

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



This website mostly adheres to basic standards of credibility and transparency.

Score: 95/100

Ownership and Financing

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.

Content

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.

Credibility

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

- ✓ Does not repeatedly publish false content (22points)
- ✓ Gathers and presents information responsibly (18)
- ✓ Regularly corrects or clarifies errors (12.5)
- ✓ Handles the difference between news and opinion responsibly (12.5)
- ✓ Avoids deceptive headlines (10)
- ✓ Website discloses ownership and financing (7.5)
- ✓ Clearly labels advertising (7.5)
- ✗ Reveals who's in charge, including any possible conflicts of interest (5)
- ✓ The site provides names of content creators, along with either contact or biographical information (5)

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

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.

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

Sources

Ownership and Financing

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<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:

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Content

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Transparency

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History

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