Science Literacy Project

SCIENCE NOT IDEOLOGY

Credibility and Reputation Report 2026

Fact-Based Science
Serving the Public Interest

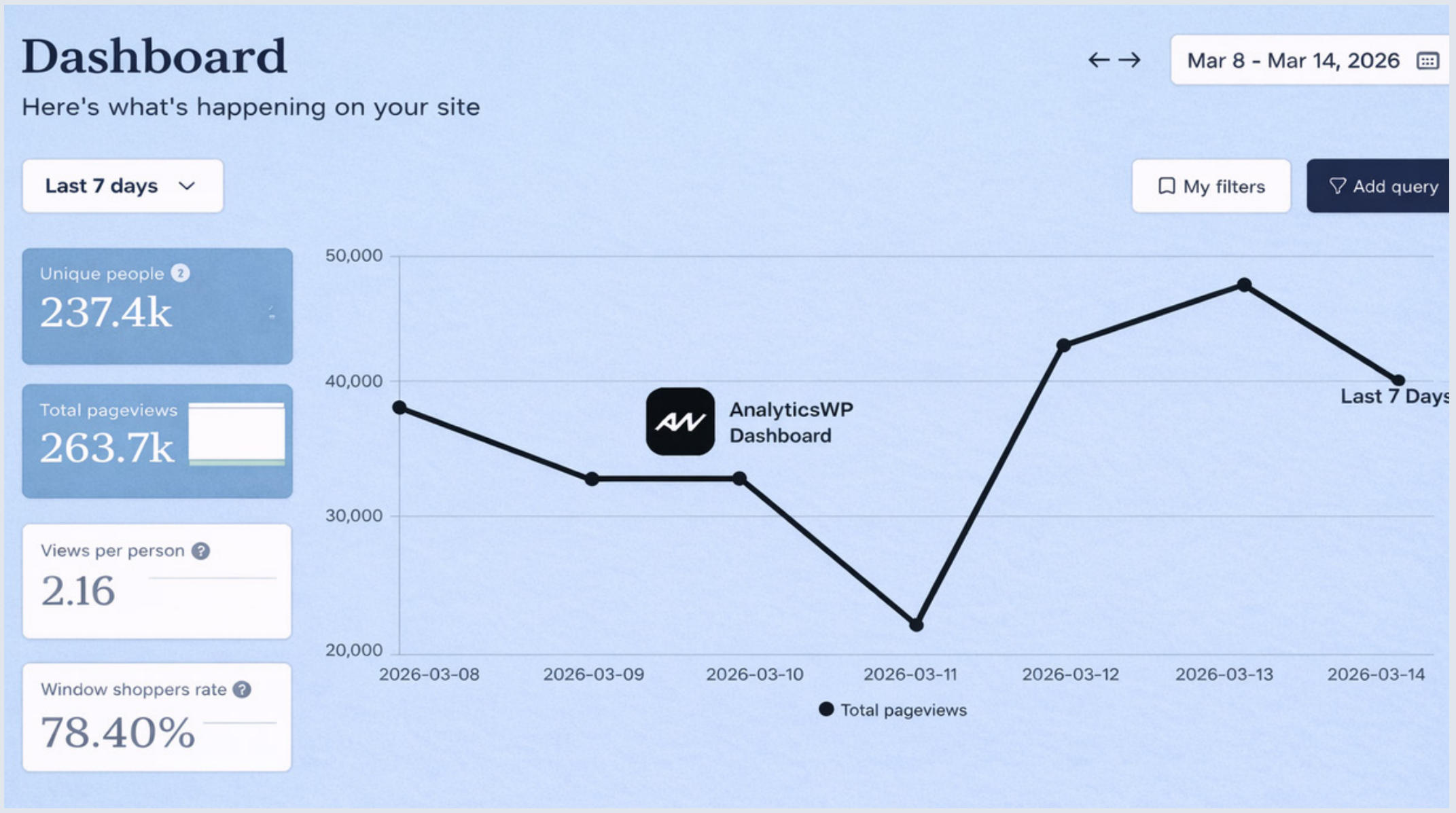
Science Literacy Project Credibility and Reputation Report, 2026

Science Literacy Project (formerly Genetic Literacy Project) is a nonprofit, independent, donor-supported science and policy resource that challenges disinformation and misinformation about transformative technology, including agricultural biotechnology, CRISPR crops, food systems, health, chemicals, sustainability, climate change, energy systems such as nuclear and fracking, and AI. Its mission is to contextualize scientific breakthroughs and their societal impact for the media, policymakers, and the public. It stands by its moniker: Science Not Ideology.

SLP Unique Visitors

March 8-14, 2026

237,000



Adapting to the rapidly changing landscape of online searches, Science Literacy Project is currently integrating an in-house AI system into its website. The AI-driven platform allows visitors to search over 40,000 original and curated science articles, transforming SLP from a traditional media source into one of the largest, freely accessible scientific communication repositories online.

Media Credibility Ratings

NewsGuard gives SLP a perfect **100/100 score** “Green” rating, demonstrating: (1) Consistent record of publishing accurate information; (2) Clear correction and accountability practices; (3) Transparent disclosure of authorship and editorial leadership; (4) Disclosure of organizational mission and funding; (5) Avoidance of deceptive headlines and misinformation; (6) Clear separation between news and opinion.

Media Bias Fact Check classifies SLP as "**Pro-Science**," its highest rating for scientific accuracy and notes it has “**never failed a fact check**,” which contributes to its **“High” factual reporting** score. It concludes SLP: (1) Cites peer-reviewed journals and scientific studies; (2) Relies on scientific organizations and regulatory bodies; (3) Displays transparent authorship with identifiable credentials; (4) Shows clear distinctions between empirical evidence and interpretation; (5) Demonstrates an absence of sensationalism, conspiracy framing, or misleading narratives.

Ad Fontes Media evaluates outlets along two axes: political bias and reliability with a focus on “Analysis" and "Mixed Fact Reporting." It places SLP among other science-communication organizations as **highly reliable**, distinguishing **evidence-based** explanatory reporting from partisan commentary.

The Factual, a news-rating platform that assesses source quality, author expertise, tone neutrality, and a site's historical credibility, rates SLP in the **"High" range** — 80% or above, **outperforming many traditional media outlets** in the "Sourcing Quality" and "Informativeness" categories.

AllSides assesses SLP as center-based — a **non-partisan, balanced, and credible** source, focused on empirical evidence rather than ideological framing, and places it in the "Reliable / Analysis" quadrant with a high score for factual reporting.

Major Media Coverage

American Council on Science & Health	"Debunking chemophobia and pseudo-scientific health scares." Awarded SLP columnist **Henry I. Miller** the first ever **Award for Excellence in Public Health Education**—and then named the award after him.
BBC Good Food	"A good way to avoid being swayed by pro- or anti-GMO lobbies is to **get the facts from independent sources such as the Genetic Literacy Project**."
Bloomberg News	Nonprofit group whose mission is **"disentangle science from ideology."**
CNN	**Featured Jon Entine on Anderson Cooper 360 and Lou Dobbs Tonight.**
Forbes	Syndicated Jon Entine's The Contrarian column and described SLP as **"writing skeptically about science, public policy, media and NGOs."** Noted columnist Geoffrey Kabat's "crucial ability to explain why we, as a society, are prone to turning hypothetical risks into 'social facts'."
Fox Business & News	Jon Entine interviewed numerous times on the **economic impact of agricultural regulations** and the market potential of GMOs, characterizing SLP a primary source of scientific data.
Los Angeles Times	**Cited SLP investigation** that ran simultaneously on SLP and Slate on the White House for suppressing FDA approval of GMO salmon.
MSNBC	Resource on the the **ethics of gene editing** embryos; noted SLP's "pro innovation" stance.
National Press Club of Australia	**Broadcast live address by Jon Entine on agricultural sustainability on national TV.**
National Public Radio	**"Promotes education about biotechnology"** and synthetic biology issues.
New England Journal of Medicine	**Reviewed SLP columnist Geoffrey Kabat's book *Hyping Health Risks***, noting it "can engage and enlighten regarding the complex context in which known and suspected health risks are identified, explored, and acted on."
New York Times	Described SLP as "a nonpartisan nonprofit group that **promotes education about biotechnology**"; cited investigation of White House supressing FDA approval of GMO salmon.
Reason	Heads up to the **invaluable** Genetic Literacy Project."
RealClearScience/ Policy/Health	Syndicates SLP content and features it as a "**top source.**"

Slate	**Co-published numerous SLP investigations**, including the investigation of the GMO salmon approval obstruction.
Stossel TV	Featured as "**challenging scientific misinformation.**" Jon Entine interviewed numerous times challenging activist claims about dangers of GMOs and crop chemicals.
The Ecomodernist, The Breakthough Institute	Articles **challenging "eco-anxiety" and "science-lite" panic.**
Wall Street Journal	Published bylined articles by SLP's Jon Entine.
Washington Post	**"A group dedicated to increasing the public's understanding of gene research."**

Top Science Media Resources

SLP is listed as a leading science-focused news resource in the global science-communication ecosystem in AI summaries alongside global science media institutions, such as *Nature*, *Discover*, and *New Scientist*.

RANK	MEDIA	WEBSITE
1	ScienceNews INDEPENDENT JOURNALISM SINCE 1921	sciencenews.org
2	EurekAlert!	eurekalert.org
3	BBC	bbc.com
4	DISCOVER	discovermagazine.com
5	NewScientist	newscientist.com
6	nature	nature.com
7	Science Literacy Project SCIENCE NOT IDEOLOGY	geneticliteracyproject.org
8	LIVESCIENCE	livescience.com

Academic, Foundation, and Government Partners

Columbia Journalism Review (CJR)	Listed among nonprofit media-based organizations that operate transparently, adhere to evidence-based standards, and **serve a public-interest educational mission.**
Harvard Kennedy School	Journalist's Resource recommends utilizing SLP as a vetted science resource covering complex scientific topics, **bridging peer-reviewed research and newsroom constraints.**
Harvard University Nieman Journalism Lab	Cites SLP for reporting on advocacy-aligned science outlets and for **distinguishing between explanatory journalism and advocacy-oriented content.**
John Templeton Foundation	**"Resource bank and NGO monitoring watchdog"** that provides a scientifically grounded forum for discussing paradigm-changing technologies.
Mississippi University for Women Public Health Research Guide	**Key resource** for students researching genetics and public health.
McGill Office for Science and Society	**Reliable source** for countering scientific misinformation.
Poynter Institute for Media Studies/PolitiFact	Contributes to media literacy, **challenging bias**, and assessing credibility, trust, and transparency in science and health communication.
Science and Health Feedback	Collaborative **expert-review partnership of scientists, medical professionals, and research institutions** to evaluate the factual accuracy of health, bio-medical and science claims.
University of California, Davis	**Core resource** for "Public Perception and Media Coverage of Biotechnology"; Jon Entine was a **fellow at the World Food Institute.**
University of Florida	Collaborates with SLP on articles and **co-organized numerous international conferences** on agricultural biotechnology and the media.
University of Georgia	**"GMO (mis)Information" resource** for navigating the "web of information and misinformation" on biotechnology.
U.S. Department of State	Provided instructional seminars and **guidance on media and public outreach strategies** related to biotechnology and global food security.
U.S. Agriculture Department	**Secretary Sonny Perdue** consulted with Jon Entine on US-Europe-Africa agricultural trade tensions; **featured Entine on USDA podcast on misinformation targeting agrobiotechnology.**
USDA Agricultural Outlook Forum	Featured Jon Entine as the 2021 **keynote speaker at the 101st annual Agricultural Outlook Forum.**

Public Knowledge Resource

This is a perilous time for journalism and public policy. Science is increasingly under attack, often twisted to serve ideological and political agendas. SLP is helping build a journalism community dedicated to providing the public with transparent, evidence-based analysis. To advance that goal, we regularly feature important articles from the journals featured below. Our work is also published by aligned outlets, including The Scientist, American Council on Science & Health, Science 2.0, and The Breakthrough Institute.

Wikipedia references SLP across three dozen articles covering a spectrum of topics, including regulatory debates, historical analysis, and commentaries. Wikipedia editors frequently cite SLP on controversial topics like the "Bee Apocalypse" or "Glyphosate Safety," where consensus science is often clouded by advocacy. Its articles citing SLP span multiple public figures and subjects, including:

- Core science and biotechnology: GMO, GMO food, Genetically modified plant, algae fuel
- Health, medicine, and wellness: Genetic testing, monoamine oxidase, American Journal of Biomedical Science and Research, wellness- and healthcare-related coverage
- Public policy and regulation: European Green Deal, Environmental Working Group
- Science misinformation and conspiracy narratives: GMO conspiracy theories
- History and social science: Eugenics in the U.S., History of Eugenics, Race and Sports, Indigenous peoples
- Science institutions and research organizations: Innovative Genomics Institute, Amgen
- Public figures and science communicators: David Suzuki, Robert F. Kennedy Jr.

Financial Integrity

Charity Navigator, which assesses the financial health, accountability, and transparency of non-profits, gives the Science Literacy Project 501(c)(3) a **100/100 score and 99% / Four-Star** in its Accountability & Finance beacon.

Publishing Partners

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Activist Criticism of Science Literacy Project

Because of its credibility and influence, Science Literacy Project is routinely attacked by a cluster of advocacy organizations whose critiques lean hard on reputational claims — “front group,” “PR,” “trolls” — without evidence of scientific bias or verified errors.

Winston Churchill is often credited with saying: "You have enemies? Good. That means you've stood up for something." For a science-communication resource, having "enemies" of groups rated as "Pseudoscience" or "Low Credibility" by the same independent arbiters that certify the integrity of SLP may be the most authentic measure of its effectiveness. Some environmental groups view science through an ideological prism, convinced that many advances are captured by corporate interests and imposed at the expense of the environment and vulnerable communities — and sometimes they are right. But too often, they exaggerate claims, blur science, and align with litigators, deepening public confusion.

Evaluator	Rating / Score	Status / Conclusion
NewsGuard	100 / 100	Perfect Score: Meets all 9 criteria for journalistic integrity, transparency, and accuracy.
Media Bias Fact Check	Pro-Science	High Factual Reporting: Aligns consistently with peer-reviewed research; zero failed fact checks.
Charity Navigator	100 / 100	Four-Star Rating: Highest level of financial transparency for the Science Literacy Project.
Ad Pontes Media	Reliable / Analysis	High Reliability: Positioned in the “Reliable” quadrant; evidence-based explanatory reporting.
The Factual	High (80%+)	Credible Sourcing: Outperforms many traditional media outlets in sourcing quality and informative tone.
AllSides	Non-Partisan	Classified as a balanced source that prioritizes empirical evidence over ideological framing.

Children’s Health Defense

CHD is an advocacy group founded by Robert F. Kennedy, Jr. that campaigns against vaccine mandates, fluoridation, and biotechnology. It calls the SLP a "corrupt industry mouthpiece" that "endangers children" by promoting "toxic" technologies.

Credibility: MBFC rates CHD as CONSPIRACYPSEUDOSCIENCE with LOW CREDIBILITY and LOW factual reporting.

Environmental Working Group

EWG is an environmental advocacy organization that frequently collaborates with tort lawyers targeting Tylenol, Gardasil, talcum powder, and other chemicals and consumer products. Its SLP “front group” language often appears in allied advocacy outlets and commentaries.

Credibility: MBFC rates EWG LEFT BIAS / PSEUDOSCIENCE with MIXED factual reporting and LOW CREDIBILITY.

Pesticide Action Network

PAN is an international coalition that campaigns against synthetic pesticides. PAN characterizes SLP as a "PR arm for the Big 6," claiming its mission is to "manufacture doubt" about the environmental impact of agriculture.

Credibility: MBFC rates PAN as LEFT BIASED with MIXED factual reporting. Mainstream critiques criticize PAN for "advocacy research," selective use of data to support pre-determined policy positions.

Friends of the Earth

FOE is a federation of environmental organizations that focuses on high-profile environmental and anti-biotechnology campaigns. It characterizes SLP as an “echo chamber” for “Big Ag” and characterizes the site as pushing “industry talking points.”

Credibility: Former chair of the UK Sustainable Development Commission and director Jonathan Porrit said “FOE has ceased to be a serious organization,” calling its extremism “truly reprehensible."

Wisner Baum Law Firm

Plaintiff-side mass-tort law/MDL firm founded by officers in the Church of Scientology who first targeted anti-depressants, a longtime obsession of the cult, and now targets chemical Gardasil, baby food, anti-depressants, and glyphosate (Roundup) torts. Robert F. Kennedy Jr. was a long-time affiliated counsel; his son Conor is an associate counsel. Wisner Baum describes Science Literacy Project as “Monsanto trolls” acting “at the behest of corporations.”

Credibility: Its messaging is litigation-driven with financial incentives tied to mass-tort advertising and funding partnerships with environmental advocacy groups.

SLP

Science Literacy Project: Science Not Ideology

Science Literacy Project advances a constructive worldview — one grounded in realistic optimism in the promise of breakthrough technologies. At a time when an infodemic is eroding trust in science and public institutions, and AI-fueled innovation is accelerating across every sector, SLP brings rigor, independence, and intellectual honesty to debates over science innovations. **It scrutinizes claims and policy arguments, challenges those who bend science to ideological ends, and distinguishes stale or harmful orthodoxies from advances that can improve human health, food systems, energy, and the environment.**

“Challenging the rampant spread of misinformation, the Genetic Literacy Project has merged as an invaluable resource for the media, think tanks, Congress, government officials, and constructive NGOs across the ideological spectrum.” — **Sir Richard Roberts, 1993 Nobel Prize Winner Physiology/Medicine**

“I appreciate Genetic Literacy Project’s unflinching efforts to use journalism — accurate journalism — to uncover the pernicious influence of politics on the science integrity of decision-making within the regulatory bureaucracy.” **Nina Federoff, molecular biologist, National Medal of Science Laureate and former president of the American Association for the Advancement of Science — and SLP board member.**

“In most of the US, the genomic revolution is occurring out of public sight and mind, unless somebody takes the initiative to go online and read about what is happening on websites such as the Genetic Literacy Project.” — **Financial Times**

“There are powerful, well-financed forces working tirelessly to stoke fear and misunderstanding of biotechnology. The GLP fearlessly and tirelessly stands firmly in their way.” – **Steven Novella, clinical neurologist, Yale University School of Medicine, founder of NeuroLogica blog and host of The Skeptics Guide to the Universe podcast**

“In this age of ‘tabloid journalism,’ the integrity and thoroughness that the GLP brings to its work is much admired and respected.” — **National Association of Biomedical Research**

“I have followed the writings of the GLP for many years. The site has evolved into an important resource for science professionals, students, journalists and policy makers struggling with the implications of the genetics revolution in fighting disease and improving agriculture.” – **Arthur Caplan, Professor of Bioethics at New York University Langone Medical Center and founding director of the Division of Medical Ethics**

“”I always try to give my support to GLP. I read it religiously and my outreach group also uses GLP frequently. I try to get them to critically review a lot of the hot topics in the same way they do their research. And it is working.” – **Peggy G. Lemaux, plant and microbial biologist, University of California, Berkeley**

Jon Entine is a principled, skeptical journalist with the courage to tell the truth, ev
when it offends. I trust his research and the GLP. — **John Stossel**

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