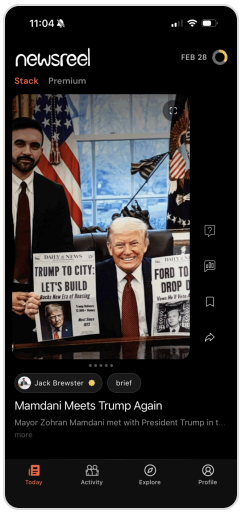
newsreel × Learners Engaged

AUGUST 2026 **FOR PUBLIC LIBRARIES**

THE CHALLENGE

# You can't outcompete TikTok's algorithm. You can offer something better.

Newsreel gives your patrons trustworthy, nonpartisan daily news with briefings, quizzes, and streaks, plus a real-time leaderboard to track community engagement.




**6,000** Patrons at **Rutherford Public Library (NJ)** completed 6,000 stories in **just three months**. Rutherford ran no promotion and no programming to make it happen. Patrons signed up on their own.

**350+**
Schools & libraries

**100%**
Patron access, no seat caps

**60s**
To sign up

NAMLE

2025 RESOURCE OF THE YEAR
Named by the National Association for Media Literacy Education

WHAT'S INCLUDED

## Everything your patrons need.

- **Unlimited app access**
  Every patron gets full access. No seat limits, no paywalls.
- **Community leaderboard**
  Real-time engagement data you can use for advocacy.
- **Ad-free & nonpartisan**
  Journalist-written and fact-checked. No ads, no algorithm, no doomscroll.
- **Daily streaks & quizzes**
  Patrons build a news habit and test their knowledge.
- **Newsreel Classroom included**
  Free media-literacy tools for any school you partner with.
- **A free community talk**
  We'll speak at your library on news in the internet age.

WHY LIBRARIES SAY YES

### Your patrons are giving up on the news

They tell you they feel overwhelmed and can't keep up, so they tune it out. Newsreel is the next step you can hand them.

### Patrons find it on their own

Newsreel doesn't need a programming slot to justify itself. Patrons sign up and keep coming back without a launch event or a promotion push.

### Be part of rebuilding the commons

Your library is already the one place in town built for everyone. Newsreel is trying to rebuild that online, and the libraries signing on now are the ones building it.

**Privacy-First**
No ads. No data sold.

**Accessible**
WCAG 2.1 AA. VPAT on request.

**No IT work**
Any device. Nothing to install.

## Pricing scales with your community.

One annual fee based on population served. Every plan includes full access for all patrons.

| UNDER 7,000 | 7,001 – 15,000 | 15,001 – 25,000 | 25,001 – 50,000 |
|---|---|---|---|
| **$500** | **$1,000** | **$1,600** | **$2,800** |

| 50,001 – 100,000 | 100,001 – 250,000 | 250,001 – 500,000 | 500,000+ / CONSORTIA |
|---|---|---|---|
| **$4,000** | **$5,800** | **$8,000** | **Custom** |

A community of 40,000 pays **$2,800 a year**. That is **7¢ per resident** for unlimited access to every patron. Consortium members receive a discount off these rates. Subscriptions can be pro-rated to match your fiscal calendar.

AFTER YOU SAY YES

1 **Live in under a week.** We set your access code and build your welcome kit.

2 **You share it.** Ready-made promo graphics for your site and socials.

3 **Patrons sign up in 60 seconds.** You watch it grow on the leaderboard.

## Media literacy for the whole community.

See how Newsreel works for your library.

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**SCHEDULE A DEMO**