



NLP Organizational Values

Who we are

At NLP, we approach one another with trust, compassion and generosity of spirit. We recognize work well done and celebrate personal and interpersonal success. We collaborate to challenge the status quo, turning creative ideas into resonant and representative programs.

What we believe

News literacy is an essential life skill.

We are living in the most challenging and complex information landscape in history. News literacy education empowers people with skills to successfully navigate this landscape. People who are exposed to the News Literacy Project's programs learn how to identify what they can trust, share and act on, and they become better-informed, more engaged and more equal participants in the civic life of their community, their country and the world.

Facts matter.

We believe that the standards and ideals of fact-based journalism — especially the process of

verification — are the best means by which to measure the credibility of news and other information. We also recognize that verifiable information includes research, data, context and reliable sources as key elements in formulating facts.

A free press is a cornerstone of democracy.

Our commitment to the First Amendment is absolute. We cannot sustain our democracy — nor build a more equitable future — without full access to facts and credible information that comes from a variety of sources representing a full range of experiences and viewpoints.

How we achieve what we believe

Innovation.

Because information today is shaped by constant change, including in the creation and distribution of misinformation and disinformation, we continuously work to improve our programs and resources to produce tools that are consistently useful for all communities.

Independence and nonpartisanship.

We are independent and rigorously nonpartisan. Our audience can trust that NLP has final approval of the content of our programs and resources, which teach people how to think, not what to think. Educators can trust that we focus on the resources and skills that students need to master news literacy. We recommend that educators, students and the general public go to standards-based media organizations for reliable information, but we do not endorse specific news outlets.

Inclusion and diversity.

Our work culture embraces diversity and inclusion to ensure a plurality of perspectives and agency. By prioritizing inclusion and belonging among our staff, board, partners and schools, we produce more resonant and representative programs for educators, students and the public, whoever and wherever they are.

Collaboration.

We collaborate with educators to meet their needs in teaching news literacy, and we partner with educational, media and other organizations to expand our reach and impact beyond the classroom. We welcome input from teachers, journalists and other experts — and from all who share our commitment to facts, fairness and civic engagement. Through this collaboration, we aim to learn from and connect with individuals and groups that represent a wide range of identities, life experiences and perspectives.

