

FOR IMMEDIATE RELEASE

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## Truth-O-Meter™ Comes to Florida St. Petersburg Times, The Miami Herald Launch PolitiFact Florida

The Truth-O-Meter™ is now in Florida, just in time for the 2010 campaigns in the Sunshine State.

Expanding its national network of affiliate sites, PolitiFact.com, the Pulitzer Prize-winning fact-checking Web site of the *St. Petersburg Times*, has launched a state site in Florida in a partnership with *The Miami Herald*.

PolitiFact® Florida, which can be accessed online at [www.politifact.com/florida](http://www.politifact.com/florida), has the same journalistic approach and 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 in Florida.

The Florida partnership is the second in a national network of affiliate sites using PolitiFact's reader-friendly design. PolitiFact Texas, a partnership with the *Austin American-Statesman*, launched in January. The *Times* is offering affiliate opportunities to news organizations in other states.

PolitiFact Florida is an expansion of the partnership between the *Times* and *Herald*, which merged Tallahassee bureaus in December 2008. Both newspapers publish the work of the combined, six-person team. PolitiFact editor Bill Adair, also the *Times'* Washington bureau chief, will lead the Florida team.

“PolitiFact provides a great public service by holding elected officials accountable for what they say,” said Neil Brown, executive editor of the *Times*.

“This should be an excellent addition to our election coverage. Readers can expect a regular supply of straight-shooting fact-check stories that will help sort through the campaign claims that are already starting to mount up,” said Anders Gyllenhaal, executive editor of *The Miami Herald*.

### 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 a Knight Batten Award for Innovation in Journalism.

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