AL.com is owned by Alabama Media Group, a digital marketing agency and publisher. The company includes Alabama’s largest newspapers, The Birmingham News, The Huntsville Times, and the Press-Register, and is part of Advance Local and the parent Advance Publications Inc., which are privately owned by the Newhouse family. The family also owns Condé Nast, whose titles include Vanity Fair, The New Yorker, and Vogue; American City Business Journals; other print and television outlets; and plagiarism-detection service Turnitin.

AL.com generates revenue from advertising, sponsored content, and subscriptions.

AL.com publishes news affecting Alabama and its cities, including Birmingham, Mobile, Montgomery, and Huntsville, as well as its 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.

AL.com also publishes national news from The Associated Press and The Washington Post.

AL.com’s articles cite reputable sources such as police, government officials, people with firsthand knowledge of events, and subject-matter experts. Staff from The Birmingham News, The Huntsville Times, and the Press-Register produce content that appears online. Headlines accurately reflect the story content.

The website does not post a corrections policy. However, corrections are published at the bottom of erroneous.

Opinion and commentary appear in a dedicated section.

AL.com columnist John Archibald won 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.

Transparency

Advance Local’s ownership is disclosed through an Advance Local logo at the bottom of the homepage. The logo links to the corporate website for Advance Publications.

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, phone numbers, and the physical addresses of 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.

The website’s articles typically are attributed to writers and provide contact information. Authors’ names also link to contact information, photographs, biographies, and story archives.

Advertising and sponsored content are distinguishable from editorial content.

History

AL.com was registered in 1997.

(Disclosure: Turnitin, which along with AL.com is owned by Advance Publications, is a licensee of NewsGuard’s data.)

Editor’s Note: This Nutrition Label was updated on June 15, 2020. The label previously was updated, and its rating was changed, to reflect that AL.com does not meet NewsGuard’s standard for revealing who is in charge of content.

Written by: Julia Press
Contributing: Joe Danielewicz
Edited by: Eric Effron, Amy Westfeldt, Peggy Ackermann

Send feedback to NewsGuard: Click Here

Sources

Ownership and Financing

Alabama Media Group:
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/
Pulitzer: http://www.pulitzer.org/winners/john-archibald-alabama-media-group
https://www.al.com/opinion/2019/05/melissa-caldwell-it-should-always-be-her-choice.html
https://www.al.com/opinion/2019/05/tabitha-isner-if-they-really-believed-every-life-is-precious.html
https://www.al.com/sports/2018/02/mike_slive_is_failing_miser.html
https://www.al.com/opinion/2019/06/hope-for-the-southern-baptist-convention.html
Editorial on Roy Moore
https://www.al.com/opinion/index.ssf/2017/11/our_view_alabama_voters_must_r.html#incart_maj-story-1

Transparency
https://connect.al.com/staff/thisiscarol/posts.html
https://connect.al.com/staff/charress/posts.html
https://connect.al.com/staff/tgreen4/posts.html
https://connect.al.com/staff/minabine/posts.html
https://connect.al.com/staff/jaarchib/posts.html
https://www.advance.com/
https://connect.al.com/staff/mcolurso/posts.html

History
https://whois.icann.org/en/lookup?name=al.com