high quality civics and media literacy education.
  - Fund efforts to rebuild sustainable local news media infrastructure.
  - Spread awareness of the civic impact of misinformation and need for news media literacy.
  - Offer news media literacy learning opportunities to employees.

- **Civic organizations**
  - Raise awareness of the civic impact of misinformation and need for news media literacy.
  - Provide news media literacy programming/learning opportunities for members.

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**Collective Action**

Evaluating and empowering the individual to be more discerning consumers of news and information (news literacy) is foundational to strengthening our democratic society. In fact, news literacy is a precondition of a modern democratic society. But news literacy is not a panacea and must be accompanied by a holistic societal approach to the challenges of disinformation.
Global Education

The News Literacy Project’s primary mission is to address the challenge of news literacy education in the United States. However, we recognize that this challenge — a threat to democracies everywhere — is global in scale, and we have a role to play in assisting others around the world who are working to expand news literacy education in their countries.

Areas of international education

Resource sharing

On our website, newslit.org, we provide resources free of charge for educators and the general public, including a document (the Global Playbook) that offers guidance about teaching news literacy gained from our experience of more than a decade. While we will not translate any of these resources, others are welcome to do so. We simply ask that anyone making use of our resources alerts us, gives proper credit to NLP in the document and provides us with a copy of the translated materials.

Send general questions about these resources to Damaso Reyes, global education program contractor, at dreyes@damaso.com.

Speaking engagements

NLP staff will offer its expertise by speaking and presenting at conferences and symposiums around the world. Honoraria are welcome but not required. All other expenses must be paid by the inviting organization.

Send inquiries and invitations to Mike Webb, senior vice president of media and marketing, at mwebb@newslit.org.

Consulting and training sessions

NLP staff will consult with organizations and will train educators or educator-trainers outside the United States. The minimum fee for each contract is $1000, which covers four hours of training/consulting services. Additional time is available at a fee of $250/hour. In addition, all expenses for in-person consulting and training must be paid by the inviting organization.

Send questions about training and general consulting to Damaso Reyes at dreyes@damaso.com.
Join the movement.

**Help create a more news-literate America.**

For general inquiries: info@newslit.org

For inquiries about partnerships or financially supporting our work:

- **Claudia Borgelt**  
  Senior vice president of strategy and impact  
  cborgelt@newslit.org

For media and interview requests:

- **Mike Webb**  
  Senior vice president of media and marketing  
  mwebb@newslit.org

For international inquiries:

- **Damaso Reyes**  
  Global education program contractor  
  dreyes@damaso.com

For education partnership inquiries:

- **Ebonee Rice**  
  Senior vice president of educator engagement  
  erice@newslit.org
The News Literacy Project is a 501(c)(3) educational organization. All our programs are nonpartisan and independent. The support we receive from donors and foundations does not determine or influence the content we develop and provide in our Checkology virtual classroom or other resources.