



Written by [Rebecca Terrell](#) on August 27, 2024

## Sam Anthony: Next generation local news coverage

[yourNews.com](#) is one of the fastest growing media companies in the United States, with recently launch of its [crowdfunding campaign](#). CEO Sam Anthony describes it as the “next generation” online platform for local news. Taking advantage of the massive decline in print news circulation, he described it this way to [PRN](#):

“If you think about it, the largest retailer in the world is Amazon, and they don’t own a store, the largest taxi company in the world is Uber, and they don’t own a car, the largest hotelier in the world is Airbnb, and they don’t own a hotel. Netflix and Hulu produce television shows and movies and with global distribution. It only makes sense that when newspapers disappear, the new paradigm in media will be a scalable global, media giant.”

yourNews now reaches hundreds of millions, operating as a local edition in every zip code in the U.S., giving citizen journalists opportunities that are not available in mainstream media. The feeds of professional broadcasters are also provided, as are national and world news editions.

Anthony meets with [The New American](#) senior editor [Rebecca Terrell](#) to discuss.





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