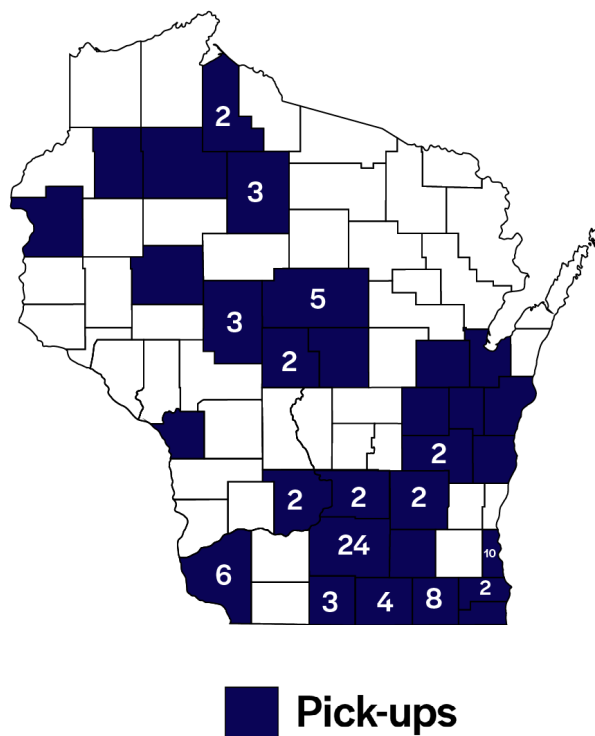


*At-a-glance report on the nonpartisan initiative of the Wisconsin Center for Investigative Journalism (Wisconsin Watch) and the Center for Journalism Ethics at UW–Madison.*

## Publications

Between late September and early December 2020, election integrity reporter Howard Hardee completed [two toolkits on navigating misinformation and disinformation](#) and [six articles focused on election misinformation in Wisconsin](#), one of them produced in collaboration with a local CBS news TV station.

These publications were picked up a total of 107 times by a wide range of print, online, or radio news organizations dispersed throughout 30 counties in Wisconsin and some in Minnesota. **We estimate that 271,729 people accessed these publications in print and that 2,200,965 accessed them online.**



## By the numbers

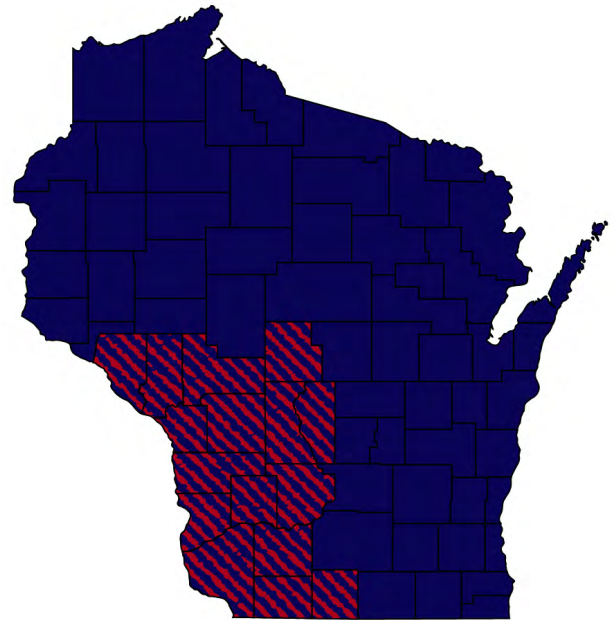
**107** pick-ups  
**271,729** print readers  
**2,200,965** online readers

# Earned Media

Howard Hardee and Kathleen Bartzen Culver appeared on Wisconsin Public Radio's ["Morning Show" on October 28](#) to discuss election misinformation, and Howard appeared on WPR again on [November 6](#), for the afternoon show "Central Time."

WISC Channel 3, a local CBS TV station serving all of southwestern Wisconsin, featured our project in [this October 22 story](#) on misinformation. The reporter then collaborated with Hardee on [this October 28 story](#) (which included another TV segment) on tracking the spread of misinformation in Wisconsin.

Other earned media include Hardee's inclusion in [this Nieman Lab report](#) on nonprofits and newsrooms teaming up against misinformation, his October 23 and November 9 appearance on the Madison radio station WORT 89.9, his [two-part interview](#) with UW-Oshkosh journalism professor Vince Filak on our toolkit for journalists, and this letter from the editor of the Waunakee Tribune urging [her subscribers to read our consumer toolkit](#).



**WISC Channel 3**



**WPR**

# Events & Outreach

In partnership with the Wisconsin Newspaper Association and the Wisconsin Broadcasters Association, [we hosted a webinar](#) for Wisconsin journalists on Monday, September 28 on covering misinformation and disinformation. We had 16 participants representing 12 news organizations, including TV, radio, and print and online news organizations.

To promote the election integrity project, Howard Hardee and Katy Culver also participated in an October 19 [PEN America Town Hall](#). And on October 28, Katy Culver spoke about the project on [a panel](#) co-hosted with the Economic Hardship Reporting Project called "Representing the Rust Belt: Covering Working-Class Voters in Wisconsin."

We also did substantial outreach via email and targeted newsletters, distributing our publications via newsletters from the University of Wisconsin–Madison, the Center for Journalism Ethics and the Wisconsin Center for Journalism Ethics. We formed outreach partnerships with the Wisconsin Newspaper Association, the Wisconsin Broadcasters Association, Common Cause Wisconsin, and the League of Women Voters Wisconsin, all of whom distributed our toolkits via their newsletters and/or social media.