

finishtherace.com

A conservative website that has published false and misleading information, including about politics and COVID-19.



Proceed with caution: This website severely violates basic journalistic standards.

Score: 12.5/100

Ownership and Financing

FinishTheRace.com does not clearly disclose its ownership. A biography that appears on the website for Eric Thompson, a right-leaning commentator who writes most articles on the site, states, “See all my articles on my website: <https://www.FinishTheRace.com>,” although it does not specifically name him as the website’s owner.

Thompson also publishes articles on a website called EricThompsonShow.com, which promotes a talk show called “ET Talk Show.” However, that website has not posted any video or radio broadcasts tied to a talk show hosted by Thompson. EricThompsonShow.com appears to have stopped publishing new content in June 2020, around the same time that FinishTheRace.com began publishing articles.

FinishTheRace.com generates revenue from advertisements. The site’s About page also directs readers to Thompson’s other projects, including a merchandise page on the retail website Cost Club, and it solicits donations via Paypal for MAGABOOK, a social network Thompson operates that describes itself as “Social Media for MAGA Conservatives.” His profile on MAGABOOK describes him as the site’s founder, and his e-commerce page on Cost Club is branded as “the official Eric Thompson collection.”

- ✗ Does not repeatedly publish false content (22points)
- ✗ Gathers and presents information responsibly (18)
- ✗ Regularly corrects or clarifies errors (12.5)
- ✗ Handles the difference between news and opinion responsibly (12.5)
- ✗ Avoids deceptive headlines (10)
- ✗ Website discloses ownership and financing (7.5)
- ✓ Clearly labels advertising (7.5)
- ✗ Reveals who’s in charge, including any possible conflicts of interest (5)
- ✓ The site provides names of content creators, along with either contact or biographical information (5)

Criteria are listed in order of importance.

[More information.](#)

Content

An About page describes the site as providing “Christian Conservative Talk, News and Entertainment.” FinishTheRace.com covers U.S. politics from a right-leaning perspective. Articles often criticize Democratic politicians and highlight violence that occurred at protests organized by Black Lives Matter activists. Content is sorted into categories including Islam, Abortion, Domestic Terrorism, Homosexuality, Transgender, Racism, and Christianity.

Typical headlines have included “MAGA Time! The Media Are Lying About the Election Again,” “Come on, Man | Watch Joe Biden’s Day of Blunders in Tampa,” and “Woke -- Anti-ma** Shoppers March Through Target, Urge Others to Liberate Faces: ‘We’re Not Gonna Take It!’”

The site’s articles also appear on The Range, a video and radio streaming service and app that publishes content from several right-leaning websites

Credibility

Articles on FinishTheRace.com routinely advance false, misleading, and unsubstantiated claims, including about the COVID-19 pandemic.

For example, in a June 2020 article titled “COVID-19 Can Still Pass Between Face Mask Wearers – So Why Wear Them?”, the website argued that face masks are not effective at curbing the spread of COVID-19.

“Masks don’t do much,” the author asserted. The article then republished excerpts of a FoxNews.com article that cited a study published in the journal *Physics of Fluids*, which found that face shields and masks with exhalation valves were less effective than face coverings at preventing emission of droplets from coughs.

Although the study did find, as FoxNews.com reported, that “face coverings alone do not prevent droplets of fluid that are projected by a cough,” the article or the study did not say that masks were ineffective.

Researchers said in the study, “We show that the use of masks will reduce the airborne droplet transmission and will also protect the wearer from the droplets expelled from other subjects,” the study stated. “However, many droplets still spread around and away from the cover, cumulatively, during cough cycles. Therefore, the use of a mask does not provide complete protection, and social distancing remains important during a pandemic.”

No public health authority has said that masks are 100 percent effective at preventing COVID-19 transmission, but an abundance of scientific research have concluded that mask-wearing is associated with reduced infection. A study published in the *Journal of the*

American Medical Association in July 2020 tracked infection rates among nearly 10,000 employees at Mass General Brigham Hospital before and after a mask mandate. The study concluded that “universal masking at MGB was associated with a significantly lower rate of SARS-CoV-2 positive among health workers.”

A review of existing scientific evidence published in *The Lancet* in June 2020 found that “face mask use could result in a large reduction in risk of infection, with stronger associations with N95 or similar respirators compared with disposable surgical masks or similar.”

The same *FinishTheRace.com* article made false claims about the effectiveness of herd immunity, or spreading the virus through a community without vaccination, to control the COVID-19 pandemic.

“Typically, viruses are defeated through the natural process of Herd Immunity,” the article said. “As a community gets the onset of a virus, the healthy individuals, who might not even know they have it, build up antibodies as they defeat it. When enough people have built up immunity, the virus runs out [sic] of potential hosts and dies. Since America went into hiding, we will see a spike in cases, not deaths, as the virus moves from person to person until herd immunity is reached.”

Contrary to *FinishTheRace.com*’s claim, pursuing herd immunity through the unchecked spread of the virus would not lead only to “a spike in cases, not deaths,” according to public health experts and published research. A September 2020 article published in the journal *Nature Reviews Immunology* found that the potential death toll in the U.S. for achieving herd immunity to COVID-19 through natural infection would be much higher than America had seen previously, during lockdowns and with social distancing and mask-wearing policies. “Assuming an optimistic herd immunity threshold of 50%, for countries such as France and the USA, this would translate into 100,000–450,000 and 500,000–2,100,000 deaths, respectively,” the *Nature Reviews Immunology* article said.

Achieving herd immunity through natural infection carries greater risks than vaccination, according to public health experts. The American Academy of Pediatrics states on its website that getting the measles, mumps, and rubella vaccine “is much safer than getting measles, mumps, or rubella disease,” which can cause serious complications such as pneumonia, arthritis, swelling of the brain, and in rare cases, death.

In a September 2020 article titled “MAGA Time! President Trump’s Approval Back Up to 52% -- Black Voter Approval Jumps to 45% in Race Against Joe Biden” FinishTheRace.com claimed without evidence that a poll showed that President Trump had a 45 percent approval rating among African Americans. “President Trump has 45% approval from black voters. This is a HUGE when you compare it to only 8% he received in 2016,” the article stated.

NewsGuard could find no poll that showed President Trump had a 45 percent approval rate among African Americans, and FinishTheRace.com did not cite a source. The article accurately cited a Rasmussen Reports poll that showed that the president had a 52 percent overall approval rating in September 2020. That poll did not track approval by respondents’ race. An August 2020 poll conducted by The Hill found that 24 percent of registered Black voters approved of President Trump’s job performance, a figure well below the 45 percent figure cited by FinishTheRace.com.

In a September 2020 article titled “‘F*ck White People!’ -- BLM-Biden Supporters Scream at Elderly Couple Dining in Pittsburgh, Attack Bicyclist!”, FinishTheRace.com claimed without evidence that supporters of former vice president and Democratic presidential nominee Joe Biden were attacking diners at a Pittsburgh restaurant. “There were other violent Biden supporters breaking glassware and intimidating diners,” the article stated, alongside a video of the incident.

According to videos that were posted on Twitter and included in the article, the protesters appeared to be associated with a Black Lives Matter march taking

place in Pittsburgh. However, police did not report that anyone involved in the altercation is a supporter of, or affiliated with Biden or his presidential campaign. According to the Pittsburgh Post-Gazette, the three people seen in the videos were arrested and charged with disorderly conduct.

Because FinishTheRace.com has published multiple false and misleading claims, NewsGuard has determined that the site repeatedly publishes false content, does not gather and present information responsibly, and does not avoid deceptive headlines.

FinishTheRace.com does not articulate a corrections policy. NewsGuard found one published correction at the time of its October 2020 review. However, because the website has not corrected several false stories on its website, including about COVID-19, NewsGuard has determined that the website does not meet its standard for regularly correcting errors.

Although the website describes its Christian, conservative point of view on the About page, FinishTheRace.com publishes articles labeled as news that often contain opinion, which is why NewsGuard has determined that the site does not handle the difference between news and opinion responsibly.

For example, a September 2020 article labeled as News, titled “Fascism -- Black Lives Matter Bringing ‘Protest Parties’ to Trump Supporters’ Homes, Facebook Account Still Active,” argued that Democrats “would use our Constitution to destroy our Constitution” and urged readers to “Vote conservative on November 3rd, Republican the entire ballot.”

A September 2020 News article titled “Viral Video -- Democrats Encouraging Riots and Violence” argued that “a vote for Biden, is a vote for even more anarchy. Once it grows too big, there will be no turning back to our past way of live [sic]. Socialism has never worked, most recently seen in Venezuela. And will not work in a divided States Of America, will only usher in a 2nd Civil War.”

A September 2020 News article titled “Come on Man! Biden Brags About Obama Admin’s Results -- ‘This Is Just the Beginning If We Get Re-elected” said that Biden, the Democratic presidential nominee, “is a self-imploding disaster and in any other election cycle would disqualify himself, daily, from the Presidency.”

NewsGuard did not receive a response to two October 2020 emails sent to Eric Thompson regarding the false claims in articles on the website, its failure to regularly correct errors, and its publication of unlabeled opinion in news stories.

Transparency

FinishTheRace.com does not disclose its ownership, nor does the site provide information about its editorial leadership. Although Thompson’s biography refers to FinishTheRace.com as “my website,” it does not specify what role he plays at the site.

Thompson writes all articles published on FinishTheRace.com. The website’s articles publish his name, biography, and photograph at the end of stories.

Advertisements are clearly distinguished from editorial content.

NewsGuard did not receive a response to two emails sent to Thompson inquiring about the site’s failure to clearly disclose ownership and editorial leaders.

History

FinishTheRace.com was first registered in 2000, according to domain-registry records, but it only began publishing news content in its current iteration in June 2020.

According to archived versions of the site from 2016, Thompson previously used the domain FinishTheRace.com to host a website aimed at connecting Christian users.

In 2018, the site said it was changing its focus to publishing “Commentaries on social, culture & political issues from a Biblical world view.”

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Send feedback to NewsGuard:[Click Here](#)

Sources

Ownership and Financing

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Transparency

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