

Annual Report

(July 1, 2023 to June 30, 2024)

News
Literacy
Project

FY24



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“The News Literacy Project is one of the most important public service organizations in the nation.”

– Pierre Thomas, ABC News
senior Justice correspondent

Dear Friends of NLP,

As we prepared this report at the height of the presidential election season, we couldn't help but reflect on the sheer volume of misinformation being spread.

Falsehoods and distortions will always exist, and with continued advancements in technology and generative artificial intelligence, they spread faster than ever, threatening our country's civil discourse. We are proud to play a role in helping Americans sift through viral rumors and disinformation with the creation of our [Misinformation Dashboard: Election 2024](#), a tool that tracks the trends and tactics driving misinformation about candidates and the voting process. But more importantly, our goal is to create lasting social change to foster the greater civic engagement needed to strengthen our democracy for generations to come.

This meant taking a critical look at our dual mandate to create a news-literate nation by providing tools, resources, and education to the broader public as well as educators during the past year. As we reviewed our programs, engagement and measurable results, it was clear that we could make the greatest impact by turning our full attention back to K-12 students. We're excited to refocus our mission on bringing systemic change to public education at a national scale, helping educators across the country align their classroom curriculum with events in the real world — preparing future generations to be engaged citizens.

Our ultimate objective is ensuring that news literacy becomes required teaching in all 50 states and the District of Columbia, just as students are required to learn math, English and social studies.

Because of NLP's growth on a national scale, we have the flexibility to try new strategies and discover what is most effective. We have leveraged our 16 years of successes and lessons learned to identify the barriers to widespread adoption of news literacy and have developed our 2024-2028 strategic framework as a roadmap for breaking through those barriers. We recognize that our ability to reflect and pivot is due to the encouragement and robust support of donors like you.

As you read this year's report, you will see that through your partnership, we have much to celebrate. This past year we were recognized with two high-profile awards. And tens of thousands of educators used our resources to teach news literacy skills to nearly half a million students across the country. In addition, through our district-wide initiatives, potentially more than 1 million students in 13 states will be taught news literacy skills by 2026. We also completed our first teen survey to hear directly from young people about what they know, believe and practice when navigating the digital information landscape.

This is why we see a future full of promise and are confident we will make significant progress to advance the development and teaching of news literacy in K-12 education. Thank you for being on this journey with us and for continuing to be a champion for a future founded on facts.



Greg McCaffery
BOARD CHAIR



Chuck Salter
PRESIDENT AND CEO

A handwritten signature in blue ink, appearing to read "Greg McCaffery".

A handwritten signature in blue ink, appearing to read "Chuck Salter".

A transition in NLP's board leadership

Karen Wickre, NLP's vice chair, will succeed Greg McCaffery, our longest serving board chair, who is term-limited. Greg had a three-decade long career with Bloomberg Industry Group, a legal, tax and regulatory data company, before retiring in 2019. He joined NLP's board in 2015, and has helped steer exponential growth. Since he became chair in 2017, NLP has grown from 12 to more than 40 employees, with a budget of almost \$8 million last year. He ended his term Sept. 15, 2024. We are incredibly grateful to Greg for his leadership.

Wickre, a longtime communications strategist and editor, joined NLP's board in 2016. Based in Silicon Valley, she spent 15 years at Google and Twitter (now X) before she formed KVOX Media, a business communications consultancy, in 2016. Karen is committed to ensuring we continue to scale our reach and provide equitable access to our resources and programs at no cost, removing any barriers to news literacy education. We look forward to continued growth under her leadership.

Walt Mossberg will succeed Karen as vice chair. Walt was a reporter, columnist and editor at the Wall Street Journal before launching the pioneering technology conference Recode in 2014 with his friend, colleague and pioneering tech journalist Kara Swisher.

To learn more about the new board chair and vice chair, visit newslit.org/about/team/.



Karen Wickre
BOARD CHAIR



“Having seen firsthand how quickly mis- and disinformation spreads online, it’s imperative that we give everyone the tools to help them discern fact from fiction in the ubiquitous feeds where they see news.”



Walt Mossberg
BOARD VICE CHAIR



“The battle against misinformation is a crucial part of saving our democracy and NLP is on the front lines. And that includes teaching students to discern generative AI and to use it responsibly.”

What is News Literacy?

Any comprehensive media literacy program must start with news literacy, an essential foundation of the discipline. Specifically, news literacy:

- Seeks to teach students how to think about the news and information they consume, not what to think.
- Places an emphasis on developing a healthy skepticism about news and information, without becoming cynical.
- Is committed to the First Amendment and the conviction that a free press is a cornerstone of democracy.
- Demonstrates a nonpartisan focus on specific, clear learning standards.
- Is a fundamental component of any comprehensive civics program.

Our Mission

NLP advances the development and teaching of news literacy in K-12 education.

Our Vision

All students in the United States are skilled in news literacy before they graduate high school, giving them the knowledge and ability to participate in civic society as well-informed, critical thinkers.

Our 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.



[Read more](#) about our values.

Refocusing on K-12 news literacy nationwide

For the past 16 years, NLP has led the development and advancement of news literacy education in grades K-12 by helping found the field and then growing to a national scale. In developing a new strategic framework, we leveraged our successes and lessons learned to identify barriers to widespread adoption of news literacy and created a roadmap for breaking through those barriers.

Our ultimate objective is nothing less than ensuring that news literacy becomes required teaching in all 50 states and the District of Columbia. By reaching students while they are learning these other critical life skills, they also gain the knowledge and abilities to be well-informed, critical thinkers, prepared for the civic engagement essential for a stronger democracy. *Below, we have outlined the barriers and our roadmap for addressing them per our 2024-2028 strategic framework.*

1 BARRIER 1: Many in the education system don't see news literacy as important, and some still question its value. To change this, we plan to show that news literacy is just as important as subjects like English, math and social studies by creating a teaching framework, developing quality resources, training teachers and supporting research that proves these tools help students learn.

2 BARRIER 2: Schools are already overwhelmed and must focus on what is mandatory. We plan to support state standards that make news literacy a required subject. Our goal is to partner with states and create the momentum needed for news literacy instruction to become essential teaching across the country. We will do this by advising the groups that already are working on state education policies to help them develop policy language and standards. We will also form state partnerships to promote useful resources and professional development for educators.

3 BARRIER 3: Educators and district leaders believe integrating news literacy into their curriculum is too difficult. We plan to provide easy-to-follow models that show how news literacy can be taught successfully and become "proofs of concept" for other education leaders. We will do this through our News Literacy District Fellowship program, which offers a local model that can be replicated in any district in any state and through partnerships that provide resources and professional development to other districts and states.



To learn more about our strategic approach, please click [this link](#) or scan the QR Code.

Continued resources for the public

While NLP's mission and vision will focus on serving K-12 students, many of our free resources that are designed for educators also will be accessible to the broader public, including:



Get Smart About News, a weekly email newsletter with practical news literacy takeaways. [Subscribe here.](#)



Videos on NLP's YouTube channel, including videos from our Checkology lessons, past webinars, public service announcements (PSAs), TikTok shorts and more. [Subscribe here.](#)



All the resources on our website such as infographics, tips for navigating mis- and disinformation around current events (like elections) and



RumorGuard®, which debunks disinformation using examples of viral rumors.



Resources and events during the annual **National News Literacy Week**, which underscores the vital role of news literacy in a democracy.

We will continue to maintain and develop new partnerships, and our subject matter experts are available to present or provide workshops. Contact Alea Quick, our Director of Community Engagement, at aquick@newsilit.org to learn more.

Our Impact

NLP served nearly
.....> **1.4 MILLION PEOPLE*** in FY24.

In addition, our public awareness campaigns had over
.....> **1.5 BILLION IMPRESSIONS.**



EDUCATORS AND STUDENTS

During the 2023-24 school year, NLP engaged over **19,000 educators** nationwide (an increase of more than 40% over the previous year) who actively used NLP's programs and resources to teach an estimated **473,000 students**.

19,000
EDUCATORS

473,000
STUDENTS

Over **10,000 educators** regularly read [The Sift](#).

Over **9,000 educators** participated in NLP's professional learning opportunities.

Each year we make independently assessing our work in the classrooms a priority, and the results consistently demonstrate that news literacy education works.

checkology®

During the 2023-24 school year, after completing lessons on our free digital learning platform:



84%

of students identified the more credible of two articles on the same topic from two different sources — a gain of 27 percentage points from pre-assessment.

87%



of students recognized when a social media post failed to provide credible evidence — a gain of 18 percentage points from pre-assessment.

81%



of students recognized that a free press is very important to a healthy democracy — a gain of 14 percentage points from the pre-assessment.

Educators continue to have a positive experience with Checkology:



98%

of educators rated their overall impression of Checkology as either good or excellent.



91%

of educators rated their students' overall experience with Checkology as good or excellent.

PARTNERSHIPS



Education partnerships

NLP partners with school districts, local education associations and state departments of education for the successful implementation of our free resources, including the Checkology virtual classroom.

In the past year, NLP established partnerships with 10 state-level education agencies to provide news literacy training webinars, and to introduce educators, families and communities to news literacy and NLP's free resources.

Our partnerships include:

- **Arizona Department of Education**
- **Boards of Cooperative Educational Services of New York State**
- **California Department of Education**
- **Colorado Department of Education**
- **Connecticut Association of School Librarians**
- **Kansas Library Systems**
- **Nevada Department of Education**
- **Utah Education Network and their State Board of Education**
- **Washington Department of Education**
- **Wisconsin Department of Public Instruction**

NLP also worked with the **Delaware Department of Education** to align our resources with their media literacy standards so NLP can be a featured resource on their website.



Other partnerships



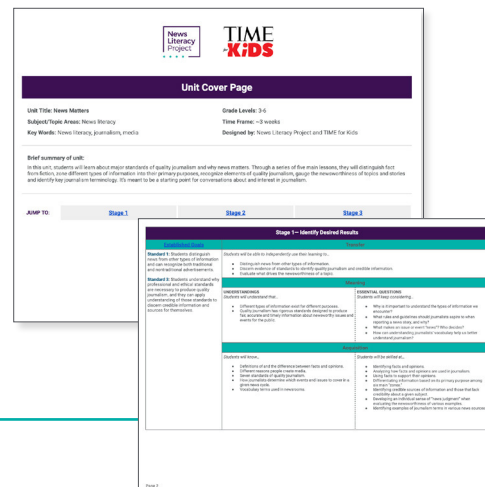
Secured an official partnership as the primary provider of news literacy education for older adults with AARP, one of the nation's largest learning resources for people over age 50. NLP conducted four events, hosted by AARP, over a five-month period between December 2023 and May 2024. These events reached **65,681 AARP members**.

Events included:

- AARP Tele-town Hall: Dementia, health & vaccines
- How to be a critical news consumer during an election
- AARP Tele-town Hall: Scams & misinformation
- Senior Planet OATS: Fact-checking in the AI age



Partnered with TIME for Kids magazine to create "News Matters," a three-week unit plan for grades 3-6. Using TikTok content designed by NLP staff, the lessons build foundational news literacy skills and give students the opportunity to apply these skills with assessments throughout.



Our Accomplishments

Recognized with two awards

In the past year, we received some of the most respected award recognitions for our work providing effective programs and resources for educators and students to collectively push back against misinformation in all its forms.



NLP received the highest honor from the **Library of Congress Literacy Awards Program**, the **David M. Rubenstein Prize**, recognizing our outstanding efforts to help people of all ages identify misinformation and help stop its spread.

LITERACY AWARDS
LIBRARY OF CONGRESS

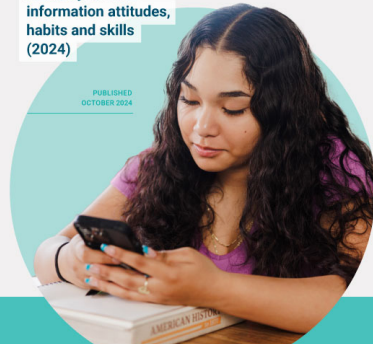


Checkology won a prestigious **Webby People's Voice Award** from the International Academy of Digital Arts and Sciences in the category of Websites and Mobile Sites - Responsible Information, which recognizes technologies *"that are effectively working to combat disinformation, misinformation, and false or misleading information online."*

News Literacy in America:

A survey of teen information attitudes, habits and skills (2024)

PUBLISHED OCTOBER 2024

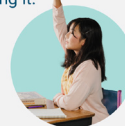


Conducted and published our first teen research study

We developed [our first teen survey](#) to explore teens' news literacy knowledge, habits and dispositions, and in May, we partnered with SSRS Opinion Panel to interview 1,110 adolescents ages 13-18. The findings are included in [our report News Literacy in America: A survey of teen information attitudes, habits and skills](#).

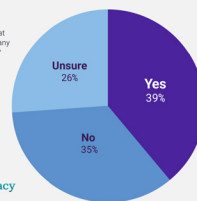
(Key Finding 1)

Teens want media literacy instruction included in their education, but most aren't getting it.



Only 39% of teens say their classes included any media literacy instruction during the 2023-24 school year

Have any of your classes at school this year included any media literacy instruction?

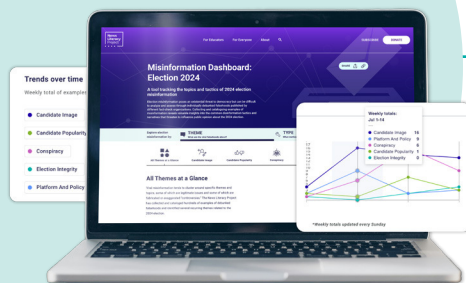


Notes: Results based on the 1,110 teens who responded to the survey. Source: SSRS survey for the News Literacy Project, October 2024. Survey dates: 10/1-10/15/24. N=1,110. Margin of error: +/- 3.5 percentage points.

News Literacy in America

Led two successful public awareness campaigns

Last year, NLP led two public awareness campaigns that had **more than 1.5 billion impressions** via our website, dashboards, social media, newsletters, webinars or emails.



Election 2024: Be informed, not misled:

In February, NLP launched a strictly nonpartisan, multifaceted election public awareness campaign to improve voters' ability to recognize and help stop the spread of false or misleading information and to provide educators with tools to teach students about elections, the electoral process and how to find credible election information.

- Our **PSAs have reached 325 million viewers** nationwide.
- We also hosted **five live events that reached 2,681 people**.
- New to this campaign is an [election misinformation dashboard](#), which collects examples of misinformation and catalogs them by theme, type and the use of artificial intelligence, revealing trends that threaten to mislead the public.

National News Literacy Week:

The fifth annual National News Literacy Week, presented by NLP in partnership with The E.W. Scripps Company **Jan. 22-26, 2024**, highlighted the importance of news literacy and local news in a healthy democracy and was our most successful to date, with **more than 1.2 billion impressions across television, radio, digital and print media**. National News Literacy Week 2025 will be held Feb. 3-7.



Made several program updates

Updated 78 videos on Checkology with closed captioning to be inclusive and accessible to all learners.

Designed and published three new infographics:

- [“6 things to know about AI”](#)
- [“In brief: News media bias”](#)
- [“Breaking news checklist”](#)



Revised the “Introductions to Algorithms” lesson on the Checkology virtual classroom, hosted by Mia Sato, a tech reporter at The Verge.

The lesson helps students understand the role of algorithms in their lives and boosts their news literacy know-how about search engines and social media platforms. But what sets this lesson apart is the presence of “Algo,” a personification of pesky algorithms brought to life by NLP’s Alexa Volland, Video Producer. Watch a lesson preview [here](#).

Media literacy
education reimagined.

News Literacy District Fellowship program

Central to NLP's new strategic framework is our [News Literacy District Fellowship program](#), the most effective way to develop replicable models for teaching news literacy nationwide. It also prepares districts to implement newly adopted state legislation or administrative action or can inspire districts to advocate for state required news literacy education.



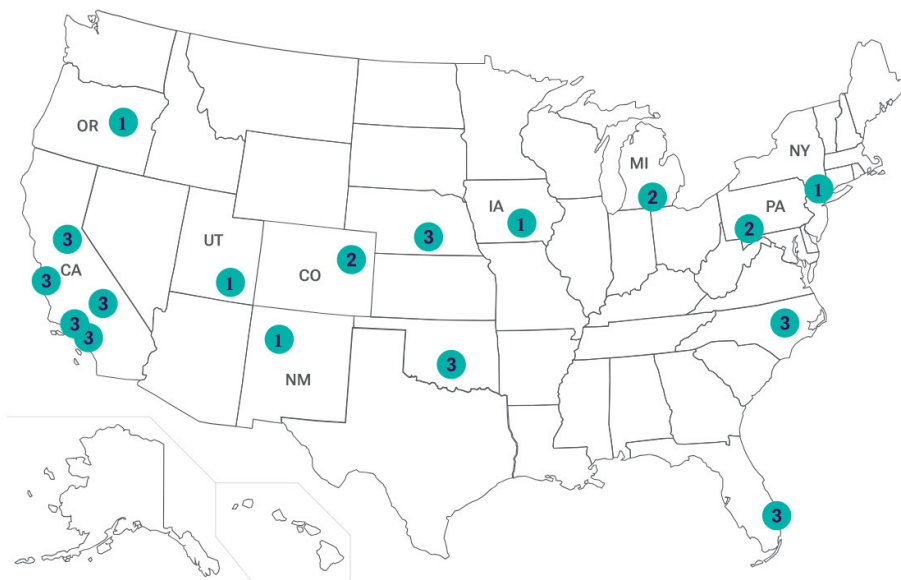
About the program

The program is a **two-year**, application-only opportunity for school district leaders to imagine and create district-wide news and media literacy learning, empowering students to think critically about information and preparing them to be active participants in our democracy.

NLP supports districts through professional learning and curriculum guidance and a network of peers. In year one, fellows design and pilot a sustainable and actionable news literacy instruction plan. In year two, they expand the pilot for district-wide adoption. The program aims to create news literacy instruction models that any school district could replicate.

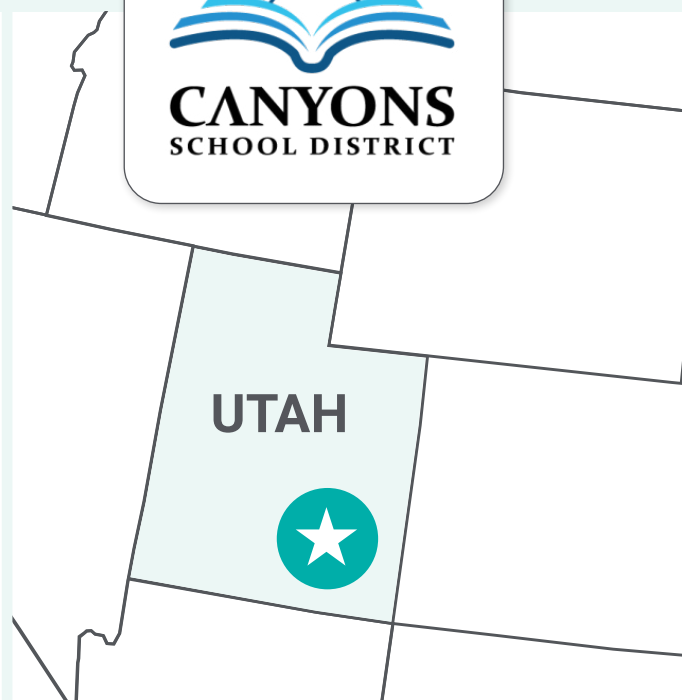
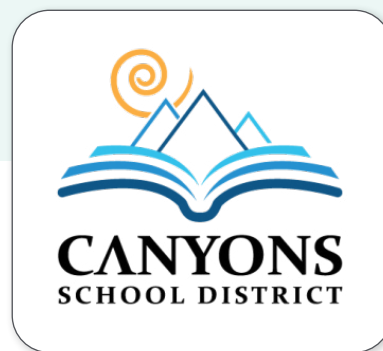
The map pictured on this page shows the district participation for each of our three cohorts. At the end of fiscal year 2024, our first cohort graduated, and we are now launching an **alumni program** in which members of the first cohort will mentor participants in the third cohort (2024-26).

One key benefit of this program is that districts have the flexibility to design the approach and model that will work best for them. On the following pages we share examples from two of our districts.



17 DISTRICTS in **13 STATES**

with the potential to impact the education of over **1 MILLION STUDENTS** by 2026



Utah's Canyons School District: Creating a professional learning model to implement required civics education legislation

In March 2022, Utah passed legislation requiring civics education that included an information literacy component. That same year the Canyons School District was accepted into cohort 1, the inaugural cohort of the program. As Gretchen Zaitzeff, the district's library media specialist, shared, "We were already in discussion about how to improve information literacy, and NLP was an obvious choice for the partner."

Members of the Canyons School District felt that professional development for their educators was the best place to start. In the first year, they worked with 110 middle and high school educators in social studies and English language arts, as well as teacher librarians and instructional coaches. The response to the first year was overwhelmingly positive. Teachers read ahead in coursework and shared resources in school and with their families.

"This needs to be something built with a structure for sustaining it because this is essential to saving democracy," Jodi Ide, a high school social studies specialist, said.

Lesli Morris, the high school English language arts specialist and a member of the district's information literacy team, agreed. "Our democracy will not survive if our citizens are not making accurate, informed decisions," she said. "People act on the information they have. If they have poor information, their decisions might be poor."

In the second year of the fellowship, secondary educators in all disciplines participated. As the district enters the fellowship's alumni program this school year, it will expand to include elementary educators.

It helped that the district has a strong supporter at the Utah Department of Education in Davina Sauthoff, library media specialist lead. Sauthoff said the district's approach sets it apart. "I love how Canyons is building the capacity of information literacy skills with all educators, not just librarians or ELA teachers," she said. "It's a unique model to intentionally include all content area teachers from kindergarten through high school. I'm very excited about that."

Location: Sandy, UT

Number of schools:

41 traditional,
6 specialized/programs

Number of students: 34,000+

“

"I love how Canyons is building the capacity of information literacy skills with all educators, not just librarians or ELA teachers."

– Davina Sauthoff,
Utah Department of Education
library media specialist lead



**LAS CRUCES
PUBLIC SCHOOLS**



**NEW
MEXICO**

Location: Las Cruces, NM

Number of schools: 41

Number of students: 23,000+

“If we want to prepare kids for tomorrow, you’ve got to be thinking about tomorrow.”

– **Jamie Patterson,**
secondary social studies
content specialist

“

New Mexico Las Cruces District: Using their model to advocate for state media literacy requirements

For years, educators have had a front-row seat to the often-troubling impacts of the information technology revolution on their teaching and on young people. To help ensure their students can thrive in a world where misinformation is relentless, a team of educators in Las Cruces, New Mexico, turned to NLP.

“Media technology is shifting far faster than we can keep up with it. Most students are getting news from TikTok and other ‘news’ sources. This was driving our thinking,” said Joel Hutchinson, secondary English language arts content specialist for Las Cruces public schools, a district with 25,000 students.

In 2021, Hutchinson, secondary Social Studies Content Specialist Jamie Patterson, and middle school English language arts Content Lead Josefina Miller were accepted into the fellowship program’s inaugural cohort.

While the Las Cruces team considered news literacy instruction to be a necessity, they knew instruction couldn’t begin until they provided teachers with the support to integrate it in their classrooms. Hutchinson noted that the fellowship gave them the time and resources to focus and plan each step of the process.

They piloted professional development with a group of high school ELA and social studies educators, building much of the curriculum around NLP’s signature digital learning platform, Checkology. As Patterson shared, “We have teacher leaders who experimented and tried things out, and they’re now the ones that are helping us grow the program over the next few years.”

They learned from the high school pilot to bring the skills from the secondary level into middle school with the goal of eventually incorporating news literacy instruction into elementary school. News literacy instruction has been implemented in all Principals of Democracy classes, a course for upper grade levels, and it’s been written into the social studies curriculum guide for seniors. Students are introduced to news literacy at the start of the school year, and it is woven into class instruction throughout the year, so concepts are constantly reinforced.

Based on their experience in the fellowship, the Las Cruces school district has a vision of establishing news literacy education as a priority for all students in New Mexico. They are working at the regional and state levels to help inform legislative decisions.

To have a meaningful impact, this work can’t start soon enough, the educators say. “What success would look like is to see this as a common practice, just part of the conversation. If we want to prepare kids for tomorrow, you’ve got to be thinking about tomorrow,” Patterson said.

Empowering educators

We are incredibly grateful for the support from Argosy Foundation, Fore River Foundation, and the Grable Foundation for enabling us to grow the District Fellowship program in FY2024.

If you are inspired by the experiences of the Canyons and Las Cruces school districts, multiply that across all three of the fellowship program's cohorts. This includes 17 districts from 13 states with the potential to impact the education of over 1 million students by 2026. Now imagine us being able to double or triple that impact by expanding our District Fellowship program to include more districts. With a pipeline of 40 districts already interested in participating, we would love to scale this program to 20, 30 and even 40 active districts with adequate support.

If you are interested in learning more about how to support this program, please contact **Erin Moore, Senior Vice President for Development**, at emoore@newslit.org.

“

“I am in the first year of the News Literacy District Fellowship program, and the research and changes that we have been able to implement would not have been possible without the support this program offers. Being able to impact students and having the support of a larger organization has been an immense difference from other initiatives.”

– **Miriam Klein, teacher librarian, Pennsylvania**

Create *lasting* impact.



Our 2024

NEWS LITERACY

CHANGE -MAKERS

In recognition of their commitment to news literacy education and contributions to quality journalism, NLP honored an educator, journalist and student in June 2024. These exceptional individuals distinguish themselves as champions for a more news-literate nation and a resilient free press.



**GWEN IFILL
STUDENT OF THE YEAR**

Neveah Rice

Cornell High School
Coraopolis, Pennsylvania

When Neveah Rice's U.S. Government teacher Amy Palo nominated her for NLP's student award, she wrote: "Neveah is truly a joy to have as a student and makes me hopeful for the next generation of journalists." Rice, who plans to study journalism at Indiana University of Pennsylvania, said NLP's Checkology digital learning platform helped her become an apt discerner of credible information. "It did change the way I consider information that I come across online." Studying news literacy made her aware that we all play a role in pushing back against misinformation and helping others find credible sources and fact-based information. "I do think that there is a responsibility that everybody should have when considering what they're posting on social media." Rice readily grasps what this knowledge means for democracy and the importance of being civically engaged. "I will be voting in this election. It's going to be my first time voting. I'm kind of nervous for it. I think my vote does matter."



Read more about Rice and watch her story [here](#).

About the award

The [Gwen Ifill Student of the Year Award](#) honors the trailblazing journalist — and longtime NLP supporter and board member — who died in 2016. It is presented to female students of color who represent the values Ifill brought to journalism. A highly respected, award-winning journalist, Ifill was the first Black woman to host a national political talk show on television as moderator of *Washington Week*, and she was a member (with Judy Woodruff) of the first female co-anchor team of a national news broadcast, on *PBS NewsHour*.



ALAN C. MILLER
EDUCATOR OF THE YEAR

Lindsay Downs

Sewickley Academy
Sewickley, Pennsylvania

It's certainly factual to say that Lindsay Downs is a librarian at the Sewickley Academy in suburban Pittsburgh. But that statement fails to capture all that she does and the values that drive her. Downs has long been a committed educator, a champion of cross-discipline learning and an advocate for helping students become more savvy news consumers. "I have been teaching for 15 years" and helping students discern fact from fiction "is a labor of love." Since first learning about NLP at an American Association of School Librarians conference in 2021, she has used the digital learning platform Checkology, the newsletter The Sift, infographics and other downloadable material in her curriculum. She believes news literacy gives students agency inside and outside of the classroom. "It's really amazing to empower others to be the managers of their own learning. You're teaching people how to be independent learners, and that's a very powerful thing."



Read more about Downs and watch her story [here](#).

About the award

[Alan C. Miller](#) founded the News Literacy Project in 2008 to give middle and high school educators the tools to teach students how to separate fact from fiction. As a reporter with the Los Angeles Times for 21 years, he won more than a dozen national honors, including a Pulitzer Prize for National Reporting. In 2020, Washingtonian magazine named him a Washingtonian of the Year, and in 2021, he received an AARP Purpose Prize. As Miller prepared to step down as NLP's CEO in 2022, the board of directors designated the Educator of the Year Award in his name to recognize his contributions to the field.



JOHN S. CARROLL
JOURNALIST OF THE YEAR

Tamoa Calzadilla

Factchequeado
Miami

Tamoa Calzadilla understands better than most people how vital a free press is to a functioning democracy. The editor-in-chief of Factchequeado, an initiative created to counter mis- and disinformation within Spanish-speaking communities in the U.S., she has practiced journalism in conditions where press freedoms were protected as well as under a dictatorship. Calzadilla also has been a dedicated partner with NLP since 2022. She assisted in two election campaigns by recording Spanish-language content, providing translations of NLP resources, and earlier this year participating in NLP's first-ever Spanish-language event on election misinformation. "I think news literacy should be required for high school curriculums," she told NLP in a recorded interview. The internationally recognized award-winning journalist and her family were forced to flee their native Venezuela after her coverage of government corruption and repression put them in danger. Calzadilla's work at Factchequeado and with NLP is deeply important to her. "I love the idea of collaborating to do something powerful."



Read more about Calzadilla and watch her story [here](#).

About the award

Named for one of [the most revered newspaper editors](#) of his generation, the John S. Carroll Journalist of the Year Award is given annually to journalists who have contributed significantly to NLP's mission. During an acclaimed journalism career spanning four decades, Carroll was the editor of three major U.S. newspapers: the Lexington (Kentucky) Herald-Leader, The Baltimore Sun and the Los Angeles Times. He was a founding member of NLP's board and served as its chair until shortly before his death in 2015.



“With Checkology I learned about the First Amendment, journalistic integrity, deciphering sources. I’m more news-literate after this year. I think that does empower me.”

**– Neveah Rice, high school student, Pennsylvania,
NLP’s 2024 Gwen Ifill Student of the Year**

Board of Directors and National Journalism Advisory Council

List reflects members who served for any period during July 1, 2023 – June 30, 2024.

NLP is grateful for the support and guidance of our Board of Directors and our National Journalism Advisory Council. Their partnership and dedication to news literacy make our work possible.

Board of Directors

Enrique Acevedo
Whit Ayres
Geraldine Baum (secretary)
Tucker Eskew
Eva Haller
Molly Hill Patten
Peter Kadzik (treasurer)
Melanie Lundquist
Greg McCaffery (chair)
Alan Miller
Walt Mossberg
Abby Phillip
Liz Ramos
Juliet Stipeche
Christina Van Tassell
Karen Wickre (vice chair)
Catherine Woodard

National Journalism Advisory Council

Nicole Avery Nichols	Peter Sagal
Sarabeth Berman	Craig Silverman
Kim Brizzolara	Jodi Rave Spotted Bear
Matea Gold	Adam Symson
Stephen F. Hayes	Pierre Thomas
David Hiller	Amy Weisenbach
Yukari Kane	Lauren Williams
Bill Keller	Jose Zamora
Scott Kraft	
Indira Lakshmanan	
Jaime Longoria	
Joy Mayer	
Tim Miller	
Chris Peña	
Tracie Potts	
Emily Ramshaw	
Alana Rocha	

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The News Literacy Project provides critical resources and accessible teaching to help people make sense of the world, while also documenting and pushing back against efforts to manipulate and undermine trustworthy information. It’s an honor to contribute to such important work.

— **CRAIG SILVERMAN**, national reporter at ProPublica and member of NLP’s National Journalism Advisory Council



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* denotes multi-year contributions recognized at the level of the total amount.

‡ indicates a donor is deceased.

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Leadership gifts are integral to NLP’s mission and provide the foundational support that makes our work possible.

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Sandra Nelson	The David and Katherine Moore Endowment

“ ”

YOUR LEGACY MATTERS

“I included NLP in my estate plan because news literacy is the lifeblood of democracy, which is at risk in the U.S. and around the world. We are living in a worldwide crisis of values that will not be defeated in my lifetime.”

[Read more](#) about Sandra Nelson's life and legacy.

In-Kind Giving

Axios Media, Inc.	Hearst Corporation	The Associated Press	The Wall Street Journal
Bangor Daily News	Los Angeles Times	The Colorado Sun	The Washington Post
Chalkbeat	Lorenza Muñoz and David White	The New Mexico State University Round Up	The Washington Times
Chicago Sun-Times	NPR	The New York Times	Univision
Cityside Journalism Initiative	Politico	The New Yorker	Vox Media
Comcast	Southern California Public Radio	The Texas Tribune	Catherine Woodard and Nelson Blitz, Jr.
Detroit Free Press	The 19th News	The Valley Breeze	

Financials

As of June 30, 2024

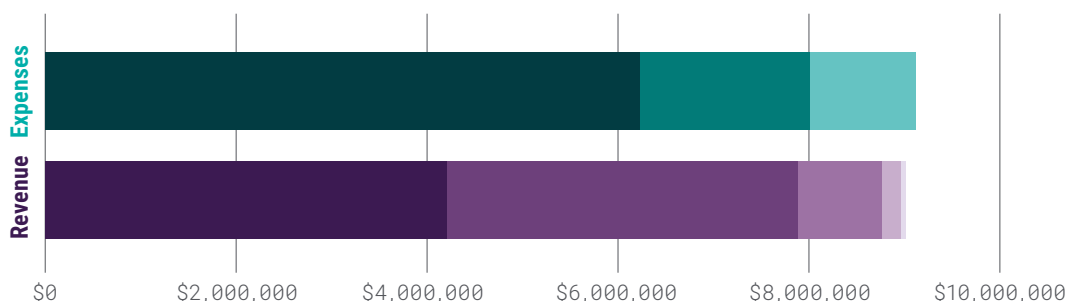
Reserve
\$2,063,990

Endowment known value*
\$551,164

*Received or pledged gifts

FY24 audit performed by GRF CPAs & Advisors

FY24 Expenses and Revenue



Statement of Activities and Change in Net Assets

Support and Revenue	Without donor restrictions	With donor restrictions	TOTAL
Grants and contributions	4,208,794	8,897,948	13,106,742
Program income	51,397	—	51,397
Contributed nonfinancial assets	880,508	—	880,508
Net investment return	197,855	—	197,855
Net assets released from donor restrictions	3,679,039	(3,679,039)	—
TOTAL SUPPORT AND REVENUE	\$ 9,017,593	\$ 5,218,909	\$ 14,236,502
Expenses			
Program services	6,224,628	—	6,224,628
Total supporting services	2,896,509	—	2,896,509
— Management/general	1,788,505	—	1,788,505
— Fundraising	1,108,004	—	1,108,004
TOTAL EXPENSES	\$ 9,121,137	—	\$ 9,121,137
Net Assets			
Change in net assets	(103,544)	5,218,909	5,115,365
Net assets at beginning of period	4,336,154	751,539	5,087,693
NET ASSETS AT END OF PERIOD	\$ 4,232,610	\$ 5,970,448	\$ 10,203,058

Support our work

You are essential to helping us reach our vision of ensuring all students in the U.S. are skilled in news literacy before they graduate high school, giving them the knowledge and ability to participate in civic society as well-informed, critical thinkers.



Here is what you can do to support us:

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- Introduce an educator, school or school district to us.
To learn more about our District Fellowship program or for educational partnership inquiries, contact **Ebonee Otoo**, Senior Vice President of Educator Engagement, at eotoo@newslit.org.
- Advocate for your state to pass legislation or take administrative action requiring news literacy education.
- Donate to NLP at newslit.org/donate/.
Your gift of any amount is greatly appreciated. If you or someone you know wants to learn more about supporting our work, contact **Erin Moore**, Senior Vice President of Development, at emoore@newslit.org.
- Engage an NLP subject matter expert.
Our team loves to speak to the media, be interviewed, present to groups, lead workshops and more. For media inquiries, please contact **Christina Veiga**, Senior Director of Media Relations, cveiga@newslit.org. For other speaking engagements and partnerships, contact **Alee Quick**, Director of Community Engagement, at aquick@newslit.org.

Thank you for
helping to create

a future founded on facts



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