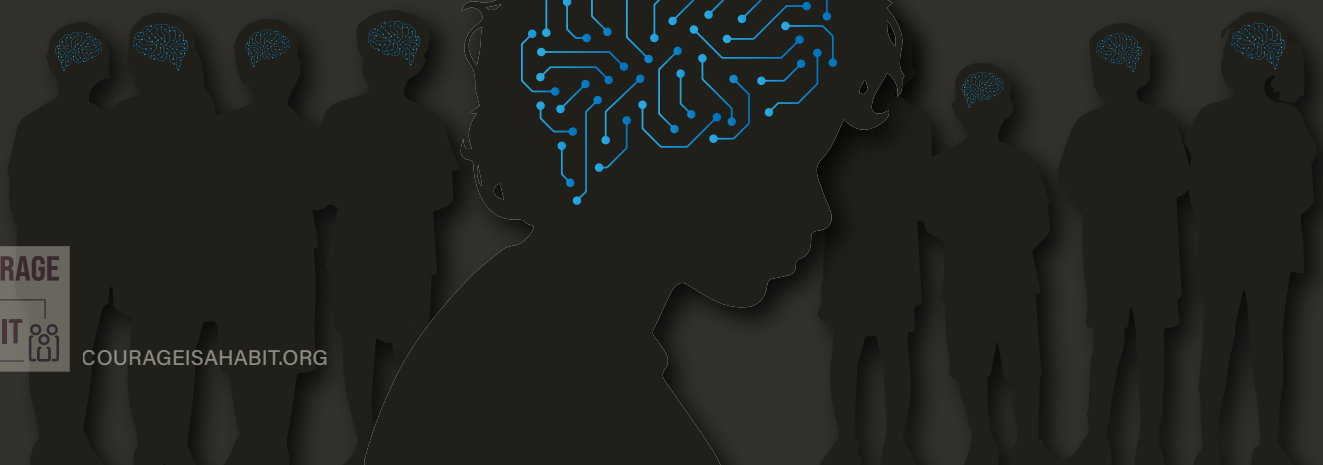


# MEDIA LITERACY

**SCAM**

Infiltration in K-12

Part I



## What is an NGO?

Non-Governmental Organizations (NGO) are nonprofit groups who are often funded by local, state, and federal government grants and contracts (taxpayers). NGOs work independent of government control (rules, regulations) to promote social and political change.

## Why should parents care?

Unbeknownst to the majority of parents, K-12 public schools are partnering with NGOs, utilizing their services to advance progressive and radical ideologies. This clandestine partnership takes advantage of the "non-partisan" façade these NGOs present, all too often escaping parental notice.

## What should parents do?

Contact your principal and formally request a comprehensive roster of all NGOs involved with the school, along with the specific details of the information used to influence your child's education and beliefs.

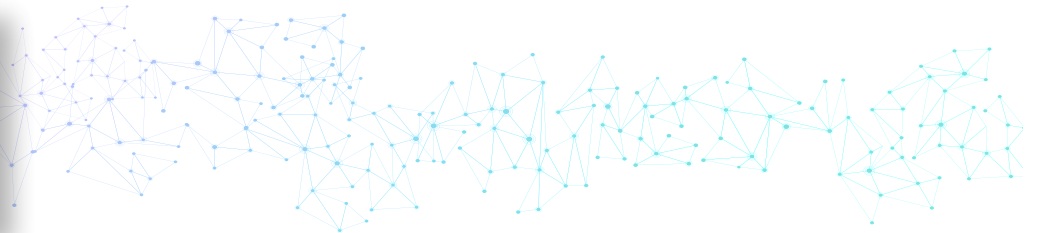
## What is a public/private partnership?

A public-private partnership in education involves a taxpayer-funded public school contracting with a private NGO to provide lessons, training, and curriculum.

However, the school may use the NGO's proprietary status to withhold specific details from parents.

***For example:***

*Corpus Christi ISD spent \$73,288.88 of US taxpayer dollars in September 2021 to purchase SEL curriculum from NGO 'Second Step,' but [denied parents access to the lesson plans](#) citing 'copyright protection.'*



## WHO IS THE NEWS LITERACY PROJECT (NLP)?

The [News Literacy Project](#) (NLP) is an NGO, based in Washington, D.C., that has partnered with major mainstream news outlets to provide resources for:

- EDUCATORS
- STUDENTS
- GENERAL PUBLIC

They claim to be non-partisan yet all their supporting partners, board members, and correspondents only subscribe to progressive left-wing beliefs.

### —● HOW DO THEY DEFINE "MEDIA LITERACY"?

Critical-thinking skills for analyzing and judging the reliability of news and information, differentiating among facts, opinions, and assertions in the media we consume, create and distribute.

### —● WHAT THEY ACTUALLY MEAN BY "MEDIA LITERACY"?

Facts, opinions and assertions should only be obtained from mainstream media outlets and 3-letter government agencies.

## WHAT IS NLP'S MISSION?

NLP has devised a comprehensive four-year strategy aimed at integrating itself into the field of K-12 education. This plan involves leveraging the Mainstream Media (MSM) as a tool to impart the notion that they are the single source of "credible media" to students. Simultaneously, they are discrediting information and news sources (such as independent media and journalists) that do not conform to the narrative of the MSM. ***Their key mission is to make their brand of "media literacy" a high school graduation requirement in all 50 states.***

newslit.org

### Engaging more people with engaging resources

With your support, **13,450 educators** in all 50 states used our news literacy resources, reaching **an estimated 2 million students.**

More than **34,000 people** attended our live news literacy community learning events throughout the year, and we drew more than 8,000 educators to educator-specific events and trainings.

# MAINSTREAM MEDIA

CONSUMED

CREATED

DISTRIBUTED

15  
YEARS

News  
Literacy  
Project

2008 - 2023

checkology®

The  
Sift®

RUMOR GUARD

VIRTUAL CLASSROOM

LESSON PLANS

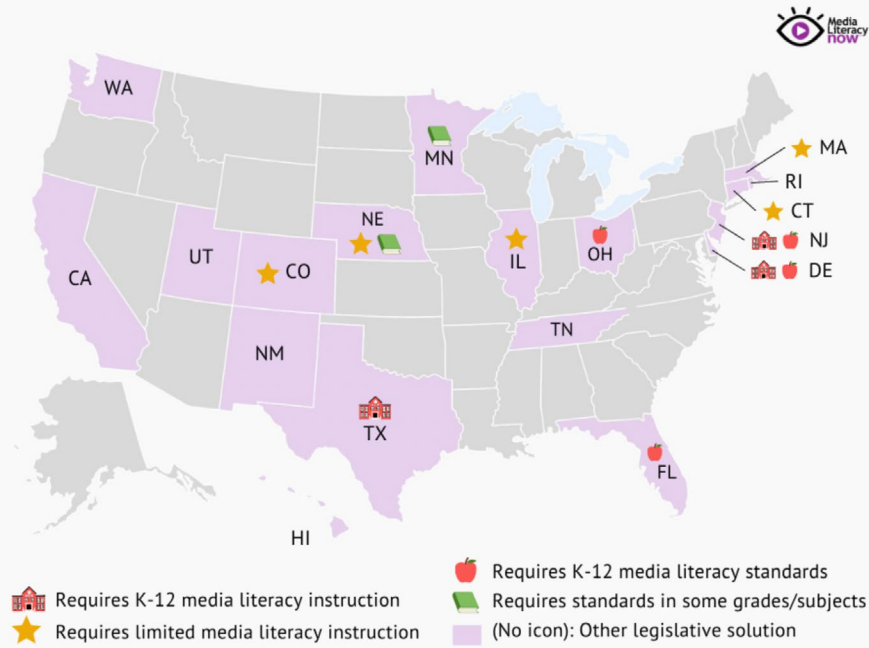
NEWSLETTER

RESOURCE

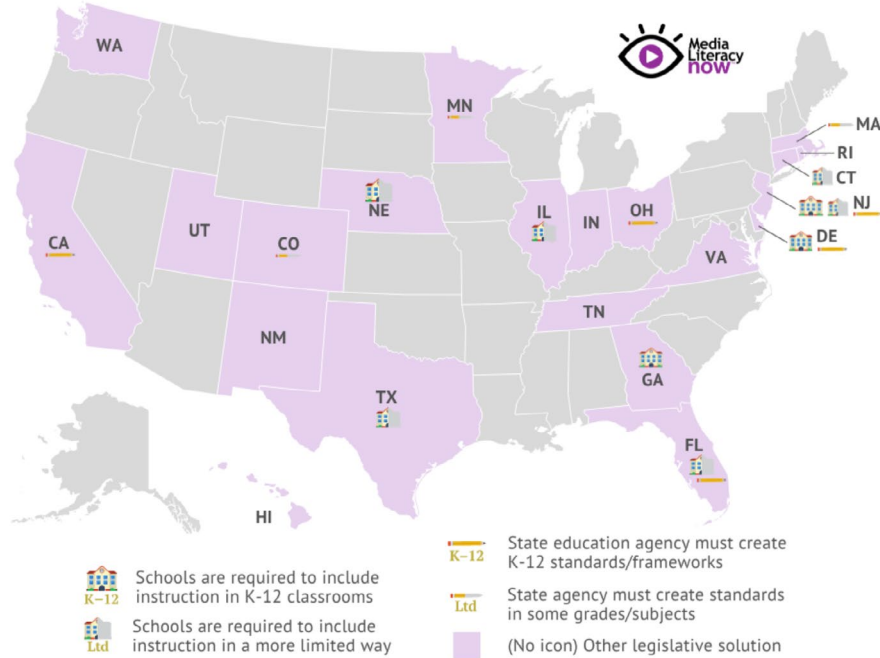
# TRAINING EDUCATORS

# "MEDIA LITERACY" IN SCHOOLS

MARCH 2023



MAY 2024



**While your state may not be included in this map, it DOES NOT imply that your school district hasn't introduced some form of "media literacy" propaganda. It simply means it is not mandated yet. [Maine](#) isn't shown on this map, but their state department of education website uses NLP as a resource.**

## "NEWS LITERACY" IN MAINE

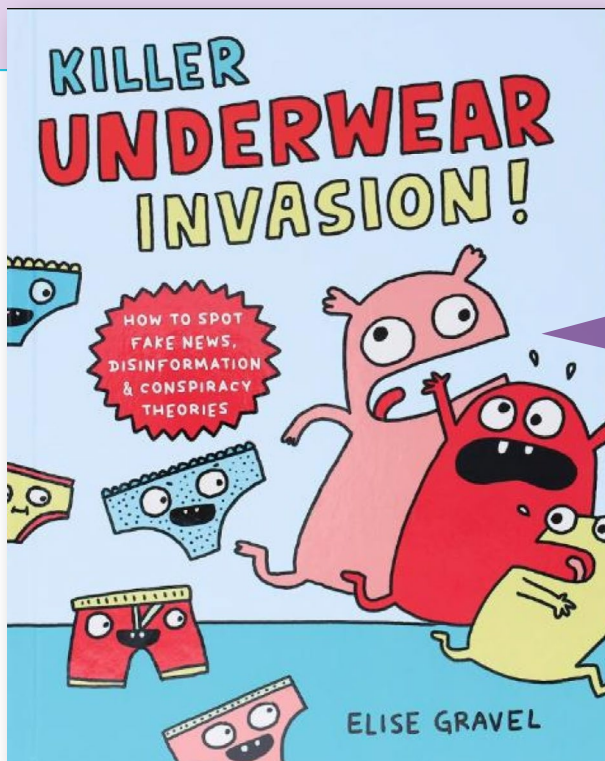
On September 21, 2023, Maine Wire published [Children's Book in Maine Schools Tells Kids to Trust Corporate Media — Not Their Parents: News Literacy Project](#)

"The broader push for "news literacy" education in Maine schools may originate with the national nonprofit organization the News Literacy Project (NLP), which has ties to the Maine Department of Education, and has endorsed "*Killer Underwear Invasion*."

- Maine Wire

The article lists "just some of the many Maine schools which have "Killer Underwear Invasion" on their library shelves:

- Amanda C. Rowe Elementary School, Portland
- East End Community School, Portland
- King Middle School, Portland
- Lincoln Middle School, Portland
- Sea Road School, Kennebunk
- Farwell Elementary School, Lewiston
- Lewiston High School, Lewiston
- Margaret Chase Smith Elementary School, Sanford
- Sanford Middle School, Sanford
- Harriet Beecher Stowe Elementary School, Brunswick



# Children’s Book in Maine Schools Tells Kids to Trust Corporate Media – Not Their Parents: News Literacy Project

[LINK TO MAINE WIRE ARTICLE](#)

The National Literacy Project, backed by corporate media, wants students to only trust corporate media

BY  EDWARD TOMIC — SEPTEMBER 21, 2023 — UPDATED: SEPTEMBER 21, 2023 4 COMMENTS



- Maine school libraries are stocking a children’s graphic novel meant to **teach “news literacy”**...meant to **persuade children not to trust their families over the corporate news media.**
- The NLP and “Killer Underwear Invasion” are both aimed at **teaching kids to only trust information that comes from the largest corporate media brands.**
- “When a majority of experts and scientists agree on a topic, there’s a good chance that they’re right,” the book states, presenting a statistic that **98 percent of scientists say climate change is real** as an example. ***Ironically, the author does not cite a source for this statistic.***
- Began a four-year education plan in 2022...to **“collectively push back against misinformation** in all its forms,” with a goal of **establishing new media literacy requirements for students** in states that do not yet have them.



# WHO ARE THE NLP EXPERTS?

This is just a small sampling of individuals whom NLP considers "non-partisan, credible experts" from whom children should learn "media literacy".

## THE EXPERTS

**MSNBC** Ali Velshi - Chief Correspondent

[WATCH](#)

Ali Velshi @AliVelshi  
Listen: Ali Velshi on Gender-Affirming Care for Transgender Youth  
thephiladelphiacitizen.org/listen-ali-vel... via @thephilacitizen

9/21  
What's weird about these book bans is virtually none of them are the so called "normal" books about the straight white experience. No one seems to find those all that threatening. #velshi

11:22 AM · 2/5/22

Ali Velshi @AliVelshi · 5/8/22  
"I'm going to say something rather bold: no one grows up in this society and doesn't know it's better to be white," says 'White Fragility' author Robin DiAngelo. "We all get that message." #VelshiBannedBookClub #Velshi



Ali defending obscene material for minors in Dearborn, MI schools.

**NBC NEWS** Brandy Zadrozny - Senior Reporter

Brandy Zadrozny @BrandyZadrozny  
Parents with kids 5-11 are evenly split between whether they'll vaccinate "right away," "wait and see," or not at all. How big an effect the anti-vaccine crowd will have largely depends on the reach of the scare-mongering videos we expect to see more of. [nbcnews.com/tech/tech-news...](#)

1:01 PM · 11/3/21 from Earth

Brandy Zadrozny @BrandyZadrozny  
The smallness of this, scraping off rainbow stickers, shows how terrified some conservatives are of this LGBTQ boogeyman they've made and the harm that fear can do. Great reporting from @tylerkingkade. [nbcnews.com/news/us-news/1...](#)

9:46 AM · 4/7/22 from Earth

Brandy Zadrozny @BrandyZadrozny  
Hateful and violent online rhetoric targeting LGBTQ people has been ratcheting up for months. Now, just hours after a deadly mass shooting at #ClubQ, the worst of these hate accounts, LibsoftikTok is targeting another drag event in Colorado. [nbcnews.com/news/us-news/5...](#)

10:02 AM · 11/20/22 (from Earth)



John Silva - News Literacy Senior Director of Projects

John C. Silva @MrSilva  
If they had believed that the Constitution should remain unchanged in perpetuity the framers wouldn't have created the amendment process. Every word of the Constitution can be amended. We simply lack the moral courage to repeal the 2nd Amendment and make our communities safer.

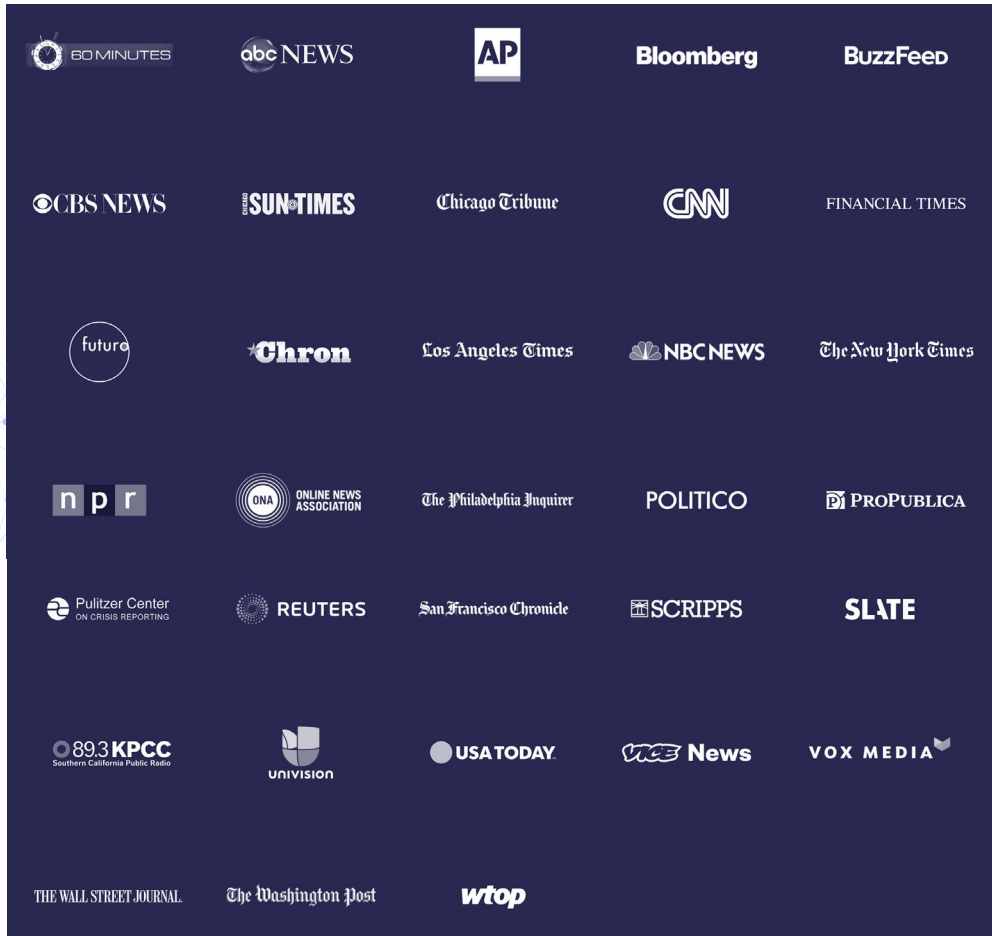
11:43 AM · 6/3/22 from Earth

John C. Silva @MrSilva  
The only solution is to repeal the 2nd Amendment. Unfortunately too many people love owning guns more than they hate seeing innocent children and adults being mercilessly gunned down. They accept the blood of others as the price of their gun fetish.

7:24 PM · 5/24/22 from Earth

## WHO ARE NLP'S MEDIA PARTNERS?

NLP is partnered with a massive network MSM partners that provide lessons and training to public schools to teach "media literacy."

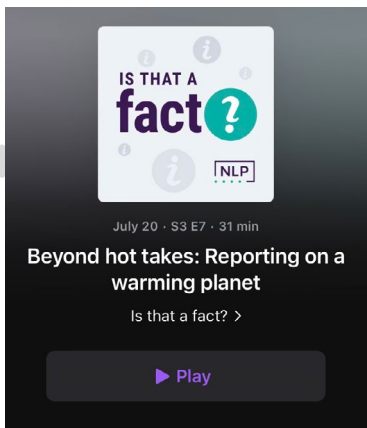


## WHO ARE NLP'S FUNDERS?



## "MEDIA LITERACY" TO NLP MEANS:

- CLIMATE CHANGE IS SETTLED SCIENCE
- COVID VACCINES ARE "SAFE & EFFECTIVE"
- ELECTION INTEGRITY CANNOT BE QUESTIONED



## CLIMATE CHANGE IS SETTLED SCIENCE



Things have been heating up — literally — since [Sabrina Shankman](#), our latest podcast guest, began covering climate change a decade ago. The scientific community has presented indisputable evidence that climate change is the result of carbon emissions from human activity. News organizations have committed more resources to covering the complex topic. And climate deniers and the misinformation they spread have evolved along with the conversation.

Shankman, who covers climate change at [The Boston Globe](#), addresses these topics and more in this podcast episode.

The science proving climate change is real has been around for decades, but it's taken society and the news media a while to catch up. But with wildfires, flooding, and other extreme weather events on the rise, the climate crisis has come knocking on our doors.

"The scientific community has presented indisputable evidence that climate change is the result of carbon emissions from human activity."

"Climate deniers and the misinformation they spread."

"The science proving climate change is real has been around for decades."



podcast

# COVID VACCINES ARE "SAFE & EFFECTIVE"



May 19, 2021 · S1 E11 · 38 min

Special: Is misinformation to blame for vaccine hesitancy?

Is that a fact? >

▶ Play

In this special episode of Is that a fact? we explore why some people remain hesitant to get one of the COVID-19 vaccines, despite growing evidence that inoculation is the key to getting our lives and the economy back on track. We wanted to find out just how much misinformation might be to blame for that reluctance or if genuine concerns about the safety and effectiveness of the vaccines might be giving people pause.

To answer this question and more, we spoke with Dr. Erica Pan, California state epidemiologist, and Brandy Zadrozny, a senior reporter for NBC News who covers misinformation, extremism and the internet.

"how much misinformation might be to blame for that reluctance or if genuine concerns about the safety and effectiveness of the vaccines might be giving people pause."

"we spoke with...Brandy Zadrozny [See Page 5], a senior reporter for NBC News who covers misinformation, extremism and the internet."

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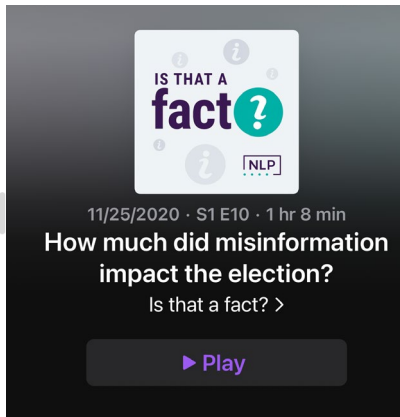
Politics has certainly influenced who has chosen to get vaccinated. According to the [Kaiser Family Foundation](#), "there continue to be differences in COVID-19 vaccination rates along partisan lines, a gap that has grown over time." The Kaiser study showed that almost 53 percent of people who live in counties that voted for Biden were fully vaccinated compared to nearly 40 percent of people in counties that went to Trump.

To better understand why people continue to reject overwhelming scientific evidence supporting the safety of the vaccines when compared to the dangers posed by the virus, we spoke to three people to learn more about the false narratives surrounding COVID-19 and the vaccines.

"almost 53 percent of people who live in counties that voted for Biden were fully vaccinated compared to nearly 40 percent of people in counties that went to Trump"

"To better understand why people continue to reject overwhelming scientific evidence supporting the safety of the vaccines"

## ELECTION INTEGRITY CANNOT BE QUESTIONED



This episode, which was recorded live on Zoom on Wednesday, November 18 with a panel of experts, is our season finale. Our host moderated a conversation with Enrique Acevedo of CBS' "60 in 6," Dr. Joan Donovan of the Shorenstein Center and Jane Lytvynenko of BuzzFeed News about how misinformation impacted the 2020 elections and what we can anticipate on the horizon.

[Acevedo](#) is a correspondent on the new CBS production "60 in 6." Before that, he was the Emmy-award winning anchor of Noticiero Univision late-night edition. Acevedo is also a member of the News Literacy Project's (NLP) board of directors and the host of NLP's Checkology® lesson on Practicing Quality Journalism. [Dr. Donovan](#) is the Research Director of the Shorenstein Center on Media, Politics and Public Policy. She is a leading expert in the field in examining online extremism, media manipulation, and disinformation campaigns. [Lytvynenko](#) is a journalist with BuzzFeed News, based in Toronto, where she covers online misinformation. Her work investigates the spread of fake news, digital deception, and the rise of hyper-partisanship online.

"Our host moderated a conversation with Enrique Acevedo of CBS...and Jane Lytvynenko of BuzzFeed News about how misinformation impacted the 2020 elections"

"Acevedo is also a member of the News Literacy Project (NLP) board of directors."

Lytvynenko is a journalist with BuzzFeed News...she covers online misinformation... investigates the spread of fake news, digital deception, and the rise of hyper-partisanship online.

# CALL TO ACTION

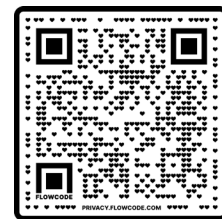
1. Contact your principal and formally request a comprehensive roster of all NGO's involved with your school, along with the specific details of the information used to influence your child's education and beliefs.
2. Download [10 Questions Every Parent Should Ask Vol 2](#). We show you how to use these carefully crafted questions to hold your school administrators accountable.
3. Download [6 Demands Every Parent Should Make Vol 1](#). This tool is designed to hold school officials accountable, ensure compliance with recent legal precedents, and protect children from ideological indoctrination.

*Proactive engagement can make a real difference in your child's education.*

**IF YOU DO NOT STAND UP  
FOR YOUR CHILDREN TODAY  
THEY WILL LIVE ON THEIR KNEES TOMORROW**



[COURAGEISAHABIT.ORG](https://COURAGEISAHABIT.ORG)



[COURAGEOUS SUPPORTER](#)