



---

## TRUTH, LIES AND ELECTION 2016: A FACT-CHECKING BOOT CAMP

Presented by Loyola University Chicago and the American Press Institute

Join journalists, students, faculty and community members on Friday, Feb. 12, 2016, at Loyola University in Chicago for an in-depth session on investigating and understanding political rhetoric — particularly as we approach the 2016 elections.

Panelists include some of the region's top experts on journalism and politics, advertising and research. They'll share best practices and commentary, and the latest tools and technology in fact-checking and accountability journalism.

The event is sponsored by Loyola and the American Press Institute. It will be held from 9:00 a.m. until 2 p.m. on Feb. 12 at Regents Hall, 16th floor, Lewis Towers 111 E. Pearson St., Chicago.

For questions, please [follow this link](#) for more information and registration. The event is free, but please register soon to reserve your seat.

### SCHEDULE

#### 9-9:30 a.m.

Continental breakfast and registration

#### 9:30-9:45

##### Introduction

**Speakers:** Don Heider, Dean, Loyola University Chicago School of Communication; Jane Elizabeth, American Press Institute

#### 9:45-10:45

**Top resources for top political reporting.** More than any other election in history, the 2016 races can be scrutinized and fact-checked using new tools, data and technology. Greg Borowski of PolitiFact Wisconsin will present his most trusted and useful resources, and other panelists will demonstrate how their organizations' resources can be used in political accountability reporting.

**Speakers:** *Brittany Clingen, Ballotpedia; Greg Borowski, PolitiFact Wisconsin; Madeleine Doubek, Reboot Illinois.*

**10:45-11 a.m. - BREAK**

**11 a.m.- 12 noon: Fact-checking race and immigration issues.** Race and immigration are consistent themes leading up to the 2016 elections. What should reporters and voters know about these issues, and what are the best ways to check the facts behind the rhetoric?

**Speakers:** *Alden Loury, Senior Policy Analyst, Better Government Association (moderator); Natalie Moore, reporter, WBEZ; Tahera Rahman, Radio Islam; Alex V. Hernandez, Extra News*

**12-1 p.m.:**

**Lunch and keynote**

**Andy Shaw**, president and CEO, Better Government Association

**1 p.m.-1:50 p.m.**

**Dissecting political advertising.** How to look at campaign messaging in an entirely different way. What techniques are used to deceive or persuade you? What are the red flags that indicate you should do some fact-checking and deeper research? We'll also look at new vehicles for disseminating campaign messages (Snapchat, Facebook, online games, etc.) and how those vehicles themselves are a form of persuasion.

**Speakers:** *Ann Liston, AL Media; George Villanueva, Loyola University; David Romanelli, Loyola University*

**Moderator:** *Jill Geisler, Loyola University*

**1:50 p.m.-2 p.m.**

**Conclusion**