



Written by [John Larabell](#) on July 9, 2024

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The Rise of Alternative Media

Americans, as a whole, have less faith in the traditional mainstream-media institutions than ever.

Newspaper circulation is declining. Viewership for all of the big TV news channels is plummeting. Government media outlets such as NPR and NPT are losing viewers and listeners as well. Statistics vary, but polls generally demonstrate that barely one-third of Americans have a high amount of trust in the mainstream media. Nearly 40 percent of Americans polled have zero trust in the mainstream media.

That said, Americans are not giving up on media altogether; they are increasingly turning to “alternative” media outlets, made accessible by the rise of the internet. Americans get their news from social-media platforms such as X and Facebook, from video-sharing platforms such as YouTube and TikTok, and from podcasts and other news websites not included among the big legacy media. *The New American* — both print and online — is an example of an alternative-media source.

More and more, “alternative media” is exposing the lies of the mainstream media, revealing it for the Deep State propagandist tool that it is. Furthermore, alternative media allows anyone with a camera, or even a smartphone, to be an independent, on-the-scenes reporter, and social-media platforms allow anyone to start a podcast or channel for discussing current events. These platforms also differentiate themselves from the mainstream media by allowing audience participation, such as comments and livestream chats.

No longer are people restricted to the Hobson’s choice of three or four TV news channels that all say essentially the same thing. Even Fox News, billed as a “conservative” alternative when it was launched in the mid 1990s, is little different from the old-guard TV news networks at this point.

The establishment mainstream media can’t compete with alternative, decentralized web- and social-media-based news platforms. Indeed, the internet, and social media in particular, has sounded the death knell for the old media.

Patriotic Americans should rejoice in the proliferation of alternative media, because it allows anyone to have his or her voice heard, no matter one’s point of view or political persuasion. The fact that government and mainstream-media cronies are calling for censorship of alternative news, and indeed *have* censored it to an extent, shows just how big a threat it is to the Deep State’s propaganda machine.

The growth of alternative media is in line with the Founders’ vision for America, where a free, decentralized press would allow anyone to become a publisher. For this reason, liberty-minded Americans should welcome the rise of social media as a news source. While it is true that platforms such as YouTube and TikTok are notorious for degenerate content, there is also a lot of good content, and civic-minded Americans should use the power and reach of these platforms to spread a positive, Americanist message.

In this issue of *The New American*, our cover story is a transcript of an interview we did recently with conservative radio host Kate Dalley. In the interview, Dalley speaks at length about the importance and effectiveness of alternative media, and about the exodus of many Americans away from the Deep State mainstream media. We believe readers will find the interview interesting and encouraging.



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So, where do we go from here? First of all, we should avoid giving mainstream media our time and energy. The Deep State propaganda machine only has power if people watch and listen. Second, we should be as active as we can on alternative web- and social-media-based platforms such as X, Facebook, TikTok, YouTube, podcasts, independent news websites, etc. Third, we need to encourage as many people as we can to ditch the mainstream, government-approved media for alternative media. Regarding censorship on platforms such as Facebook and YouTube, we should post as much as we can “get away with,” and direct viewers to our content on other, freer platforms.

Liberty-minded Americans can all take part in the death of the mainstream media and the rise of a free press once again. As John Birch Society founder Robert Welch said, “Education is our total strategy, and truth is our only weapon.”



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