

FOR IMMEDIATE RELEASE
September 20, 2010

Contact:
Bill Adair, PolitiFact Editor
(202) 463-0575
adair@sptimes.com

PolitiFact®, Truth-O-Meter now in Wisconsin

The Truth-O-Meter™ is now in Wisconsin, the sixth state to partner with PolitiFact.com, the Pulitzer Prize-winning fact-checking Web site of the *St. Petersburg Times*.

PolitiFact Wisconsin was launched in partnership with the *Milwaukee Journal Sentinel*. The site can be accessed at www.politifact.com/wisconsin.

“We’re glad to have a PolitiFact site in Wisconsin. The state’s politicians are interesting characters who often have an independent streak,” said PolitiFact Editor Bill Adair. “They should keep the Truth-O-Meter quite busy.”

PolitiFact® Wisconsin has the same journalistic approach and reader-friendly design as PolitiFact. It is integrated with the national site and uses PolitiFact’s distinctive Truth-O-Meter to rate the accuracy of statements by public officials.

The *Journal Sentinel*’s Greg Borowski, senior editor for projects and investigations is leading the PolitiFact Wisconsin team, which includes veteran writers Dave Umhoefer and Tom Kertscher and Deputy Business Editor Jim Nelson.

“We’re proud to join forces with the *Journal Sentinel* in bringing PolitiFact’s brand of accountability journalism to Wisconsin,” said *St. Petersburg Times* Editor Neil Brown. “With each new state, we hear more and more from readers that they value PolitiFact’s independence and find this type of fact-checking essential and clarifying.”

The *Times* is offering affiliate opportunities to news organizations in other states.

The Wisconsin partnership is the sixth in a national network of affiliate sites. The others are PolitiFact Ohio, PolitiFact Rhode Island, PolitiFact Georgia, PolitiFact Texas, and PolitiFact Florida, which launched earlier this year.

About PolitiFact

PolitiFact.com was launched in 2007 to fact-check the 2008 presidential campaign. In 2009, the site began fact-checking elected officials, lobbying groups, pundits and talk show hosts on issues such as climate change and health care. PolitiFact also launched the Obameter, a feature that tracks and rates more than 500 of President Barack Obama’s campaign promises. The site has received numerous awards, including the 2009 Pulitzer Prize for National Reporting, the Digital Edge Award for Best Overall News Site from the Newspaper Association of America, a National Press Foundation award for online journalism, and two Knight Batten Awards for Innovation in Journalism.