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Patricia Hunt, a government teacher at Wakefield High School in Arlington, Virginia, is one of more than 19,000 educators who have registered to use the Checkology® virtual classroom since 2016.

See more information about Checkology on page 9.
Dear Friends of NLP,

This document — our first annual report — presents the results of the first year of our ambitious four-year strategic plan. We believe that it reflects not only considerable progress in the past year, but great promise for the years ahead.

We are gratified to note that we achieved or exceeded most of our goals for the first year across our programs, communications and finances and for our impact metrics with educators and students. In areas where we fell short, we are working to improve this year.

The first pillar of our plan calls for us to “increase both the use and the measurable student impact of NLP programs and resources.” Highlights for the year, which coincides with our July–June fiscal year, included:

- We were told by educators that our Checkology® virtual classroom meets the metrics it is designed to teach and is better than other comparable educational platforms.
- We saw considerable growth in the percentage of students who were able to recognize the standards of quality journalism and the rights guaranteed by the First Amendment.
- We sold or granted 35,826 student licenses for Checkology.
- We completed eight NewsLitCamps® that reached 405 educators from New York and Miami on the East Coast to Los Angeles on the West Coast (and several stops in between, including Charlotte, North Carolina; Lexington, Kentucky; and Houston).
- Teachers overwhelmingly rated NewsLitCamps as “good” or “excellent” and reported that they planned to use news literacy resources in their classrooms.

The second pillar calls for us to “expand NLP’s role as the pre-eminent, nonpartisan voice for teaching news literacy in the United States.” Highlights included:

- An article in Fast Company, published in August 2018, described NLP as “one of the most important educational tools for our time.”
- Our Twitter followers increased more than 37%, to 11,340.
- The number of people who “like” our Facebook page also grew more than 37%, to 12,043.

We will begin to implement the third pillar, which calls for us to “develop a national community of news literacy practitioners and advocates for systemic change,” in the current fiscal year.

The fourth pillar calls for us to “build the infrastructure and fiscal sustainability to realize this plan in the short term and our vision in the longer term.” Highlights included:

- Our expenses came in slightly under our $3.65 million budget.
- We exceeded our goal for contributed income with $4.535 million and our goal for multi-year gifts with $2.15 million.
- We received $109,150 in earned income, achieving our goal of earned income as 3% of our budget.

Cumulatively, this gives us a solid foundation upon which to build. We dramatically increased the size of our staff in the last year, giving us a talented and committed team to expand our reach and impact, and we’re off to a fast start in fiscal year 2020.

We couldn’t have achieved such progress without your assistance as partners, supporters and followers. Thank you for helping us give facts a fighting chance!

Sincerely,

Greg McCaffery, board chair

Alan C. Miller, founder and CEO
A Decade of Experience

In February 2018, NLP celebrated its 10th anniversary in its fight for facts. We are looking forward to the next decade of creating a news-literate society.

2008

- 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.

2009

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

2010

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

2011

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

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

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

September: NLP holds a pre-election Fall Forum event at Walt Whitman High School with Ruth Marcus of The Washington Post, Chip Reid of CBS and Matea Gold of the Los Angeles Times.


February: NLP moves into Houston with a pilot classroom program.

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.

February: NLP celebrates its 10th anniversary.

April: NLP holds its first NewsLitCamp® in partnership with Chicago Public Schools and the Chicago Sun-Times.

May: NLP releases its Checkology® virtual classroom.

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.

September: NLP publishes the first issue of The Sift®, a weekly newsletter for educators that turns recent hoaxes, viral rumors and conspiracy theories into teachable moments.

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

February: NLP receives a $5 million grant from Knight Foundation.

March: NLP is one of three news literacy organizations worldwide to receive support from Apple.

Coming soon: Release of NLP’s Informable app.
Program Highlights
The Goal

By 2022, the News Literacy Project will build a community of 20,000 practitioners who, using NLP programs and resources, teach news literacy skills to 3 million middle school and high school students* each year and support the adoption of news literacy into the American education experience.

*This represents about 10% of the U.S. public school population in grades 6 through 12.

“I think more critically and I question the credibility of information I hear. We should question the information we take in and be aware about what is occurring around us every day.”

Valeria Luquin, student at Daniel Pearl Magnet High School, Van Nuys, California; 2019 recipient of NLP’s Gwen Ifill Student of the Year award (pictured with her teacher, Adriana Chavira)

“Scripps teams are energized by the opportunity to partner with the News Literacy Project to educate a new generation of media consumers so they can be more informed and engaged members of their communities.”

Adam Symson, E.W. Scripps Company president and CEO
Checkology®
From July 1, 2018 to June 30, 2019

35,826 student licenses
428 active educators
46 states

In the 2018-19 school year:

100%
All teachers surveyed agree that Checkology improves students’ news literacy skills.

2X
The number of students understanding the First Amendment and the watchdog role of free press doubled after completing Checkology lessons.

2/3
More than two-thirds of students surveyed after using the platform said they planned to become more engaged in civic issues and more active in their communities.

69%
More than two-thirds of students were able to identify the standards of quality journalism after completing Checkology lessons.

“We felt that this initiative achieved scale, impact and sustainability, which are rare things to find together in any media literacy programme. ... Bravo!”

2019 Global Youth & News Media Prize jury
NewsLitCamp® and Professional Development Opportunities

From July 1, 2018 to June 30, 2019

NewsLitCamps in FY19

8 events

405 educators
2,200 teachers reached through professional development opportunities from July 1, 2018 to June 30, 2019

“This was the most useful training I have been to in the last decade. So relevant, needed in every classroom.”

Sharessa Crovo, social studies teacher, Paul Laurence Dunbar High School, Lexington, Kentucky

“NLP is on the front lines on the war on truth and is helping this young audience understand their responsibility, both as consumers and producers.”

Enrique Acevedo, Univision Noticias anchor; 2019 recipient of NLP’s John S. Carroll Journalist of the Year Award
Board of Directors and National Leadership Council

NLP is grateful for the support and guidance from our Board of Directors and our National Leadership Council. We appreciate their partnership. Without their dedication to news literacy, our work would not be possible.

Board of Directors
Don Baer
Geraldine Baum (secretary)
Neil Budde (treasurer)
Tucker Eskew
Eva Haller
Mollie Hemingway
Leslie Hill
Peter Kadzik
Rob King
Greg McCaffery (chair)
Walt Mossberg
Molly Hill Patten
Terry Peterson
Liz Ramos
Juliet Stipeche
Christina Van Tassell
Karen Wickre (vice chair)

National Leadership Council
Kim Brizzolara
Documentarian and film producer; former journalist
Alisyn Camerota
Anchor/co-host, New Day, CNN
Nelson Cunningham
President, McLarty Associates
Margaret Farley
Adjunct instructor, School of Communication, American University
James Ferrari
Social entrepreneur; CEO, Ferrari Media
Matea Gold
National political enterprise and investigations editor, The Washington Post
Peter Herzberg
Educational leader and consultant; adjunct instructor, CUNY LaGuardia Community College

Gwen Potiker
D. Archibald Smart
Principal consultant, DKR Insights; director, Smart Family Fund
Linda Rothenberg Stein
Sheila Solomon
Strategic alliance liaison and manager, Rivet
Pierre Thomas
Senior justice correspondent, ABC News
Amy Weisenbach
Senior vice president for marketing and media strategy, The New York Times
Catherine Woodard
Poet; former journalist

“We are proud to support the ongoing, important work of News Literacy Project. The organization’s classroom trainings are vital to ensuring that students are critical thinkers and engaged citizens who understand the essential role of the free press in our democracy.”

LaSharah S. Bunting, director for journalism, John S. and James L. Knight Foundation
Donors

The following individuals and organizations supported our work in FY19. Without their support, our mission to scale our work could not move forward.

**Principals ($250k+)**
- John S. and James L. Knight Foundation
- Anonymous via Silicon Valley Community Foundation
- The Klarman Family Foundation

**Publishers ($100,000–$249,999)**
- Robert R. McCormick Foundation
- FThree Foundation

**Editors ($25,000–$99,999)**
- Dow Jones Foundation
- News Corp
- Samuel Hubbard Shoe Company
- David and Katherine Moore Family Foundation
- Noble and Lorraine Hancock Family Fund
- Walt and Edie Mossberg
- Fox Family Foundation
- Otis and Bettina Chandler Foundation
- Ray and Dagmar Dolby Family Fund
- Smart Family Fund
- SmartNews, Inc.
- Rob Stewart
- The Morris and Gwendolyn Cafritz Foundation

**Producers ($10,000–$24,999)**
- Leslie Hill
- The Max and Victoria Dreyfus Foundation, Inc.
- Alisyn Camerota
- Catherine Woodard and Nelson Blitz, Jr.
- Greg McCaffery
- Laurel and Mike D’Antoni
- Eva and Yoel Haller
- Linda Rothenberg Stein and Stan Stein
- The Giannandrea Family Fund
- The Merrill Family Foundation

**Mentors ($5,000–$9,999)**
- TEGNA Foundation
- Peter Kadzik and Amy Weiss
- Gridiron Club and Foundation
- Lenzner Family Foundation
- Marty Baron
- Bloomberg
- Jill Braufman
- Kim Brizzolara
- Andrew and Robyn Brown
- Allison Morrow
- Ellen Tykeson and Ken Hiday
- Karen Wickre

**Mentors ($2,500–$4,999)**
- James Ferrari
- Neil Budde
- Brian Fix

**Friends ($1,000-$2,499)**
- Geraldine Baum
- Rob and Jennifer King
- Alan Miller
- Louise and Jeffrey Schrank
- Alan and Catherine Harper
- Elisa Glazer
- Laurence Leive
- New Visions Foundation
- Swarthmore Presbyterian Church
- George Anders
- Don Baer and Nancy Bard
- Richard Benfield
- Shirley Brandman
- Alex G. Campbell Jr.
- Jerry and Barbara Chait
- Robert Costa
- Crosby Marketing Communications Foundation Fund
- Amanda DeBusk
- Anita Dunn
- Tom and Ann Friedman
- Grantham, Mayo, Van Otterloo & Co. LLC
- Kay Halpern
- Kirsten Hilleman
- Mike Keeley
- Lauren LeRoy and Jaime Biderman
- Bill and Diane Marimow
- Anita Miller
- Terry Peterson
- Robert and Helen Hardman Family Fund
- The Hargrove Pierce Foundation
- Pierre Thomas and Alyson Westbrooks Thomas
- Tina Vandersteel and Matthew Cressotti

NLP’s Alan Miller (left) with Lester Holt of NBC News, Stefan Holt of WNBC, and National Leadership Council members Catherine Woodard and Nelson Cunningham.
Financials
FY19 Expenses and Revenue

FY19 audit performed by GRF CPAs & Advisors

Expenses

- Programs (Education): $867,434
- Programs (Communications): $708,117
- Programs (Partnerships): $602,942
- Programs (Educator Services): $315,374
- Management/general: $566,315
- Fundraising: $500,552
- Contributed services: $109,730
- Loss on disposal of asset: $-95,903
- Total expenses: $3,560,734

Revenue

- Grants and contributions: $3,237,354
- Net assets released from donor restrictions: $1,518,693
- Program income: $108,980
- Contributed services: $109,730
- Investment loss: $-69,250
- Loss on disposal of asset: $-95,903
- Total revenue: $4,809,604
## Statement of Activities and Change in Net Assets

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<th>SUPPORT AND REVENUE</th>
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<th>With donor restrictions</th>
<th>Total</th>
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<td>Program income</td>
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<td>$108,980</td>
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<td>$109,730</td>
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<td>Investment loss</td>
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<td>$69,250</td>
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<tr>
<td>Loss on disposal of asset</td>
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<td>$95,903</td>
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<tr>
<td>Net assets released from donor restrictions</td>
<td>$1,518,693</td>
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<tr>
<td><strong>Total support and revenue</strong></td>
<td>$4,809,604</td>
<td>$4,685,831</td>
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<table>
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<th>EXPENSES</th>
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<td>Program Services</td>
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<tr>
<td>Education</td>
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<td>Communications</td>
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<td>Partnerships</td>
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<td>$602,942</td>
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<td>Educator Services</td>
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<td><strong>Total Program Services</strong></td>
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<td>$2,493,867</td>
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<td>Supporting Services</td>
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<td>Fundraising</td>
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<td><strong>Total Supporting Services</strong></td>
<td>$1,066,867</td>
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<td>$1,066,867</td>
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<td><strong>Total expenses</strong></td>
<td>$3,560,734</td>
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<td>$3,560,734</td>
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<table>
<thead>
<tr>
<th></th>
<th>Without donor restrictions</th>
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<td>Change in net assets</td>
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<td><strong>Net assets at end of period</strong></td>
<td>$2,759,006</td>
<td>$5,536,813</td>
<td>$8,295,819</td>
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</tbody>
</table>
Contact Us

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