

politico.com

A website that often breaks news on American politics and elections, and publishes daily newsletters for Washington insiders, most notably "Playbook."

Ownership and Financing	<p>Politico, based in Arlington, Virginia, is owned by Capitol News Company, a private corporation owned by the site's co-founder, Robert Allbritton. Allbritton had been CEO of Allbritton Communications, which had owned several television stations in the U.S.</p> <p>Politico generates revenue through advertisements, subscriptions to a print edition that comes out three times a week when Congress is in session, a bimonthly print magazine, and subscriptions to separate public policy sites targeted at various industries, such as transportation, health care, and technology, under the Politico Pro label. According to a December 2018 article in Vanity Fair, Politico Pro subscriptions now account for more than 50 percent of Politico's revenue.</p>
Content	<p>Politico has a strong focus on breaking news on politics and policy coming out of Washington, with an emphasis on getting multiple scoops per day on topics of relevance to those who work within and with the federal government. As described on its About page, the site aims "to be the dominant source for politics and policy in power centers across every continent where access to reliable information, non-partisan journalism and real-time tools creates, informs and engages a global citizenry."</p> <p>Typical stories include behind-the-scenes views on maneuvers within the White House, Congress and political campaigns, as well as deeper dives into specific legislative areas such as agriculture, health care and technology.</p> <p>Each day's editions of newsletters are archived on the site. "Playbook," billed as "POLITICO's must-read briefing on what's driving the day in Washington," is a first read for media and political power brokers, an early-morning summary of the stories driving the news cycle. Media newsmakers, birthdays and weddings of political or media figures are also part of the mix. Playbook publishes an afternoon edition and other versions for six states and Europe.</p> <p>The site has also branched out into longform articles published by Politico Magazine and international coverage through its Politico Europe brand. Politico.com features clearly marked opinion pieces from both its own columnists and politicians.</p>
Credibility	<p>Politico's reporting has impact. A 2017 Politico investigation into the use of charter flights by U.S. Health and Human Services Secretary Tom Price led to his resignation. Earlier in the year, Andrew Puzder, a nominee for U.S. Labor Secretary, withdrew after Politico obtained video of his ex-wife alleging Puzder abused her. In January 2018, Politico reported that the director of the U.S. Centers for Disease Control and Prevention, Barbara Fitzgerald, had bought shares in a tobacco company, leading to her resignation a day later.</p> <p>Matt Wuerker won the 2012 Pulitzer Prize in editorial cartooning and was a finalist in the same category in 2009 and 2010. The White House Correspondents' Association awarded its Merriman Smith Award for presidential coverage to Politico in 2017 and 2018. Other 2018 awards for Politico's reporting included best residential real estate story from the National Association of Real Estate Editors for an article about squatters in Puerto Rico seeking aid after Hurricane Maria.</p> <p>Politico posts corrections and clarifications to its stories, with the changes disclosed at the bottom of the corrected article. It also corrects mistakes made in the archived editions of its emailed newsletters.</p>
Transparency	<p>The site's biography for Robert Allbritton names him as the site's owner, as well as its founder and publisher. His ownership has been inconsistently disclosed within Politico's news content. For example, a disclosure was included in a April 2018 Politico Magazine article that mentions Allbritton's father, but an edition of "Playbook" from that same month mentioned a brunch co-hosted by Allbritton without mentioning his relationship to Politico.</p> <p>Stories and opinion pieces are generally credited to authors, and usually link to reporters' biographies. Advertisements and sponsored content are clearly labeled in articles and web versions of Politico newsletters.</p> <p>The site will sometimes go beyond typical transparency standards by discussing its reporting process for major stories. For example, it published a piece on how it followed up on a tip about Price's use of charter flights which eventually led to his resignation as Health and Human Services secretary.</p>
History	<p>Politico was launched in 2007 as The Politico by Allbritton and two Washington Post staffers - national politics editor John Harris and White House correspondent Jim VandeHei. It was initially a part of the larger Allbritton Communications Company, until that company sold its television stations to Sinclair Broadcast Group in 2014.</p> <p>Politico Pro, the subscription service to industry-specific policy sites, began in 2010. Politico Magazine launched in 2013. That same year, the company began its expansion into state political news with the purchase of Capital New York, now known as Politico New York.</p> <p>In 2016, VandeHei, along with Mike Allen, the original author of "Playbook," left Politico to launch another digital media startup, Axios.</p>
Written by: Edited by:	<p>John Gregory Yemile Bucay and Amy Westfeldt</p>
Send feedback to NewsGuard:	<p>Click Here</p>

Sources

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- Gathers and presents information responsibly

- Regularly corrects or clarifies errors

- Handles the difference between news and opinion responsibly

- Avoids deceptive headlines

- Website discloses ownership and financing

- Clearly labels advertising

- Reveals who's in charge, including any possible conflicts of interest

- The site provides names of content creators, along with either contact or biographical information

Criteria are listed in order of importance. More information.