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### **PolitiFact, NBC News form fact-checking alliance for 2016 elections**

PolitiFact, the Pulitzer Prize-winning fact-checking division of the *Tampa Bay Times*, is teaming up with NBC News to sort out the truth in what the candidates say in one of the most hotly-contested presidential races in recent times.

Through the partnership, PolitiFact is fact-checking statements from the campaigns as well as what guests say on NBC TV's *Meet The Press* program. The results of fact-checks will be used on the national network's TV, digital, broadcast and cable platforms featuring PolitiFact journalists explaining the rulings.

"With political passions high and candidates battling to be heard, sometimes facts get trampled," said Neil Brown, *Tampa Bay Times* editor and vice president. "A PolitiFact-NBC partnership will yield consumer-minded journalism that will give voters a better shot at coming to their own judgments."

"We can't wait to see PolitiFact's Truth-O-Meter splashed across NBC, MSNBC and NBCNews.com," said PolitiFact executive director Aaron Sharockman. "It's a fabulous opportunity to grow our brand and reach new readers ahead of the 2016 election. More importantly, we hope our work will help serve voters when they head to the polls next November."

#### **About PolitiFact**

PolitiFact was launched in 2007 to fact-check the 2008 presidential campaign and has since published more than 11,500 fact-checks. It fact-checks television, news and radio pundits through a spin-off website PunditFact, and it has built a national network of fact-checking websites operating in 14 states — including in pivotal presidential primary states such as Iowa, New Hampshire, Florida, Wisconsin, Ohio and Colorado. PolitiFact also is partnering with E.W. Scripps Co. to broadcast its fact-checks in 24 local television markets. Among its numerous accolades, PolitiFact won the 2009 Pulitzer Prize for National Reporting, one of 10 Pulitzers the *Tampa Bay Times* has earned. PolitiFact is a division of the *Tampa Bay Times*, a Top Ten newspaper with the largest circulation in the South — an average of 367,936 Sunday and 297,626 daily (AAM Annual Audit 2014).

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