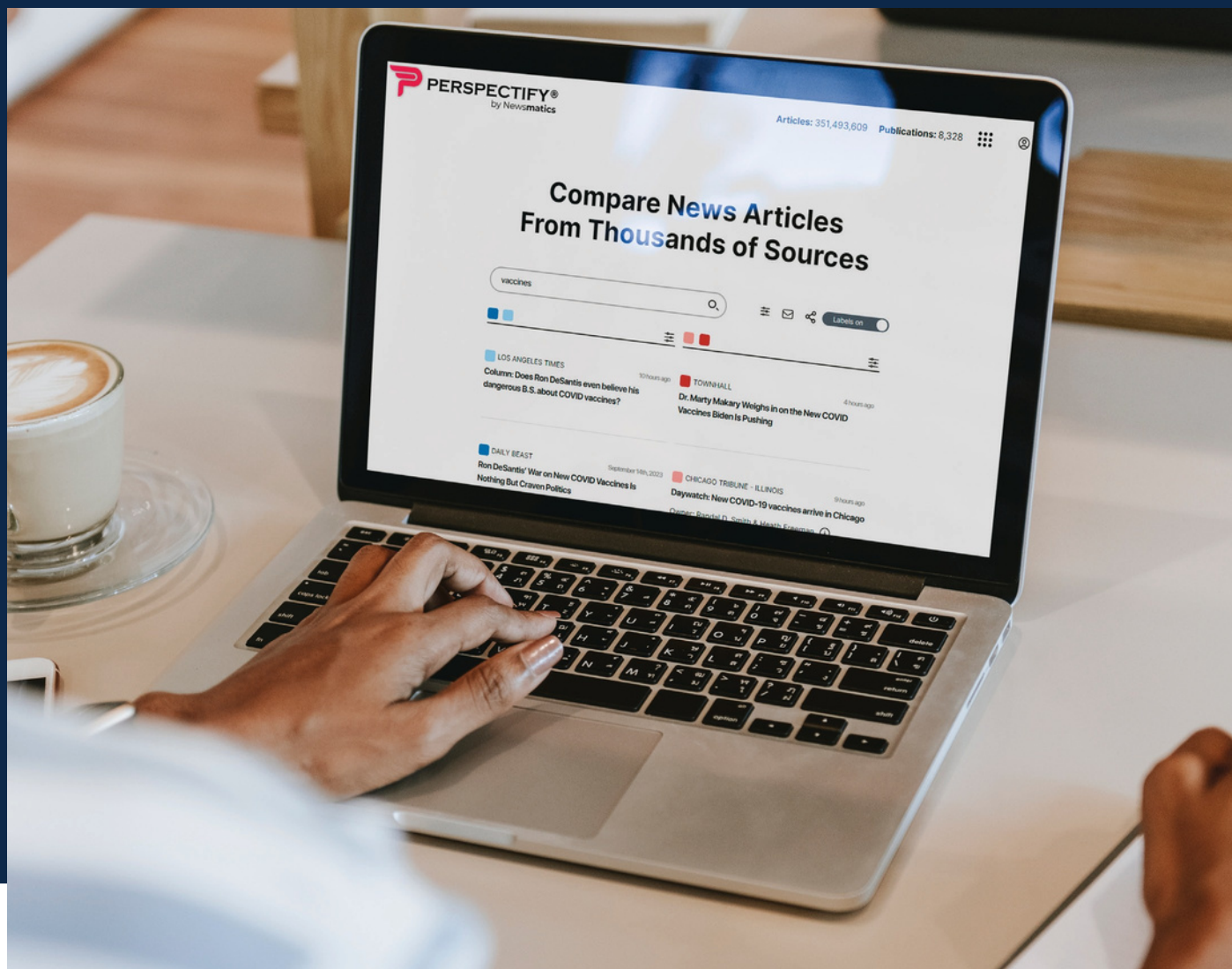


*"It's **nutritional labeling** for your news mind!"*

– David Rothstein, CEO of Newsmatics

Newsmatics Introduces Perspectify

Launch Date: October 1, 2023



Why Perspectify?

The news industry is facing challenges such as transparency issues, declining credibility, and commercial pressures. While pockets of good journalism remain, the industry as a whole is under threat.

As a result, hyper-partisan and commercialized media are growing, and the world is seeing a dangerous rise in propaganda and an influx of misinformation that is deliberately and strategically finding its way into many media outlets. Pushing back against these trends is part of our core ethos.

It is really difficult for the average news consumer to find reliable, fact-based sources, but consumers are very hungry for that. Perspectify is here to satisfy that craving.

To assess the potential bias and reliability of the news sources we monitor, we've established a labeling system that highlights possible biases, credibility, and ownership. When assigning labels, we consider factors such as ownership, funding, content, affiliations, and media independence.

It's vital to help citizens understand the motives behind a news source and its owners. Are these owners aiming for impartial news or driven by business and political interests? Are they promoting a foreign government's agenda at the expense of another nation's citizens?

That's why we provide our users with comprehensive media outlet ownership information, accompanied by relevant statistics such as the publication's founding year, country of origin, owner's identity, and other pertinent data. This information assesses the reliability, legitimacy, and potential bias of a given publication.

Every single one of us is a consumer of news, whether it be on television, radio, newspapers, magazines, podcasts, the internet, or social media. Once we read or hear a news report, we often discuss it with other people in our lives or post our own narrative on social media. If you are believing fake news to be the truth, you are only further disseminating misinformation and it spreads like wildfire.

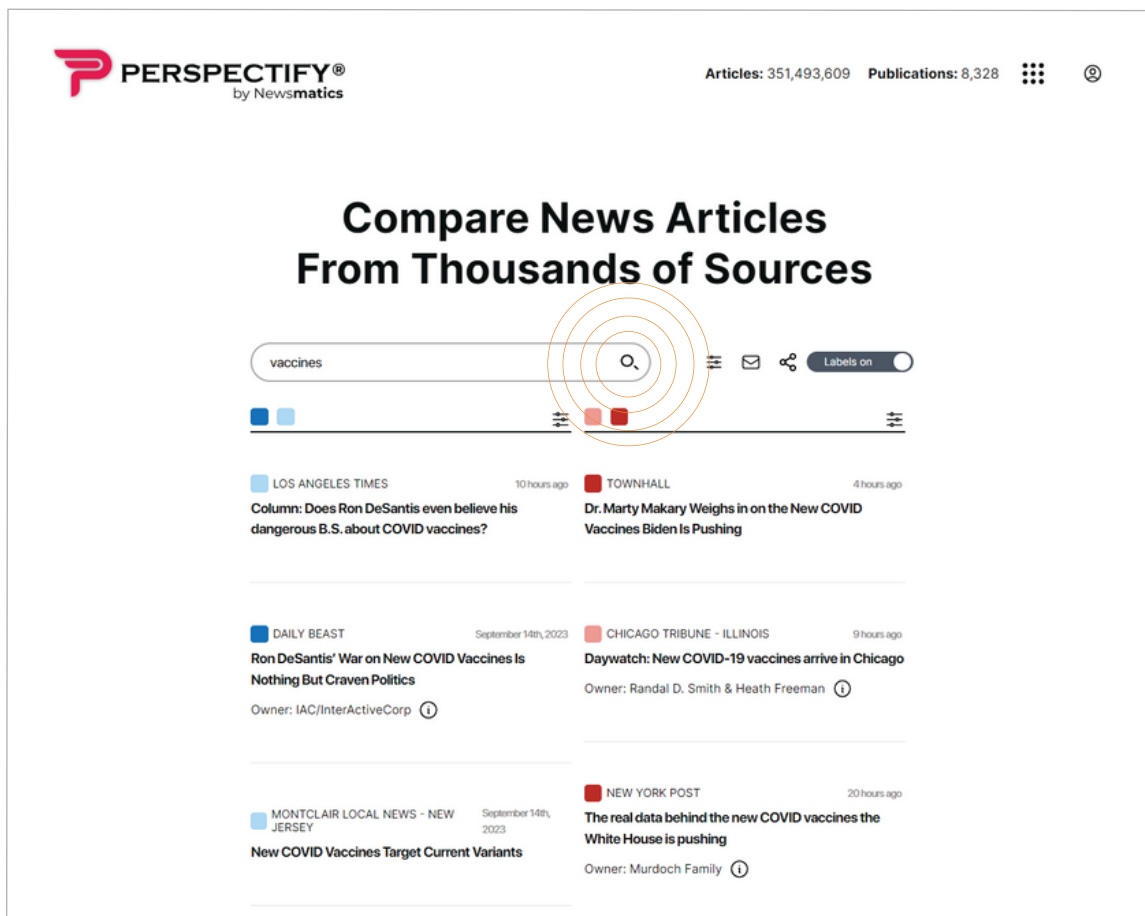


Use Perspectify When...

- Wanting to become a wiser consumer of news.
- Citing sources in research papers, speeches, news articles, press releases, presentations, publications, and more to verify credited sources are fact-based to uphold your own credibility and reputation professionally.
- Buying advertising in specific publications that could violate your company ethos.
- Advising clients on media outlets to grant interviews to and preparing them for interviews.
- Teaching students about media transparency.

How To Use Perspectify

- Go to Perspectify.com.
- Confirm your email address. No password required.
- Search Perspectify's news index with a keyword of your choosing.
- Filter by applying the labels you'd like to see, such as all results, left-wing, right-wing, neutral, etc.
- Select if you'd like to see the results in one or two columns.
- Save your query if you'd like to receive a daily news digest by email with the latest news about that topic. You can also use this feature to receive alerts when your name, business, or organization is mentioned in the news.



Guide To News Labeling



Left-wing

A decisive left-wing bias, supporting left-wing political groups and promoting left-wing issues, social liberalism, left wing economics, anti capitalism, anti-imperialism and nationalism in some instances. These include World Socialist Web Site or Greenpeace International.



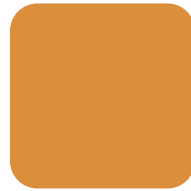
Public Broadcaster

Public broadcasters and news agencies largely financed by the state but with editorial independence, such as Channel News Asia or BBC. These publishers should be neutral, governments should not exert editorial control over these broadcasters. Their content should not have a pro-government bias, otherwise they will be labeled as pro-government or government propaganda.



Center-left

Moderate left-wing or liberal leanings, who despite some bias, still publish neutral or 'opposing' views; such as The Guardian or Le Monde.



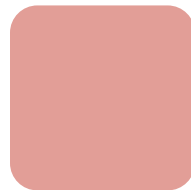
Gov't Institution

Official governmental bodies such as the U.S. Department of Education, and intergovernmental organizations such as the World Health Organization



Neutral

Generally balanced media sources which are transparent about their ownership and funding, give a space for different or opposing views or those which are not significantly politically biased, such as the Associated Press or Reuters.



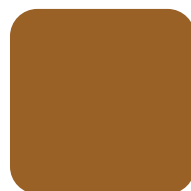
Center-right

Moderate right-wing or conservative leanings, who despite some bias, still publish neutral or 'opposing' views such as the National Post or the Boston Herald.



Right-wing

Decisive right-wing bias. They may support right-wing political groups and will promote right-wing issues including social conservatism, free market economics and nationalism in some instances. These include The Daily Mail and FOX News.



Pro-Government

Outlets displaying moderate pro-government bias, often found in limited media freedom environments. They can be under direct government's influence or subject to interference in editorial policy and self-censorship, such as Al Jazeera or Hurriyet Daily News.



Gov't Propaganda

Directly or indirectly serve the interests of a specific government and spread overt pro-government propaganda, including false, radical, and hateful narratives, such as Xinhua or Fars News Agency.



Indeterminate

Publications which do not fit into the above category structure. They may be unreliable, conflicting, or not provide enough information about funding and ownership to verify their position.

Guide To News Labeling: *Ownership & More*

Raw Story

Left-wing

Owned By	John Byrne & Michael Rogers ↗
Year Founded	2004
Website	http://www.rawstory.com ↗
Domain Registration Year	2004
Access Type	Hybrid Access
Publication Location	United States, District of Columbia, Washington, D.C
Owner Country	United States
Contact Page	Coming Soon
Wikipedia page	Coming Soon

We welcome your feedback!
If you have comments or corrections [let us know](#).

New York Post

Right-wing

Owned By	Murdoch Family through the Murdoch Family Trust & News Corp.; The Vanguard Group, Inc. & T. Rowe Price Associates, Inc. are among the largest shareholders of News Corp. ↗
Year Founded	1801
Website	http://www.nypost.com ↗
Domain Registration Year	1996
Access Type	Open Access
Publication Location	United States, New York, New York
Owner Country	United States
Contact Page	Coming Soon
Wikipedia page	Coming Soon

! If you have comments or corrections [let us know](#).

Reuters

Neutral

Owned By	Thomson Family through Woodbridge Co. Ltd & Thomson Reuters Corporation ↗
Year Founded	1851
Website	http://reuters.com ↗
Domain Registration Year	1993
Access Type	Free Subscription
Publication Location	Canada, Toronto
Owner Country	United Kingdom
Contact Page	Coming Soon
Wikipedia page	Coming Soon

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Meet **David Rothstein**, CEO of Newsmatics



CEO David Rothstein co-founded Newsmatics, a news tech company, in 1995 with his wife Gina Fratto, vice president of customer experience. For close to 30 years, he has been an innovator of proprietary internet news services and intelligent search technologies used by millions. David believes news tech is important because most news is delivered via technology and that news is an integral part of democracy. It's evolved from black and white printing to radio, television, and now the internet. He aims to help society become wiser consumers of news by providing them with a platform to distinguish real news from fake news and honest reporting from propaganda. He is a member of the Public Relations Society of America (PRSA), National Press Club, Washington, D.C. (NPC), and Online News Association (ONA). Learn more about David [here](#) and connect with him on [LinkedIn](#).



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