



Written by [Paul Dragu](#) on January 29, 2025

Final Nail in Legacy Media Coffin? WH Opens Press Corps to Alternative Media, Social Media Influencers, and Podcasters

Legacy media's reign of narrative supremacy is over.

On Tuesday, White House Press Secretary Karoline Leavitt announced that the White House Press Corps is now open to voices and influencers who aren't part of the legacy media cartel — further legitimizing popular podcasters, alternative media outlets, and social media influencers who dominated the narrative of the 2024 presidential election. The White House's move puts them on par with, if not above, the legacy media.



AP Images
Karoline Leavitt

Legacy Media Failure

Mainstream media's neutralization became clear on November 5, after the three-letter media cartel and their partners in legacy newspapering proved not persuasive enough to deliver an electoral victory to the Deep State-approved presidential candidate. Americans proved immune to a barrage of propaganda painting Kamala Harris as a joyful, gun-toting, fracking-loving, border-security-approving politician who would bring change she didn't care to initiate during her three years in the White House as vice president.

Meanwhile, in alternative media and podcast land, real, in-depth conversations were happening. And real news acknowledging that everything wasn't awesome was being reported.

Last week, news broke that CNN, the epitome of a legacy media network and which has been struggling for years, [announced](#) it was laying off more than 200 employees. NBC news is also making cuts.

The pattern is clear. The spell of Mockingbird media has been lifted. Tuesday's development follows this vein. Leavitt announced :

The Trump White House will speak to all media outlets and personalities, not just the legacy media who are seated in this room, because according to recent polling from Gallup, Americans' trust in mass media has fallen to a record low.

Millions of Americans, especially young people, have turned from traditional television outlets and newspapers to consume their news from podcasts, blogs, social media, and other independent outlets....

It's essential to our team that we share President Trump's message everywhere and adapt this White House to the new media landscape in 2025.

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□ Karoline Leavitt just dropped a BOMBSHELL – The Trump White House □□ will grant press passes to independent journalists, podcasters, and social media influencers!

□ This is the final nail in the coffin for the... pic.twitter.com/prCUKXcTfP

— Jim Ferguson (@JimFergusonUK) [January 28, 2025](#)

Reinstated Credentials

Leavitt also said the Trump White House will reinstate the media credentials of 440 journalists whose access was stripped from them by the people running the Biden administration.

The fall of legacy media coincides with the rise of populism. An October 2024 Gallup poll found that only 31 percent of Americans had any trust in mainstream media, the lowest it's been since Gallup began keeping track. Media trust among Americans peaked in 1972, with 72 percent of Americans. It's been downhill since, with a cliff dive beginning in 2018, two years after Trump's first election.

The New American has for years documented the control the elites and even intelligence agencies have over the legacy media. The purpose of this control is to keep the American people blind to a nefarious agenda carried out by a network of internationalists working to build a world government. The discrediting of legacy media and rise of alternative media is good for all Americans genuinely interest in national sovereignty, truth, transparency, and liberty.

Related articles:

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