



Good Information Inc. -- A Public Benefit Corp Backed By Reid Hoffman -- Launches to Counter Disinformation Online

NEW YORK, NY - October 26, 2021 – Good Information Inc. -- a public benefit corporation committed to restoring social trust and strengthening democracy by investing in solutions that counter disinformation and increase the flow of good information online -- today formally launched. America is currently in the throes of a disinformation epidemic that is threatening public health, social trust and democracy around the world. Good Information Inc. believes there is un-met audience demand for fact-based information, especially in local markets that have lost many of their legacy local news sources in recent years, and among audiences that are being left behind by evolving media business models.

With a multi-million dollar Series Seed investment led by Reid Hoffman and joined by investors Ken and Jen Duda, [Incite](#), and George Soros, Good Information Inc. plans to invest in, incubate and scale new business models and smart distribution strategies that are capable of breaking through echo chambers and information silos to reach consumers with trusted information. Its investments will offer the kind of fact-based information and local community news that audiences are searching for on the internet, especially in markets where there are few or no local news outlets reaching communities online.

Good Information Inc. has a point of view: that in an increasingly decentralized media environment, anti-democracy forces and networks of bad actors intentionally seed disinformation through artificial accounts and manipulation of social platforms' algorithmic amplification. Lies by these anti-democracy actors are quickly amplified, resulting in dangerous, real world consequences:

- 96 million Americans believe the election was stolen ([Yahoo/YouGov](#))
- 89 million Americans believe voter fraud is a major problem ([Monmouth University](#))
- 264 million Americans can't name their state legislators ([Johns Hopkins University](#))
- 109 million Americans can't name their governor ([Johns Hopkins University](#))
- 185 million Americans don't trust traditional media ([Forbes](#))

"Good information that upholds the truth, common sense and shared values of a society is the lifeblood of democracy, and orchestrated disinformation -- fueled and amplified by bias-driven algorithms -- is its greatest threat. The disinformation crisis we are facing in America today is increasing polarization and eroding our trust in each other, which is having a corrosive effect on our democracy, jeopardizing public health and destabilizing our economy," said Tara McGowan, Good

Information Inc. Founder and CEO. "This is no longer a political dispute about the truth, but the direct result of unregulated business models that are putting whole communities around the world at risk, and putting democracy around the world in peril."

Good Information Inc. will prioritize investments in media companies and platforms that serve communities that have too few choices when it comes to finding factual, trustworthy information, and that center those communities, their interests and their media consumption habits in both their reporting and content distribution strategies.

- Americans typically only spend 8% of their time consuming news (Nielsen Q1)
- 53% of Americans report using social media as a source for news ([Pew Research Center](#))
- Approximately 120 million Americans regularly use Facebook to get their news ([Pew Research Center](#))

"As hundreds of local newsrooms continue to close their doors or get bought up by corporations and hedge funds who care little for the audiences they serve, and national publications prioritize high-information consumers who can afford their paywall subscriptions, we are watching the information gap in America expand at an alarming pace," said McGowan. "People want news and information that is relevant to their lives - but are increasingly being served "news" that preys on their fears and anxieties to drive more clicks and ad dollars. There is an urgent need for investment in new models and newsrooms that are committed to building trust with the communities they serve through factual, trustworthy information that is relevant to their lives, delivered to them where they spend their time online, and that are run by individuals from those very communities. Our intention at Good Information Inc. is to expand the market and market demand for truth because our society and our democracy absolutely depend upon it," said McGowan.

Good Information Inc., as an established public benefit corporation, today proudly announced the first members of its growing Advisory Committee. The below committee members come from a variety of backgrounds and industries, from media, marketing and technology to health care, academia and civic advocacy, with one common goal in mind: to identify, raise awareness for and implement scalable solutions to combat the urgent disinformation epidemic in America.

- [Claire Atkin](#), Co-Founder, Check My Ads
- [Dr. Esther Choo](#), Emergency Physician + Health Policy Researcher
- [Nicole Gill](#), Co-Founder + Executive Director, Accountable Tech
- [Ilana Glazer](#), Creator + Activist
- [Jason Goldman](#), Former White House Chief Digital Officer
- [Dr. Jen Gunter](#), Physician + Author
- [Jacqueline Hernandez](#), CEO + Co-Founder, New Majority Ready
- [Keith Hernandez](#), Former SVP of Revenue, BuzzFeed + Bleacher Report
- [Mark Jacob](#), Former Metro Editor, *Chicago Tribune*

- [Nandini Jammi](#), Co-Founder, Check My Ads
- [Tiffany Muller](#), President, End Citizens United + Let America Vote
- [Robbie Myers](#), Former Editor-in-Chief, *Elle*
- [Eli Pariser](#), Founder, Civic Signal
- [Maya Peterson](#), Cultural Insights + Strategy Expert
- [Dan Pfeiffer](#), Former White House Communications Director
- [Jack Rico](#), Entertainment + Culture Journalist, Host of Brown & Black Podcast
- [Carley Roney](#), Founder, The Knot
- [Bonnie Siegler](#), Founder, Eight and a Half
- [Michael Tubbs](#), Former Mayor of Stockton, CA + Founder, Chairman of Mayors for a Guaranteed Income
- [Stephanie Valencia](#), Founder, Equis Labs
- [Drew Westen](#), Professor of Psychology, Emory University

As its first major investment, Good Information Inc. has officially acquired Courier Newsroom, a network of eight local news outlets. As a civic news organization, Courier's journalists produce original reporting about efforts by local communities and leaders to strengthen their communities, get people back to work, expand access to health care and child care, build resilience to climate change, promote opportunities for shared prosperity, and increase civic participation. Courier's newsrooms commit to covering the leaders who are championing those efforts— and to holding them accountable for their words and actions — while simultaneously combating disinformation, from whatever direction it comes. Each newsroom's reporting is rooted in verifiable information, the findings of science, and the realities of living in the communities the newsrooms serve. Courier's newsrooms include: [Copper Courier](#) (AZ), [Floricia](#) (FL), [Iowa Starting Line](#) (IA), [The 'Gander](#) (MI), [Cardinal & Pine](#) (NC), [The Keystone](#) (PA), [Dogwood](#) (VA) and [UpNorthNews](#) (WI).

About Good Information Inc.

Good Information Inc. is a public benefit corporation committed to increasing the flow of good information online to counter disinformation where it spreads, restore social trust and strengthen democracy. We do this through investing in, incubating and scaling ideas and new business models that leverage smart distribution strategies capable of breaking down echo chambers and information silos with trusted information and storytelling.

Good Information believes that in an atmosphere of increased mistrust, transparency is essential. For more information on Good Information Inc., including a full list of investors and other relevant disclosure information, please visit GoodInfo.us or reach out to press@goodinfo.us.

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