

FAST COMPANY

Why Americans are hungry for transparent, reliable, and timely election information

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05-17-2024 | By Lorraine Segil



An interview with the Honorable Ellen McCarthy, founder of Trust in Media Cooperative.



ELLEN MCCARTHY | COHORT 10

The Exceptional Women Alliance (EWA) facilitates high-level women mentoring each other for personal and professional fulfillment. Ellen McCarthy, former Assistant Secretary of State, discusses her career and the need for trustworthy information dissemination, leading her to establish the Trust in Media Cooperative (TIM). TIM aims to enhance the demand for quality information, particularly in the digital realm. McCarthy highlights the challenges of promoting information quality and reveals TIM's focus on election integrity through the creation of a user-friendly AI-enabled dashboard. This initiative aims to provide reliable information to voters and officials, fostering trust in the electoral process and paving the way for broader improvements in information quality across various domains.

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