

News
Literacy
Project



Annual Report

FY19 (July 1, 2018–June 30, 2019)

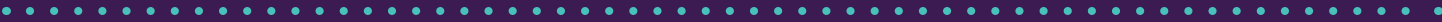




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Patricia Hunt, a government teacher at Wakefield High School in Arlington, Virginia, is one of more than 1,900 educators who have registered to use the Checkology® virtual classroom. See more information about Checkology on page 9.



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 36,214 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.

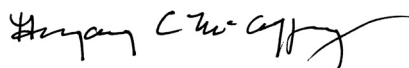
Cumulatively, this gives us a solid foundation upon which to build. We dramatically increased the size of our staff in the last year, giving us a talented and committed team to expand our reach and impact, and we’re off to a fast start in fiscal year 2020.

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

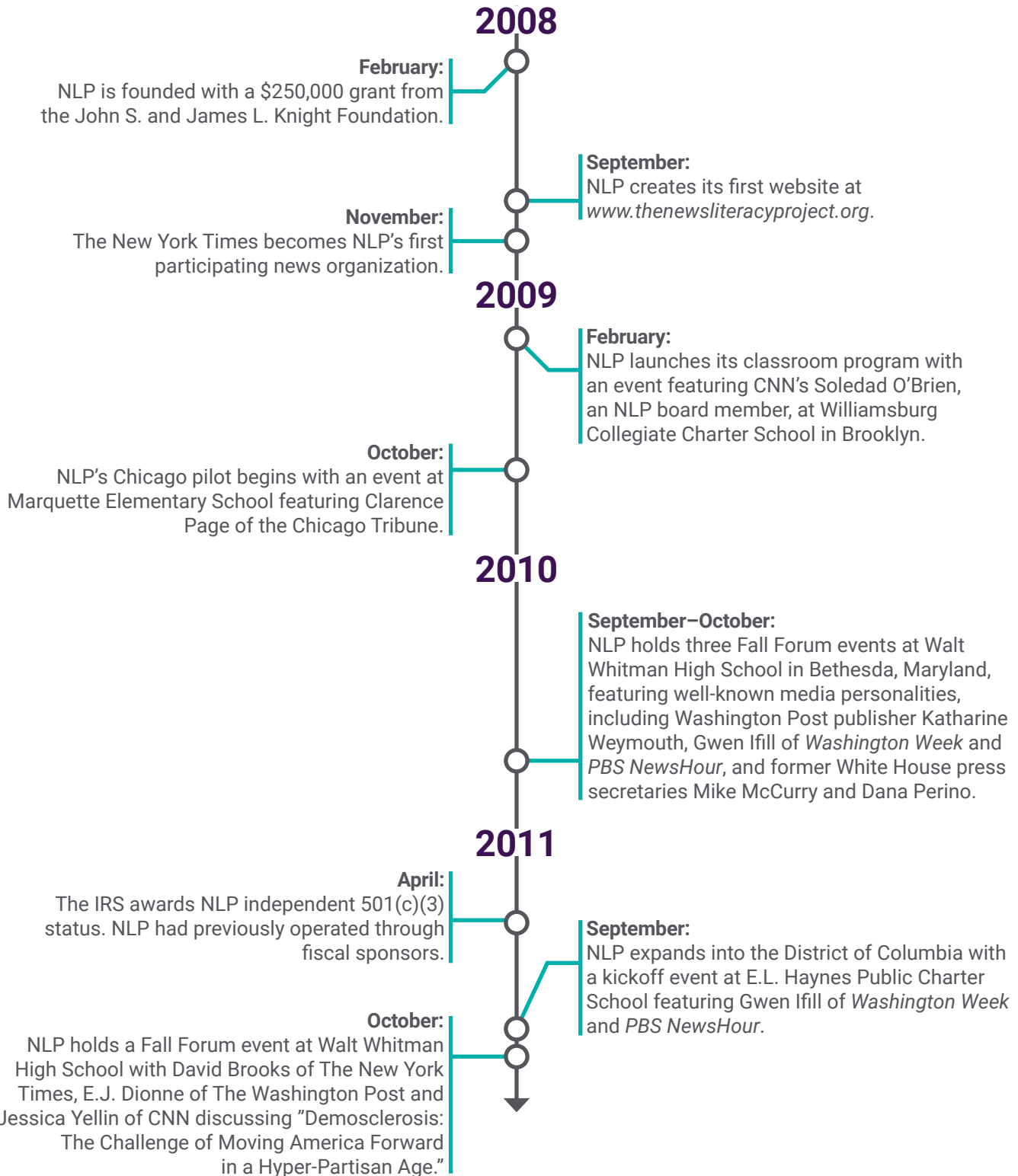
A handwritten signature in black ink that reads "Greg McCaffery".

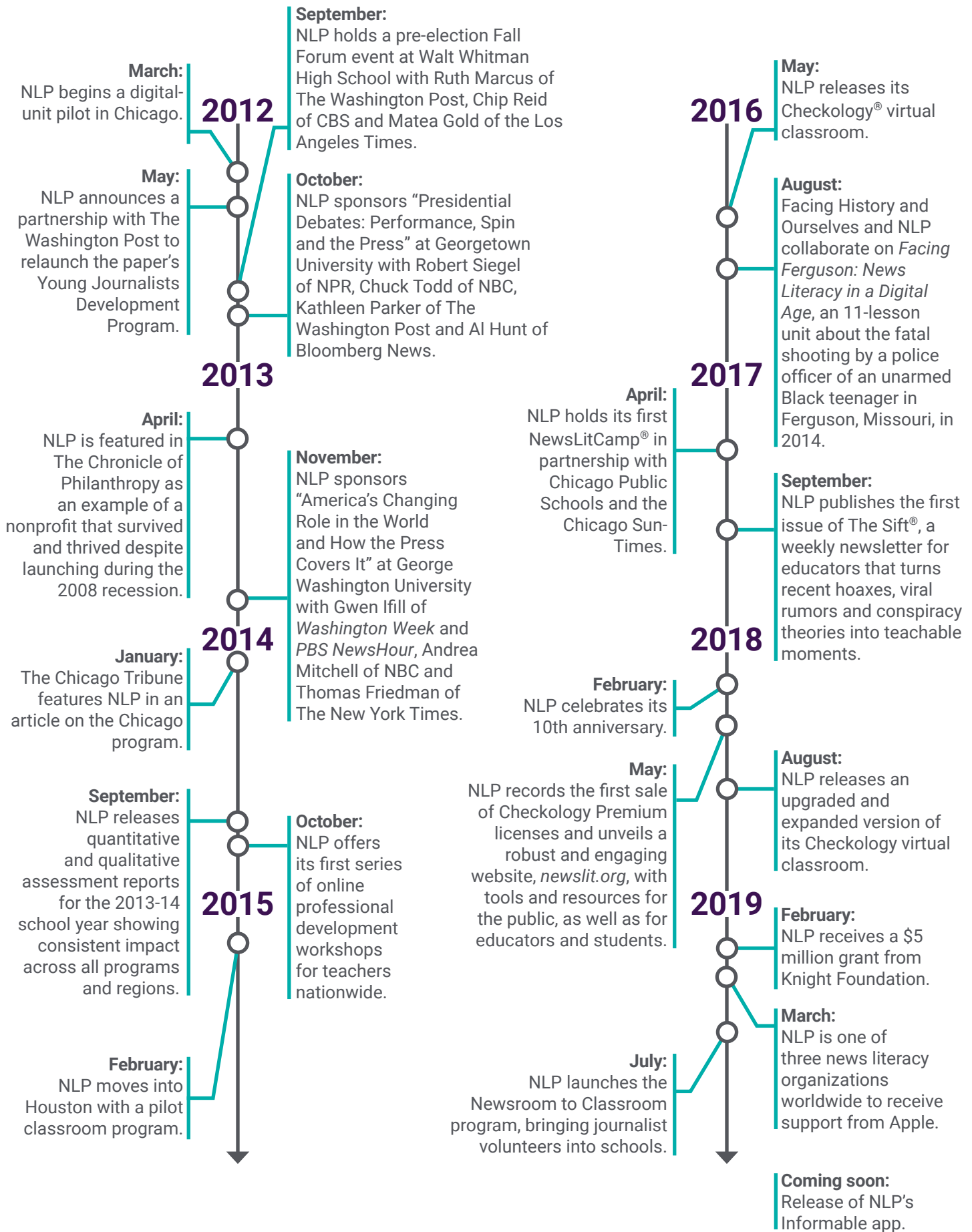
Alan C. Miller, founder and CEO

A handwritten signature in black ink that reads "Alan C. Miller".

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.





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®

Cumulative numbers from May 2, 2016, to June 30, 2019



129,040
individual student
accounts



19,229
registered
educators



108
countries

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.



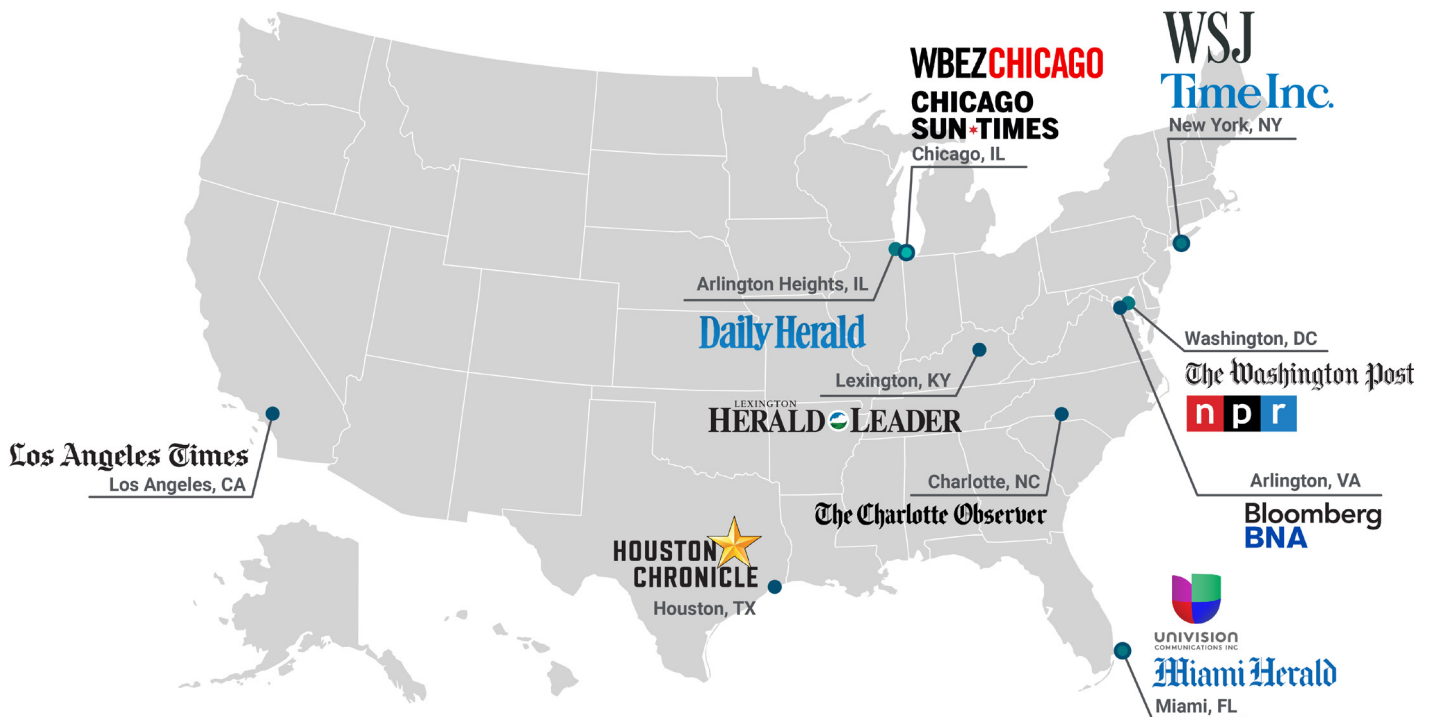
“We felt that this initiative
achieved scale, impact and
sustainability, which are rare
things to find together in any
media literacy programme. ...
Bravo!”

.....
2019 Global Youth & News Media Prize jury



NewsLitCamp® and Professional Development Opportunities

Cumulative numbers from April 2017 to June 30, 2019



NewsLitCamps from FY17 to FY19

14
events



10
cities



800
educators

2,500
teachers
reached through
professional
development
opportunities
since 2017



“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

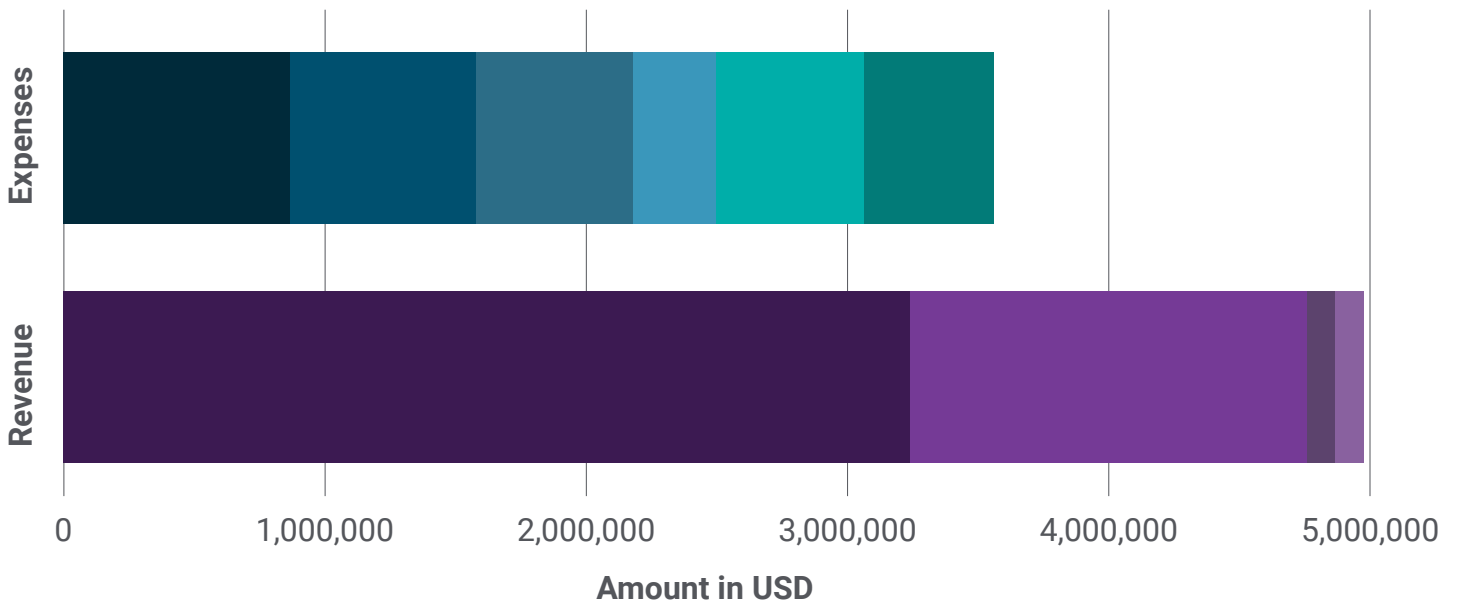


NLP's Alan Miller (left) with Lester Holt of NBC News, Stefan Holt of WNBC, and National Leadership Council members Catherine Woodard and Nelson Cunningham.

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 |
| 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

| SUPPORT AND REVENUE | | Without donor restrictions | With donor restrictions | Total |
|--|---|----------------------------|-------------------------|---------------------|
| | Grants and contributions | \$ 3,237,354 | \$ 6,204,524 | \$ 9,441,878 |
| | Program income | \$ 108,980 | — | \$ 108,980 |
| | Contributed services | \$ 109,730 | — | \$ 109,730 |
| | Investment loss | - \$ 69,250 | — | - \$ 69,250 |
| | Loss on disposal of asset | - \$ 95,903 | — | - \$ 95,903 |
| | Net assets released from donor restrictions | \$ 1,518,693 | - \$ 1,518,693 | — |
| Total support and revenue | \$ 4,809,604 | \$ 4,685,831 | \$ 9,495,435 | |
| EXPENSES | Program Services | | | |
| | Education | \$ 867,434 | | \$ 867,434 |
| | Communications | \$ 708,117 | | \$ 708,117 |
| | Partnerships | \$ 602,942 | | \$ 602,942 |
| | Educator Services | \$ 315,374 | | \$ 315,374 |
| | Total Program Services | \$ 2,493,867 | | \$ 2,493,867 |
| | Supporting Services | | | |
| | Management/general | \$ 566,315 | | \$ 566,315 |
| | Fundraising | \$ 500,552 | | \$ 500,552 |
| | Total Supporting Services | \$ 1,066,867 | | \$ 1,066,867 |
| | Total expenses | \$ 3,560,734 | | \$ 3,560,734 |
| Change in net assets | \$ 1,248,870 | \$ 4,685,831 | \$ 5,934,701 | |
| Net assets at beginning of period | \$ 1,510,136 | \$ 850,982 | \$ 2,361,118 | |
| Net assets at end of period | \$ 2,759,006 | \$ 5,536,813 | \$ 8,295,819 | |



Contact Us

For inquiries about financially supporting our work:

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For international inquiries:

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