

Reverso builds a culture of accountability ahead of Argentina's midterm elections | Poynter

By Harrison Mantas

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Speed and reach are the cornerstones of the second iteration of Reverso — a collaboration of Argentinian media organizations fighting election misinformation organized by fact-checking organization Chequeado.

Originally launched in 2019, Reverso brought together more than 100 media organizations to both produce and distribute fact checks about Argentina's 2019 presidential election. 41 organizations are participating in this latest iteration. Chequeado director Laura Zommer said this ensures the project has a footprint in each of Argentina's 23 provinces and one autonomous zone.

This iteration of Reverso also does away with the requirement for partner organizations to contribute fact checks to the project. Zommer said this was to help streamline resources and not overburden Argentinian media organizations hurt economically by the pandemic. Instead, media partners will act as an early warning system for Chequeado to help them produce and respond to election misinformation more quickly.

"It's not that the media are just republishing what we create," Zommer explained. "They are co-producing these alerts and saying here is some content that is useful to debunk."

[...]

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