GiGAFACT

Gigafact Publisher Eligibility Criteria

(ver 1.5; 05/2026)

Gigafact is building a trustworthy brand with Fact Briefs — bite-sized articles setting the record straight on trending online topics. Fact briefs from Gigafact publishers should be fact-forward pieces of journalism that reject partisanship and point-scoring. Publishers must be prepared to publish Fact Briefs that are inconvenient to any and all ideological or partisan positions, in favor of illuminating important factual information.

Building and maintaining trust is a hard needle to thread in our polarized times, and we are intentional about selecting publishers who align with this mission. Gigafact seeks organizations that have an outsized commitment to enhancing public understanding via non-advocacy journalism. The following criteria and standards help evaluate candidates, and are expected to evolve with Gigafact's experience.

Types of organizations

News organizations:
Newsrooms with an outsized commitment to factual reporting, as opposed to opinion, commentary, or analysis, are considered eligible. At this point, Gigafact is focused on onboarding well-reputed local or regional newsrooms that offer broad news coverage to general audiences, as these are often the public's most trusted news sources. We recognize many newsrooms fall outside this criteria, including those with a more specific mission to speak for particular policies, underserved communities or interests. In the future, we hope to expand Gigafact's publisher criteria to accommodate this work.

Non-news organizations:
Gigafact also selectively welcomes academic, science-based and research organizations whose primary mission is to explain complex, topical issues using reputable sources and data in a nonpartisan manner. We view this as an opportunity to fill important subject matter gaps that may be left with our local and regional news coverage model, and we accept organizations whose mission is to advance public understanding rather than to advocate for policy.

Editorial Posture

Non-activism and non-advocacy
Gigafact does not accept organizations that engage in explicit or implicit activism or advocacy on behalf of favored policies, identity groups or social issues, nor in analysis or forecasting prior to an issue gaining broad, data-driven consensus. Before pursuing Gigafact publisher status, we encourage organizations to reflect on if there are any facts

that they would *decline* to publish, should the evidence lead them to certain conclusions. If so, Gigafact may not be a good fit at this time.

Dedication to grounding civic discourse in facts
Publishers should have a strong interest in advancing facts aimed at confusions, rumors, questions, and unsupported claims circulating online in their communities.

Interest in experimentation
Gigafact's most successful publishers have been newsrooms intent on innovating in their field. Fact briefs are a departure from traditional journalistic writing, and require different skills and training. Publishers should be excited about trying new audience-building tactics and experimenting with new media tools.

Reputation, affiliations and policies

Before confirming a new member, Gigafact does a thorough assessment of the organization's output, self description, and external reputation. Specifically, we look at:

- Legal/tax status: for profit, nonprofit, 501(c)(3), 501(c)(4), etc.
- Professional journalism memberships and affiliations
- Stated mission, political alignments, and advocacy-oriented coverage
- Funding sources, funder ideology and commercial incentives
- Endorsements, editorials and opinions
- Social media presence
- Third party ratings for factuality and partisanship, such as those of AllSides or Media Bias/Fact Check

Gigafact staff will make a recommendation for or against eligibility based on the results of this assessment. While no specific criterion is disqualifying, we reserve the right to make decisions based on how we think publishers will best further the goals of the network.

Capacity

Newsrooms should be able to publish **two fact briefs per week**, ideally. One Fact Brief per week is acceptable as well.

If you are interested in learning more about Gigafact membership, please contact Robyn Sundlee at robyn@gigafact.org.