

FOR IMMEDIATE RELEASE
June 13, 2011

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New Jersey becomes ninth PolitiFact state

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

PolitiFact New Jersey was launched in partnership with *The Star-Ledger*, the third paper in the Advance chain to partner with PolitiFact®. The other two Advance papers are the *Plain Dealer* and the *Oregonian*, which run PolitiFact Ohio and PolitiFact Oregon, respectively.

“New Jersey has a lively bunch of political characters who say lots of provocative things. We know the Truth-O-Meter will be very busy,” said PolitiFact Editor Bill Adair.

PolitiFact New Jersey, which can be found online at www.politifactnj.com, 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.

PolitiFact New Jersey will be edited by Caryn Shinske and staffed by writers Erin O’Neill and Bill Wichert.

The *Times* is offering affiliate opportunities to news organizations in other states. The New Jersey partnership is the ninth in a national network of affiliate sites. The others are PolitiFact Florida, PolitiFact Georgia, PolitiFact Ohio, PolitiFact Oregon, PolitiFact Rhode Island, PolitiFact Texas, PolitiFact Virginia, and PolitiFact Wisconsin.

About PolitiFact

PolitiFact.com was launched in 2007 to fact-check the presidential campaign. In 2009, the site began fact-checking pundits and talk show hosts and a new feature, the Obameter, was added to track President Obama’s 500-plus campaign promises. It has received numerous awards, including the 2009 Pulitzer Prize for National Reporting.

The site is a product of the St. Petersburg Times, Florida’s largest newspaper with an average circulation of 429,048 Sunday and 292,441 daily (ABC FAS-FAX March 2011). Considered one of the top ten newspapers in the country, the newspaper has eight Pulitzer Prizes to its name.