



Written by [James Murphy](#) on March 16, 2023

Former Project Veritas Chief James O’Keefe Announces New Media Company

James O’Keefe, who for years was the head of the investigative journalist group Project Veritas, has announced the creation of a new media company. On Wednesday, O’Keefe launched O’Keefe Media Group (OMG), a new company with which he hopes to continue to hold the powerful accountable by exposing the corruption in their midst.

O’Keefe made the announcement in a cryptic Twitter post in which he declared, “The Ides of March have come.”



YouTube

The Ides of March have come.

We launch today. [#OMG](#)

— James O’Keefe
(@JamesO’KeefeIII) [March 15, 2023](#)

According to OMG’s [website](#), its mission will include “empowering and equipping a movement of thousands of people like you to report things that are wrong, with the support of an in-house team of elite journalists to bring factual, unbiased stories to light.”

For fourteen years, O’Keefe was the face of Project Veritas, investigating and reporting on dozens of stories that may not have seen the light of day were it not for him and his band of hidden-camera journalists. Included in his list of high-profile victims are the Association of Community Organizations for Reform Now (ACORN), Planned Parenthood, NPR, education systems from all over the United States, and, most recently, Covid-19 vaccine maker Pfizer.

O’Keefe was placed on administrative leave in early February under unusual circumstances. There was speculation that it was the recent story targeting pharmaceutical giant Pfizer that got him ousted. O’Keefe had called the piece on Pfizer’s alleged “directed evolution” of the Covid-19 virus the “biggest story in our organization’s history.”

The unusual timing of O’Keefe’s ouster had many wondering if Project Veritas had become [compromised](#) by forces unknown.

While O’Keefe has not outright blamed the Pfizer story for the board’s dismissal of him, he did hint that it might have played a role in the decision to remove him.

“That is the only thing that has changed,” O’Keefe said regarding the Pfizer sting. “And then, suddenly, an unusual emergency happened just a few days after that.”

Since O’Keefe was ousted from Project Veritas, his former company’s Twitter account has lost more than 200,000 followers.



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"I spent 14 years creating the most effective nonprofit newsroom this country has ever seen. And in paving the way to establish citizen journalism, I have been defamed, arrested, raided, ultimately removed from the organization I spent so much time developing the credibility of," O'Keefe said in the [video](#) announcing his new venture.

"I always knew they would try to ruin the reputations of those who expose them — the pharma giants, the three-letter government agencies, and those who I thought I could trust," O'Keefe said.

"In response, we are going to build an army of investigators and exposers. They have awakened a sleeping giant."

In its pitch to gain investors, OMG has promised more of the type of journalism that O'Keefe is famous for. "You will see this army expanding across the country, every statehouse, every city council, every school board and everywhere people are conspiring to keep themselves in power, practice favoritism, or line their pockets with tax dollars."

O'Keefe promises that his new venture will not see the fate of his previous one.

"We can never be shut down again, because not only do I own it, but you do too. Support us and sponsor our army of journalists by becoming a founding member today," O'Keefe said on the OMG website.



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