

# al.com

A website for Alabama's three largest newspapers, covering news in Birmingham, Huntsville, Mobile, and the state.

<b>Ownership and Financing</b>	AL.com is owned by Alabama Media Group, a digital marketing agency and publisher that owns Alabama's largest three newspapers, The Birmingham News, The Huntsville Times, and The (Mobile) Press-Register. Alabama Media Group is part of Advance Publications Inc., a privately run company controlled by the Newhouse family that owns Condé Nast Publications (which include Vanity Fair, The New Yorker, and Vogue), American City Business Journals, and other print and television outlets.
	The site generates revenue from advertising, sponsored content, and subscriptions.

<b>Content</b>	AL.com publishes local and statewide news affecting Alabama and its largest cities, including Birmingham and Mobile, as well as Montgomery, Huntsville, and smaller Gulf Coast communities.
	The site's news section divides content into Politics, Education, Crime, and Religion. It also features sports coverage, focusing on Auburn, the University of Alabama, and high school sports. Typical stories on the site include news about a Springville firefighter that died in a training exercise, a look at different town recycling programs, and a story about a steer being recognized for having the "largest horn spread on a living steer."
	AL.com also publishes national news from The Associated Press and the Washington Post.

<b>Credibility</b>	AL.com's articles are typically fact-based and well-sourced, and attribute information to elected officials, police and residents. Staff from the Birmingham News, The Huntsville Times, and the Mobile Press-Register all produce content that appears online. Headlines generally accurately reflect articles' content.
	Corrections are usually posted near the bottom of stories, with details about what was amended in the article.
	Opinion columns and editorials are labeled near the headline, or in notes attached to articles. News coverage generally takes a neutral tone.
	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.
	The Alabama Media Group was a 2018 finalist for a Scripps Howard Award in opinion writing for its editorial endorsing Democrat Doug Jones for the U.S. Senate and urging readers to "reject Roy Moore," a former state Supreme Court justice who faced allegations of years-old sexual misconduct during the campaign.

<b>Transparency</b>	Advance Local's ownership is disclosed through a logo at the bottom of the site, which links to Advance's corporate website.
	AL.com's articles typically are attributed to writers, provide email addresses, and usually link to a biography. The website does not name its senior editors or managers. Its About Us page links to Alabama Media Group's website, which provides a contact form for users to send comments, and the physical addresses for AL.com's local newsrooms.
	Michelle Holmes, vice president of content for Alabama Media Group, did not respond to two emails and two telephone messages asking about AL.com's lack of information about its top editors.
	Advertising and sponsored content are distinguishable from editorial content.

<b>History</b>	AL.com was first registered in 1997.
	<i>Editor's Note: Upon further review, this Nutrition Label has been updated, and its rating has changed, to reflect that AL.com does not meet NewsGuard's standards for revealing who is in charge.</i>

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**Edited by:** [Eric Effron](#), [Amy Westfeldt](#)

**Send feedback to NewsGuard:** [Click Here](#)

## Sources

<b>Ownership and Financing</b>	Alabama Media Group: <a href="https://www.alabamamediagroup.com/2018/03/19/alabama-media-group-earns-international-recognition-2/">https://www.alabamamediagroup.com/2018/03/19/alabama-media-group-earns-international-recognition-2/</a> <a href="https://www.linkedin.com/company/al-com/">https://www.linkedin.com/company/al-com/</a> <a href="https://www.inma.org/search-results.cfm?criteria=AL.com">https://www.inma.org/search-results.cfm?criteria=AL.com</a> Alabama Media Group staff <a href="https://www.alabamamediagroup.com/our-team/">https://www.alabamamediagroup.com/our-team/</a> Advance Publications: <a href="https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=100919">https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=100919</a> <a href="https://www.advancelocal.com/about-us/">https://www.advancelocal.com/about-us/</a> <a href="https://www.advance.com/">https://www.advance.com/</a>
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<b>Content</b>	<a href="https://www.al.com/anniston-gadsden/">https://www.al.com/anniston-gadsden/</a> <a href="https://www.al.com/birmingham/">https://www.al.com/birmingham/</a> <a href="https://www.al.com/huntsville/">https://www.al.com/huntsville/</a> <a href="https://www.al.com/mobile/">https://www.al.com/mobile/</a> <a href="https://www.al.com/montgomery/">https://www.al.com/montgomery/</a> <a href="https://www.al.com/tuscaloosa/">https://www.al.com/tuscaloosa/</a> <a href="https://www.al.com/beaches/">https://www.al.com/beaches/</a> <a href="https://topics.al.com/tag/career-advice/">https://topics.al.com/tag/career-advice/</a> <a href="https://www.al.com/business/2019/06/how-to-get-a-job-with-limited-or-no-experience.html">https://www.al.com/business/2019/06/how-to-get-a-job-with-limited-or-no-experience.html</a> <a href="https://www.al.com/business/2019/05/avoiding-age-bias-is-your-resume-making-you-look-old.html">https://www.al.com/business/2019/05/avoiding-age-bias-is-your-resume-making-you-look-old.html</a> <a href="https://www.al.com/business/2019/04/how-to-develop-leadership-skills-as-a-young-professional.html">https://www.al.com/business/2019/04/how-to-develop-leadership-skills-as-a-young-professional.html</a> <a href="http://realestate.al.com/homebuying">http://realestate.al.com/homebuying</a> <a href="https://realestate.al.com/homes-for-sale">https://realestate.al.com/homes-for-sale</a> <a href="https://www.al.com/news/birmingham/2019/06/brighton-man-27-identified-as-victim-found-shot-to-death-on-birmingham-street.html">https://www.al.com/news/birmingham/2019/06/brighton-man-27-identified-as-victim-found-shot-to-death-on-birmingham-street.html</a> <a href="https://www.al.com/news/2019/06/how-does-recycling-work-in-your-city-a-look-at-the-five-largest-in-alabama.html">https://www.al.com/news/2019/06/how-does-recycling-work-in-your-city-a-look-at-the-five-largest-in-alabama.html</a> <a href="https://www.al.com/news/2019/06/alabama-steer-with-horn-span-wider-than-statue-of-liberty-face-sets-guinness-world-record.html">https://www.al.com/news/2019/06/alabama-steer-with-horn-span-wider-than-statue-of-liberty-face-sets-guinness-world-record.html</a> <a href="https://www.al.com/news/2019/06/trump-says-longtime-ally-and-press-secretary-sarah-sanders-leaving-white-house-names-no-replacement.html">https://www.al.com/news/2019/06/trump-says-longtime-ally-and-press-secretary-sarah-sanders-leaving-white-house-names-no-replacement.html</a> <a href="https://www.al.com/news/2019/06/trump-promises-arrests-of-millions-of-illegal-alien-starting-next-week.html">https://www.al.com/news/2019/06/trump-promises-arrests-of-millions-of-illegal-alien-starting-next-week.html</a>
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<b>Credibility</b>	<a href="https://www.al.com/news/2019/06/attack-squirrel-rescued-at-scene-of-alabama-meth-bust.html">https://www.al.com/news/2019/06/attack-squirrel-rescued-at-scene-of-alabama-meth-bust.html</a> <a href="https://www.al.com/news/2019/06/man-sentenced-to-prison-in-deadly-dui-crash-in-huntsville.html">https://www.al.com/news/2019/06/man-sentenced-to-prison-in-deadly-dui-crash-in-huntsville.html</a> <a href="https://www.al.com/news/huntsville/2018/09/man_charged_in_huntsville_dui.html">https://www.al.com/news/huntsville/2018/09/man_charged_in_huntsville_dui.html</a> <a href="https://www.al.com/news/2019/06/alabama-man-accused-of-stealing-historical-markers.html">https://www.al.com/news/2019/06/alabama-man-accused-of-stealing-historical-markers.html</a> Awards: <a href="https://www.alabamamediagroup.com/2018/06/06/alabama-media-group-recognized-at-inma-global-media-awards/">https://www.alabamamediagroup.com/2018/06/06/alabama-media-group-recognized-at-inma-global-media-awards/</a> Awards: <a href="https://inma.org/practice-detail.cfm?zyear=2018&amp;id=E2F44D38-FF43-4324-BC14-7C06365A2251">https://inma.org/practice-detail.cfm?zyear=2018&amp;id=E2F44D38-FF43-4324-BC14-7C06365A2251</a> Awards: <a href="https://www.inma.org/practice-detail.cfm?zyear=2018&amp;id=3CA7FBE7-F8DA-44AF-98C4-EEA203B2DDA2">https://www.inma.org/practice-detail.cfm?zyear=2018&amp;id=3CA7FBE7-F8DA-44AF-98C4-EEA203B2DDA2</a> Awards: <a href="https://www.inma.org/practice-detail.cfm?zyear=2018&amp;id=6BC2FE23-813B-40B8-853A-66F1AB788A33">https://www.inma.org/practice-detail.cfm?zyear=2018&amp;id=6BC2FE23-813B-40B8-853A-66F1AB788A33</a> Pulitzer: <a href="http://www.pulitzer.org/winners/john-archibald-alabama-media-group">http://www.pulitzer.org/winners/john-archibald-alabama-media-group</a> <a href="https://www.al.com/opinion/2019/05/melissa-caldwell-it-should-always-be-her-choice.html">https://www.al.com/opinion/2019/05/melissa-caldwell-it-should-always-be-her-choice.html</a> <a href="https://www.al.com/opinion/2019/05/tabitha-isner-if-they-really-believed-every-life-is-precious.html">https://www.al.com/opinion/2019/05/tabitha-isner-if-they-really-believed-every-life-is-precious.html</a> <a href="https://www.al.com/news/2019/04/what-a-common-core-math-problem-looks-like.html">https://www.al.com/news/2019/04/what-a-common-core-math-problem-looks-like.html</a> <a href="https://www.al.com/life/2019/03/the-70s-muscle-shoals-obscurety-sampled-for-a-90s-hit.html">https://www.al.com/life/2019/03/the-70s-muscle-shoals-obscurety-sampled-for-a-90s-hit.html</a> <a href="https://www.al.com/news/2019/05/1-in-5-school-districts-in-alabama-faces-financial-struggle.html">https://www.al.com/news/2019/05/1-in-5-school-districts-in-alabama-faces-financial-struggle.html</a> <a href="https://www.al.com/news/2019/05/if-youre-going-to-pass-this-abortion-bill-alabama-senators-put-your-names-on-it.html">https://www.al.com/news/2019/05/if-youre-going-to-pass-this-abortion-bill-alabama-senators-put-your-names-on-it.html</a> <a href="https://www.al.com/sports/2018/02/mike_slive_is_failing_miserabl.html">https://www.al.com/sports/2018/02/mike_slive_is_failing_miserabl.html</a> <a href="https://www.al.com/opinion/2019/06/alabama-has-one-of-the-nations-strongest-campus-free-speech-laws.html">https://www.al.com/opinion/2019/06/alabama-has-one-of-the-nations-strongest-campus-free-speech-laws.html</a> <a href="https://www.al.com/opinion/2019/06/hope-for-the-southern-baptist-convention.html">https://www.al.com/opinion/2019/06/hope-for-the-southern-baptist-convention.html</a> <a href="https://www.al.com/news/2019/06/so-long-sarah-huckabee-sanders.html">https://www.al.com/news/2019/06/so-long-sarah-huckabee-sanders.html</a> Editorial on Roy Moore <a href="https://www.al.com/opinion/index.ssf/2017/11/our_view_alabama_voters_must_r.html#incart_maj-story-1">https://www.al.com/opinion/index.ssf/2017/11/our_view_alabama_voters_must_r.html#incart_maj-story-1</a> <a href="http://www.scripps.com/foundation/news/1133-scripps-howard-awards-announce-winners-of-top-prizes-170000-in-prize-money">http://www.scripps.com/foundation/news/1133-scripps-howard-awards-announce-winners-of-top-prizes-170000-in-prize-money</a>
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<b>Transparency</b>	<a href="https://connect.al.com/staff/thisiscarol/posts.html">https://connect.al.com/staff/thisiscarol/posts.html</a> <a href="https://connect.al.com/staff/charress/posts.html">https://connect.al.com/staff/charress/posts.html</a> <a href="https://connect.al.com/staff/tgreen4/posts.html">https://connect.al.com/staff/tgreen4/posts.html</a> <a href="https://connect.al.com/staff/minabine/posts.html">https://connect.al.com/staff/minabine/posts.html</a> <a href="https://connect.al.com/staff/jaarchib/posts.html">https://connect.al.com/staff/jaarchib/posts.html</a>
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<b>History</b>	<a href="https://whois.icann.org/en/lookup?name=al.com">https://whois.icann.org/en/lookup?name=al.com</a>
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This website generally maintains basic 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.](#)*