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National News Literacy Week 2026 focuses on rebuilding trust in the age of AI

WASHINGTON, D.C., Jan. 29 – With AI-generated content everywhere, it’s not easy to know what information is accurate – or even real.

That’s why the seventh annual [National News Literacy Week](#) (Feb. 2 – 6) focuses on helping teens find credible news and information they can trust.

Presented by the News Literacy Project, The E.W. Scripps Company, USA TODAY and USA TODAY Network, the week provides educators with free tools and resources to teach today’s teens how to judge for themselves when information is reliable, accurate and fair.

“Gen Z and Gen Alpha need to learn how to confidently navigate through a sea of AI-slop and viral rumors that fill their feeds,” said Charles Salter, president and CEO of the News Literacy Project. “National News Literacy Week is an opportunity for educators to equip their students with the skills they need to make informed decisions about what to trust.”

When it’s hard to know what’s true, many young people default to distrusting news and other information. [A recent News Literacy Project study](#) found that 84% of U.S. teens hold negative views of the press, often describing journalism as deceptive or inaccurate.

“Today’s young people are inheriting a world where truth has to fight harder than ever to be heard,” said Adam Symson, Scripps president and CEO. “As a trusted news publisher, the Scripps News Group has a public service responsibility to help people navigate an increasingly complex information environment. National News Literacy Week is one way we equip the next generation to separate fact from falsehoods and make confident, informed choices.”

Students who learn news and media literacy skills [report higher trust in the press](#) and are more likely to consume news. It helps teens embrace healthy skepticism – not harmful cynicism – about the information they encounter.

“Local journalism plays a critical role in helping our readers understand what’s happening in their communities, and that role matters even more in an era of AI-generated falsehoods,” said Michael Anastasi, senior vice president of local news for USA TODAY Network. “Teaching young people how to evaluate information critically is essential to building trust in credible, fact-based reporting.”

About News Literacy Project

The News Literacy Project is a nonpartisan education nonprofit that works with teachers, school districts, states and community partners like libraries and after-school clubs to ensure students in all 50 states receive news literacy instruction before they graduate from high school. Learn more at www.newslit.org.

About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) is a diversified media company focused on creating connection. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets. Scripps reaches households across the U.S. with national news outlets Scripps News and Court TV and popular entertainment brands ION, Bounce, Grit, ION Mystery, ION Plus and Laff. Scripps is the nation's largest holder of broadcast spectrum. Scripps Sports serves professional and college sports leagues, conferences and teams with local market depth and national broadcast reach of up to 100% of TV households. Founded in 1878, Scripps is the steward of the Scripps National Spelling Bee, and its longtime motto is: "Give light and the people will find their own way."

About USA TODAY Co.

[USA TODAY Co., Inc.](#) is a diversified media company with expansive reach at the national and local level dedicated to empowering and enriching communities. We seek to inspire, inform, and connect audiences as a sustainable, growth focused media and digital marketing solutions company. Through our trusted brands, including the USA TODAY Network, comprised of the national publication, [USA TODAY](#), and local media organizations, including our network of local properties, in the United States, and [Newsquest](#), a wholly-owned subsidiary operating in the United Kingdom, we provide essential journalism, local content, and digital experiences to audiences and businesses. We deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Our digital marketing solutions brand, [LocaliQ](#), supports small and medium-sized businesses with innovative digital marketing products and solutions.

About the USA TODAY Network

USA TODAY Network, part of USA TODAY Co., Inc. (NYSE: TDAY), is the leading news media publisher in the U.S. in terms of circulation and has the largest digital audience in the News and Information category, excluding news aggregators, based on the December 2024 Comscore Media Metrix® Desktop + Mobile. Our Domestic USA TODAY Media segment is comprised of USA TODAY, daily and weekly content brands in more than 200 local U.S. markets across 43 states and our community events business, USA TODAY Network Ventures. With deep roots in local communities spanning the U.S., we engage approximately 140 million monthly unique visitors, on average, through a diverse portfolio of multi-platform content offerings and experiences. For more information, visit usatodayco.com.