

al.com

A website that features local and statewide coverage of Alabama, including breaking news, sports, entertainment, and lifestyle.

Ownership and Financing	<p>AL.com is owned by Alabama Media Group, a digital marketing agency and publisher that owns Alabama's largest three newspapers, <i>The Birmingham News</i>, <i>The Huntsville Times</i>, and <i>The Mobile Press Register</i>. Alabama Media Group is part of Advance Publications Inc., a privately run company that owns Condé Nast Publications, American City Business Journals, and other print and television outlets.</p> <p>The site generates revenue from advertisements, sponsored content, and subscription services.</p>
Content	<p>AL.com lets readers view news, sports, and other content on a local or statewide level. News stories are divided into politics, crime, education, and religion categories, and can be filtered by community. The site's business section features a local business finder tool and an "Alabama Career Advice" column, and its real estate section includes local listings as well as resources for buying, selling, renting, and moving homes.</p> <p>AL.com reporters are employed by Alabama Media Group and their work is published on the site, in the company's newspapers, and on social media platforms, according to Michelle Holmes, the group's vice president of content.</p> <p>In addition to originally reported local content, AL.com publishes national news from The Associated Press.</p> <p>The site also features photo galleries and videos from AL.com Studios, "a production studio focusing on telling the stories of the south" through short clips and full-length documentaries, housed on AL.com's YouTube channel.</p>
Credibility	<p>Articles link to external sources for text and photos, and corrections are routinely published. The site clearly distinguishes between fact-based reporting and opinion.</p> <p>AL.com columnist John Archibald received a 2018 Pulitzer Prize in commentary for his writing on the politics surrounding confederate monuments, abortion, sexual assault, and religion, which the Pulitzer committee said "has a national resonance in scrutinizing corrupt politicians, championing the rights of women and calling out hypocrisy."</p>
Transparency	<p>Bylines link to reporters' biographical and contact information, and the "About Us" page links to the Alabama Media Group site, which provides names and email addresses for company executives.</p> <p>AL.com features a sponsored video series called "It's a Southern Thing," which covers "Southern comedy, culture, food, and more, y'all!" Videos in the series are sponsored by retailers and others. These videos are not labeled as paid content on the AL.com site, though the videos themselves disclose their sponsorship.</p>
History	<p>According to an Internet archive tool, AL.com was launched in 1997. Alabama Media Group was a 2018 finalist for a Scripps Howard Award in Opinion for its editorial piece endorsing Doug Jones for Senate and urging readers to "reject Roy Moore."</p>
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Send feedback to NewsGuard: Click Here	

Sources

Ownership and Financing	<p>Alabama Media Group: https://www.alabamamediagroup.com/2018/03/19/alabama-media-group-earns-international-recognition-2/ https://www.linkedin.com/company/al-com/ https://www.inma.org/search-results.cfm?criteria=AL.com Alabama Media Group staff https://www.alabamamediagroup.com/our-team/ Advance Publications: https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=100919 https://www.advancelocal.com/about-us/ https://www.advance.net/advance_publications/about_advance_publications.html</p>
Content	<p>http://businessfinder.al.com/ https://www.al.com/careeradvice/ http://realestate.al.com/ https://www.al.com/studios/</p>
Credibility	<p>Awards: https://www.alabamamediagroup.com/2018/06/06/alabama-media-group-recognized-at-inma-global-media-awards/ Awards: https://inma.org/practice-detail.cfm?zyear=2018&id=E2F44D38-FF43-4324-BC14-7C06365A2251 Awards: https://www.inma.org/practice-detail.cfm?zyear=2018&id=3CA7FBE7-F8DA-44AF-98C4-EEA203B2DDA2 Awards: https://www.inma.org/practice-detail.cfm?zyear=2018&id=6BC2FE23-813B-40B8-853A-66F1AB788A33 Pulitzer: http://www.pulitzer.org/winners/john-archibald-alabama-media-group</p>
Transparency	<p>Visit Sevierville: https://www.youtube.com/watch?v=-NR0mXnBP5k https://www.al.com/alabamasbest/ It's a Southern Thing: https://www.youtube.com/channel/UCDyCK-HRoSqUsowdKzOVHZA/about Southern Grace: https://southerngracewholesale.com/ Southern Grace video: https://www.youtube.com/watch?v=2pVe_pNnnqA</p>
History	<p>Editorial on Roy Moore https://www.al.com/opinion/index.ssf/2017/11/our_view_alabama_voters_must_r.html#incart_maj-story-1 http://www.scripps.com/foundation/news/1133-scripps-howard-awards-announce-winners-of-top-prizes-170000-in-prize-money https://whois.icann.org/en/lookup?name=al.com</p>



This website adheres to all nine of NewsGuard's standards of credibility and transparency.

- ✓ Does not repeatedly publish false content
- ✓ Gathers and presents information responsibly
- ✓ Regularly corrects or clarifies errors
- ✓ Handles the difference between news and opinion responsibly
- ✓ Avoids deceptive headlines
- ✓ Website discloses ownership and financing
- ✓ Clearly labels advertising
- ✓ Reveals who's in charge, including any possible conflicts of interest
- ✓ The site provides names of content creators, along with either contact or biographical information

Criteria are listed in order of importance. [More information.](#)