

# Ties Between Alex Jones and Radio Network Show Economics of Misinformation | The New York Times

By Tiffany Hsu

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Ted Anderson, a precious metals seller, was hoping to rustle up some business for his gold and silver dealership when he started a radio network out of a Minneapolis suburb a couple of decades ago. Soon after, he signed a brash young radio host named Alex Jones.

Together, they ended up shaping today's misinformation economy.

The two built a lucrative operation out of a tangled system of niche advertisers, fund-raising drives and promotion of media subscriptions, dietary supplements and survivalist merchandise. Mr. Jones became a conspiracy theory heavyweight, while Mr. Anderson's company, the Genesis Communications Network, thrived. Their moneymaking blueprint was reproduced by numerous other misinformation peddlers.

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Source: [Ties Between Alex Jones and Radio Network Show Economics of Misinformation - The New York Times](#)