Signs of Pink Slime News

Special interest groups are creating thousands of “local” news websites across America (without local reporters) to influence elections. They’re spending millions to get their stories to appear in your newsfeed.

No paywall or subscriptions to access their stories

Lack of reporters listed on stories

A suspicious reuse of headlines. These sites autogenerate article titles from available datasets.

Highlighted other “local news sites” they operate

Repeated use of the same stock images

No local reporters or owners listed in the “About” page

Don’t let these organizations exploit your trust in local news.

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Authors: Christine Lepird & Kathleen M. Carley, March 2024