



Corporate Training

[The News Literacy Project](#) offers private companies the opportunity to host news literacy workshops to help employees gain the confidence to tell fact from fiction and successfully navigate an increasingly complex and rapidly changing information landscape. Companies will also receive valuable guidance on steps they can take to protect their brands from harmful mis- and disinformation.

We offer engaging, interactive in-person and virtual workshops and webinars to teach adults how to verify the accuracy of information and evaluate the credibility of sources.

Why work with the News Literacy Project?

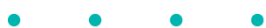
NLP is the leading provider of news literacy resources in the country. Our work has been recognized by former President Barack Obama and former Bush administration education secretary Margaret Spellings. Our experienced staff includes former classroom educators and journalists who can address a variety of core topics. The programs and resources we've developed have helped thousands of educators teach millions of students how to recognize fact from fiction.

Choose the best training for your company's needs

NLP offers four core topics in news literacy, as well as customized workshops or seminars. Choose one session on one or two core topics or combine sessions for a half-day immersion. Sessions include timely, real-life examples geared toward your goals, tips and tools and an interactive question-and-answer period. In addition to the core topics outlined here, we can create completely custom trainings, deliver keynote addresses and presentations and lead discussions.

Core topics

- **What does it mean to be 'news-literate?'** We provide an overview of the news literacy concepts and skills that people need to be reliably and credibly informed. The session focuses on recognizing credibility of news that informs us and the credibility of opinion and commentary that seeks to persuade us. It also covers



how to identify false or misleading information that attempts to manipulate through propaganda and misinformation. The goal of being news-literate is to prioritize credible sources and ignore sources that cannot be trusted.

- **Exploring the misinformation landscape:** Like the term “fake news,” misinformation has been weaponized and politicized, making it difficult to engage in discourse about important issues. We discuss how to precisely identify the many types of misleading, inaccurate and false information we encounter. We also explain how to identify common propagators of misinformation, evaluate the motivations behind why people share it and demonstrate essential fact-checking skills.
- **Understanding news media bias:** People frequently perceive and allege bias in news coverage, but what does this really mean? What makes a piece of news biased, and who decides? What role do our own biases play in our perceptions of bias? We help audiences understand this vital, complex topic in ways that empower people to meaningfully evaluate the fairness, accuracy and impartiality of news coverage.
- **Productive conversations without confrontation:** Trying to discuss current events with someone who has been manipulated by misinformation, propaganda or conspiracy theories can be maddening, emotional and seemingly futile. We talk about how and why misinformation manipulates emotions and exploits biases to draw people deeper into false belief. We provide strategies for having a civil conversation and resources to help people debunk falsehoods in a productive way.

Pricing for companies

The costs for our trainings vary depending on the type of organization, customization, in-person/virtual, travel and more. As NLP is strictly nonpartisan, we refrain from training politically affiliated groups or organizations.

Virtual pricing:

- Abbreviated virtual “lunch-and-learn” sessions on one core topic up to 45 minutes: \$600.
- In-depth virtual sessions on one core topic up to 75 minutes: \$1,000.
- Virtual sessions on two core topics up to 2.5 hours: \$2,000.
- Virtual sessions on core topics of your choice up to 5 hours: \$4,000.

- Contact Alee Quick at aquick@newslit.org for rates on custom virtual trainings for your company.

In-person pricing:

- In-person trainings on core topics are \$10,000, plus travel expenses. Additional days are \$2,000 per day, plus travel expenses.
- We can prepare customized quotes for specific time frames, settings and topics. Fees for custom in-person events are assessed on a case-by-case basis. Please email Alee Quick at aquick@newslit.org to discuss your company's needs.