A video site with a conservative, pro-Trump perspective that has published false and unsubstantiated claims. The site has gotten much notice due to the high profile of the two sisters who run it.

Diamond and Silk, which does not identify its owners, appears to be owned by its founders Lynnette “Diamond” Hardaway and Rochelle “Silk” Richardson, two sisters based in Fayetteville, North Carolina, who star in the site’s videos.

The phrase “Diamond and Silk” is a registered trademark owned by Hardaway and Richardson. DiamondAndSilk.com is registered to a “Mrs Richardson,” who is also the registrant of more than 100 other sites, many of which include references to “diamond and silk.”

In addition to their work for Diamond and Silk, Hardaway and Richardson are political commentators on Fox News. According to an April 2018 article in The Washington Post, Hardaway and Richardson “have said they were entrepreneurs, or worked in manufacturing, before becoming Diamond and Silk.” The article also reported that Hardaway had “been listed as the owner of a hair salon” and that “an acquaintance remembered either her or Rochelle owning an insurance business.”

Vocal supporters of U.S. President Donald Trump, the sisters have spoken at multiple campaign rallies for the president. The Trump campaign paid “Diamond and Silk” $1,274.94 in November 2016 for “field consulting,” according to the Federal Election Commission. In April 2018, during testimony before the House Judiciary Committee, the women stated multiple times that they had never been paid by the campaign, calling the assertion “fake news” and a “false narrative.” Richardson later stated that the money was reimbursement for airline tickets.

Criteria are listed in order of importance. More information.
DiamondAndSilk.com derives revenue from advertising, sponsored content, events, donations, and an online store.

Richardson is listed as the principal officer of a nonprofit called S.I.S.T.A.S. (Stepping Into Self Truth, Awareness, and Success). The group states on its website that its mission is the “support of the general public in the United States of America for purposes of education, prevention of poverty, the promotion of culture values and for fostering self-awareness, self pride, truth and success.”

Although DiamondAndSilk.com links prominently to the S.I.S.T.A.S. website, it is unclear if donations to the nonprofit help fund Diamond and Silk.

The site states on its About Us page: “Diamond and Silk are devoted supporters of President Donald Trump. We ‘Stump for the Trump’ because we believe in and can relate to his agenda to, ‘Make America Great Again!... The time has arrived for America to awaken from ‘liberal intoxication’. We have been stumbling around in a drunken stupor for much too long, allowing liberals to turn the ‘American Dream’ into an ‘American Nightmare’!”

DiamondAndSilk.com primarily publishes videos starring Hardaway and Richardson. The site features two original series — “Chit Chat Live” and “Bowl of Stupid.” For both shows, Hardaway typically serves as the passionate frontwoman, while Richardson sits by her side, injecting supportive commentary.

“Chit Chat Live” offers commentary on topics such as the impeachment inquiry into President Trump and illegal immigration. “Bowl of Stupid” features shorter episodes, in which Hardaway and Richardson choose individuals or groups whom the sisters believe have earned a spot in the aforementioned bowl.

DiamondAndSilk.com also features videos of the sisters’ public appearances, including their appearances on Fox News programs and their speeches at Trump rallies.
The site’s Latest Articles section includes stories that typically portray Democrats and liberal causes in a negative light and promote Republicans and conservative issues. Typical headlines have included: “Parents of Slain ISIS Hostage Praise Trump, Say Daughter Would Still Be Alive ‘If Obama Had Been As Decisive As President Trump;’” “Trump Accuses Obama of ‘Treasonous’ Conduct In New Book, Said He ‘Got Caught Spying;’” and “Dad Fighting Gender Transition of 7-Year-Old Boy Speaks Out JUST Before Gag Order.”

In a section called Table Talk News, the site publishes news and commentary, including content about Hardaway and Richardson. Articles have included “Diamond and Silk’s Nascar Experience at Pocono Raceway” and “Trump says he ‘absolutely’ still wants Mexico to pay for a border wall.”

Other than the Latest Articles section, Diamond and Silk content is published on a similarly named site, DiamondAndSilkInc.com.

Credibility

Some of the text content on Diamond and Silk is fact-based, quoting long passages from articles that first appeared on major news outlets, such as Reuters and CBS News, and from conservative sites, including The Daily Signal and The Washington Free Beacon. Headlines accurately reflect the content.

However, the site also frequently publishes inaccurate or unsubstantiated claims, including about the COVID-19 pandemic.

For example, in a “Chit Chat Live” episode posted in late March 2020, Richardson suggested that the virus was man made. “Because if China is gonna say they have no more cases, what did they do? Kill all the bats? Don’t blame the bats, don’t blame the bats — this is something that was man made. I think it’s a little deep state action going on behind the scenes.”

There is no credible evidence to suggest that COVID-19 was man made. A March 2020 study in the journal Nature Medicine concluded that the COVID-19 virus “is
not a laboratory construct or a purposefully manipulated virus." According to the U.S. Centers for Disease Control and Prevention, COVID-19’s similarities to other coronaviruses suggest “a likely single, recent emergence of this virus from an animal reservoir.” A February 2020 study published in the journal Nature found that the COVID-19 virus is “96% identical at the whole-genome level to a bat coronavirus.”

Richardson’s comments received critical media coverage after the “Chit Chat Live” episode was posted. The pair took issue with how her comments were portrayed in the media in another “Chit Chat Live” episode five days later, saying that the media was spinning what they had said to make it appear negative. “We have a right to question anything that seems out of order and abnormal in this country,” Hardaway stated.

In an October 2019 “Chit Chat Live” episode, Hardaway claimed that former Secretary of State Hillary Clinton started the conspiracy theory that former President Barack Obama is a Muslim. “What you all don’t remember, back in 2007, when [Clinton] was running against President Obama, she was the one who implied that Obama could have been a Muslim to try to make the American people look at him a different way,” Hardaway said. “She was the one that started all of that foolishness.”

In fact, the debunked claim that Obama is a Muslim began circulating widely during Obama’s 2004 Senate campaign, according to reports in The Los Angeles Times and The Washington Post. A study by Princeton Professor Danielle Allen also traced the rumor to 2004. There is no evidence that Hillary Clinton was behind the false claim.

In the same October 2019 episode, Richardson claimed that former Special Counsel Robert Mueller’s investigation into Russian interference in the 2016 U.S. election “was actually paid for by Hillary Clinton and the DNC.” There is no evidence backing this claim. The U.S. Special Counsel’s Office, which conducted the investigation, is funded by the U.S. Justice Department.
An October 2019 article titled, “BREAKING: Trump Whistleblower’s Identity Is Revealed — 33-Year-Old Registered Democrat,” claimed to definitively identify the whistleblower who filed the complaint against President Trump in August 2019 that sparked the House impeachment inquiry. The story named the alleged “anti-Trump” whistleblower and described him as “a registered Democrat held over from the Obama White House....”

This person’s name was first reported by the conservative site RealClear Investigations. However, RealClear did not say that this person was, in fact, the whistleblower, but rather, that he was the focus of much speculation, that Republicans were inquiring about him, and that a dossier on him was circulating in Washington.

The Diamond and Silk article quoted from the RealClear article, but went further and claimed that “Federal documents have revealed” the identity of the whistleblower — a claim that was not in the RealClear article. Moreover, there has no been confirmation from any officials or other sources that the individual is, in fact, the whistleblower.

Because Diamond and Silk frequently publishes distorted and unsubstantiated claims, often with unclear sourcing, NewsGuard has determined that the site does not gather and present information responsibly.

DiamondAndSilk.com does not state a corrections policy, and NewsGuard did not find corrections on the site.

NewsGuard sent the site two emails and two online interview request forms, inquiring about Diamond and Silk’s editorial standards and practices, but did not receive a response.

Diamond and Silk clearly discloses its conservative, pro-Trump perspective on its About Us page. The site does not purport to publish straight news, and most content reflects the site’s disclosed perspective. Therefore,
NewsGuard has determined that DiamondAndSilk.com handles the difference between news and opinion responsibly.

Transparency

Although some articles on Diamond and Silk name the author and link to an archive of the writer’s work, no biographical or contact information is provided for content creators.

Hardaway and Richardson’s biographies are published on the site’s About Us page, but no other information about the site’s staff, including its editorial leadership, is provided. The sisters’ biographies do not make it clear if they run the site.

No information about ownership is provided, and the site does not make clear if it is funded by the S.I.S.T.A.S. nonprofit, although it prominently links to the nonprofit’s website.

NewsGuard sent two emails and two online forms, inquiring about the site’s lack of disclosure regarding its ownership, leadership, and content creators, but did not receive a response.

Advertising is distinguished from editorial content.

History

Hardaway and Richardson began posting videos on YouTube in January 2015. The sisters rose to prominence after an August 2015 video, “MEGYN KELLY STARTS A WAR WITH DONALD TRUMP AT THE DEBATE,” went viral. In the video, Hardaway harangues then-Fox News anchor Megyn Kelly for challenging then candidate Trump about disparaging remarks he had made about women.

Hardaway and Richardson changed their party affiliation from Democrat to Republican in September 2015, in order to vote for Trump in the North Carolina Republican primary, according to a video the sisters posted that month that showed them making the switch. Three months later, Trump brought the sisters
onstage at his rally in Raleigh, North Carolina, where he described them as an “internet sensation” and invited them to “do a little routine.”

DiamondAndSilk.com was created in August 2015.

Hardaway and Richardson testified before the House Judiciary Committee in April 2018 about their claims that they had been censored by Facebook, at a hearing called to examine complaints that tech platforms’ content moderation practices are biased against conservatives.

*Editor’s Note: This Nutrition Label was updated on April 7, 2020, to include an example of the site’s COVID-19 content.*

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Sources

Ownership and Financing

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