

A California-based conspiracy-oriented website that has published false information about COVID-19 and the 2020 U.S. presidential election.



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

**Score: 10/100**

## Ownership and Financing

NOQ Report — which stands for News, Opinion, and Quotes — appears to be owned by James Rucker of Southern California, a former consultant, according to a PayPal page linked on the site as well as Rucker’s LinkedIn profile.

The site’s About page states, “We are self-funded; there are no corporate considerations in play on NOQ Report.” The site solicits donations and runs advertisements.

## Content

NOQReport.com describes its focus as “delivering the truth in its purest form,” according to the site’s About page. “As progressive mainstream media outlets push for a post-truth society in which groupthink demands that someone’s ‘personal truth’ should supersede actual facts, the need to drill down to reality is self-evident,” the site states.

NOQ Report covers U.S. politics from a right-leaning perspective, with a focus on civil unrest and protests, including the Black Lives Matter movement and antifa. Typical headlines have included, “Parents outraged as elementary school promotes Cultural Marxism,” “Black Lives Matter ‘protesters’ dangerously blocking highways finally get arrested,” and “Tucker Carlson goes off on Big Tech... and any Republicans standing by doing nothing.”

The site sometimes covers the Qanon conspiracy theory in a positive light. The QAnon theory posits that a high-ranking government official called “Q” is revealing the existence of a secret Satan-worshipping cabal of Democrats and celebrities engaged in international sex trafficking who are attempting to undermine the Trump administration.

-  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.](#)

For instance, in an October 2020 article titled “Dr. Michael Scheuer diagnoses our election issues and explains how QAnon gets their intel,” NOQ Report referred to Qanon as “the controversial group that has been vilified across the internet and by mainstream media.” The article stated that “they have been much more accurate in their reports than anyone in mainstream media.”

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#### Credibility

Articles on NOQReport.com routinely advance false and unsubstantiated claims, including about COVID-19 and the 2020 U.S. election.

For example, a November 2020 article, headlined “Democrats colluding with CIA to launch intelligence operation that ALTERS voting machine results: Report,” claimed that “the Dems and the CIA have put in place a mechanism which can alter the voting results of electronic voting machines in key swing states (like Pennsylvania) that will determine the outcome of the election.” The story also stated that “voting machines will be intercepted and then altered using complex algorithms to alter the votes in a way that evades detection, handing a victory to the pre-designated ‘winner’ (Joe Biden).”

The site made the same claim in another November 2020 story, titled “‘Hammer’ and ‘Scorecard’: Lt. Gen. McInerney explains the election hack by Democrats.” The article stated that the election hacking efforts were “designed for the CIA before being privatized by Deep State players from the Obama administration” and that they were “used to spy on activities on protected networks (like voting machines) without detection.”

According to the fact-checking outlet Lead Stories, the claim that Democrats and the CIA have plotted to tamper with the vote was originally made by retired Lt. Gen. Tom McInerney during an interview on YouTube conducted by a former orthopedic surgeon. Lead Stories reported that it found no evidence to support these claims, nor did NOQReport.com provide any.

Another November 2020 article, titled “William Bradley from Wayne County, Michigan, voted for Joe Biden. William Bradley died in 1984,” claimed that a man who died in 1984 cast a ballot in the 2020 presidential race. “We confirmed that this is, indeed, accurate according to Michigan’s voter portal. William Bradley in Wayne County, Michigan, voted in the 2020 election. But according to online death records, William Bradley died on June 1, 1984. The results of this election are so unquestionably bogus,” the article said.

“While it’s technically possible there’s another William Bradley who is 118-years-old living in the same city and who has somehow been able to escape the fame and scrutiny of being the oldest living human on earth, we have our doubts,” the article concluded.

There is no evidence that anyone tried to fraudulently vote on behalf of Bradley or other dead people in Michigan. The Secretary of State’s office said in a statement that a more likely situation in the case of Bradley’s vote is that the vote was cast by a different William Bradley who is still alive, according to ClickOnDetroit.com, the website of Detroit’s NBC affiliate WDIV.

“On rare occasions, a ballot received for a living voter may be recorded in a way that makes it appear as if the voter is dead,” said the statement from the Secretary of State. “This can be because of voters with similar names, where the ballot is accidentally recorded as voted by John Smith Sr when it was actually voted by John Smith Jr; or because of inaccurately recorded birth dates in the qualified voter file; for example, someone born in 1990 accidentally recorded as born in 1890.”

A November 2020 article titled “Aubrey Huff: When the truth comes out, ‘The Democratic Party will cease to exist’” stated that “there is zero chance Joe Biden could have earned more votes than Barack Obama.”

By the time this article was published on Nov. 5, 2020, Joe Biden’s presidential campaign had earned more votes than Barack Obama did in 2008, which set the record at the time, according to widely reported

unofficial results from across the country. According to CBS News, on Nov. 5, 2020 — before all votes had been tabulated — Biden had earned 72,263,868 votes, surpassing Barack Obama’s popular vote record of ~~69,498,516 votes in 2008.~~

The site has also published false information about the COVID-19 pandemic. For example, a November 2020 article, titled “Global communism disguised as The Great Reset,” claimed that “‘COVID-19’ was long pre-planned in documents and simulation exercises emanating from the eugenicist Bill Gates and the Rockefeller Foundation.” The article added that “Tens of thousands of doctors have now come out to confirm that ‘COVID-19’ is a hoax.”

It is not true that the COVID-19 pandemic is a hoax, or that it was “pre-planned” through simulation exercises. COVID-19 has resulted in over 1.2 million deaths worldwide as of early November 2020, according to multiple authorities. It is true that the Gates Foundation and the Johns Hopkins Center for Health Security co-hosted a pandemic preparedness exercise in October 2019. However, the scenario used in the exercise involved a fictional coronavirus with different characteristics than the COVID-19 virus. For example, in the center’s simulation, the virus originated on pig farms in Brazil, not in China.

Because NOQ Report has published misinformation about the 2020 U.S. presidential election and COVID-19, NewsGuard has determined that the site has repeatedly published false information, does not gather and present information responsibly, and does not avoid deceptive headlines.

NOQ Report states on an About page that it “is driven by a conservative, Christian ideology.” The mission statement asserts that this orientation does not bias the site’s coverage, stating that its orientation “does not mean we are ‘shills’ for the GOP or American evangelical churches. We treat the news with the fairness the American people expect” and “must adhere to seeking the truth even when it does not necessarily

suit the Republican agenda.” The About Page also states that “there is no room for politically or religiously blurred vision when the truth is the only goal.”

The site includes an opinion section. However, stories without opinion labels include opinionated statements.

For example, an October 2020 story labeled U.S. News and headlined “Politifact rates it ‘mostly true’ that the Thin Blue Line flag is actually an Anti-Black Lives Matter flag,” criticized the fact-checking organization PolitiFact, stating that “Politifact is a joke.” The article also stated that it is “absolutely infuriating to those of us who respect and support law enforcement.”

An October 2020 article labeled “News” and titled “A slave society by the liars who claim they hate slavery,” described former Vice President Joe Biden as “a corrupt thieving dishonest thug” and a “classless bum.”

Another October 2020 story, titled “Deep State trembling: Report claims Trump will fire FBI Director Wray, CIA Director Haspel after reelection,” stated, “Taking down Deep State ringleaders will help the President’s second term be as epic as it needs to be.” The story was labeled “News.”

Because NOQ Report includes opinionated statements in stories labeled as news, NewsGuard has determined that the site does not handle the difference between news and opinion responsibly.

The site does not articulate a corrections policy, and NewsGuard could not find any corrections on the site.

NewsGuard sent two emails to James Rucker, the site’s editor-in-chief and apparent owner, seeking comment on the site’s publication of false information, its separation of news and opinion, and its approach to corrections, but did not receive a response.

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#### Transparency

NOQReport.com does not disclose its ownership. An author profile on the site for Rucker states that he is the editor-in-chief, but does not disclose his ownership.

Articles typically include a byline, but the site rarely includes biographies or contact information for its writers, which does not meet NewsGuard’s standard for identifying content creators.

Advertisements on the site are not all distinguished from editorial content. The site includes sponsored links, which appear below stories and are labeled “From Our Partners” and “From the Web,” without an indication that they are paid content.

NewsGuard sent two emails to Rucker seeking comment on the site’s lack of disclosure regarding ownership and content creators, as well as its labelling of paid content, but did not receive a response.

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#### History

NOQReport.com was registered in 2017, according to domain-registry records. Rucker, the site’s owner, previously operated another conservative news site called The New Americana.

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**Edited by:** [Eric Efron](#)

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

## Sources

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#### Ownership and Financing

<https://www.linkedin.com/in/jd-rucker/>  
[https://www.paypal.com/donate/?cmd=\\_s-xclick&hosted\\_button\\_id=BJBTSXXH3MLUN&source=url](https://www.paypal.com/donate/?cmd=_s-xclick&hosted_button_id=BJBTSXXH3MLUN&source=url)  
<https://noqreport.com/author/ijp9mablcm/>  
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#### Content

<https://noqreport.com/2020/09/10/parents-outraged-as-elementary-school-promotes-cultural-marxism/>  
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<https://nogreport.com/2020/10/30/dr-michael-scheuer-diagnoses-our-election-issues-and-explains-how-qanon-gets-their-intel/>

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Credibility

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Transparency

<https://nogreport.com/about/>

<https://nogreport.com/contact/>

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History

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<https://thefederalist.com/author/j-d-rucker/>