

Ad Fontes Media

Ad Fontes Media is a Colorado-based media watchdog organization primarily known for its Media Bias Chart, which rates media sources in terms of political bias and reliability. The organization was founded in 2018 by patent attorney Vanessa Otero with the goal of combating political polarization and media bias.

Otero was inspired to start Ad Fontes Media after she became frustrated with the lack of consensus on which news sources were credible. She noticed that people on different sides of the political spectrum often had very different views on the same news stories. This led her to wonder whether there was a way to objectively assess the bias and reliability of news sources.

Otero developed a methodology for rating news sources based on their content and their track record of accuracy. She then recruited a team of analysts from across the political spectrum to rate news sources using her methodology. The result was the Ad Fontes Media Bias Chart, which was launched in 2019.

The Ad Fontes Media Bias Chart rates news sources on a scale of -5 to 5, with -5 being the most left-leaning and 5 being the most right-leaning. The chart also rates news sources on a scale of 0 to 10, with 10 being the most reliable.

The Ad Fontes Media Bias Chart has become a popular resource for people who are trying to navigate the complex and often confusing news landscape. The chart has been praised for its objectivity and its ability to help people identify news sources that are aligned with their political views.

In addition to the Media Bias Chart, Ad Fontes Media also produces a variety of other resources, including:

- Educational materials: Ad Fontes Media offers a variety of educational materials on media literacy and how to identify bias in news coverage.
- Research reports: Ad Fontes Media publishes research reports on a variety of topics related to media bias and disinformation.
- Consulting services: Ad Fontes Media offers consulting services to businesses and organizations that want to help their employees and customers become more informed consumers of news.

Ad Fontes Media is a valuable resource for anyone who wants to be more informed about the news and the media landscape. The organization's work is essential to combating political polarization and helping people make better decisions about the information they consume.

Citations:

<https://adfontesmedia.com/interactive-media-bias-chart/>

<https://adfontesmedia.com/>

https://en.wikipedia.org/wiki/Ad_Fontes_Media

