

FREEDOM EDUTAINMENT

® Trademark

Tuesday, August 5, 2025

Freedomedutainment.com©

WHY LEGACY NEWS NETWORKS ARE NOW BEGGING FOR VIEWS ON SOCIAL MEDIA

When The Gatekeepers Become the Door Knockers

By Love

August 5, 2025 – Old Media Lost the People; and Now They are Chasing Them Oline

In our last piece, we exposed how traditional networks like Fox News and CNN lost public trust by trading truth for entertainment. But that decline did not leave a void; it sparked a media revolution. We now turn to what is replacing it, and why that shift speaks louder than headlines.



The traditional media giants—Fox News, CNN, MSNBC, ABC et cetera—present themselves as the gatekeepers of truth, the voices of authority, and the centers of political and cultural awareness. But if that's true, why are they all flooding YouTube like panicked street preachers with a dying congregation? They will not say it out loud, but here's the truth: social media is the new center of public attention. That's right; it is neither cable, print, nor broadcast. And certainly not the legacy news networks still acting like they are in the driver's seat.

You do not see YouTube begging CNN for relevance. You do not see Twitter

applying for a segment on ABC. But the reverse? Every major network has carved out space on YouTube like it is prime-time television. Every old media outlet is promoting their clips, livestreams, and urgent headlines on the very platforms that they once dismissed as “untrustworthy” or “amateur hour.”



If they are the majors, why are they depending on platforms that they do not own to survive? It is simple: They have lost control of the narrative, and the people have moved on. Cable news outlets are bleeding viewers. Newspapers are dropping prices, offering “free trials,” and bundling subscriptions like they are handing out coupons at a garage sale. That is not confidence. That is desperation. And meanwhile, YouTube Live is cashing in.

Independent voices like commentators, researchers, citizens with a webcam and a point are drawing larger, more engaged audiences than some entire cable time slots.

This shift is not just about technology. It is about trust. Traditional networks built their model on telling people what to think. But the internet changed that. Now, people talk back. They challenge, share, compare, and that is something that legacy media was never built to handle. They were not built to serve communities; they were built to serve narratives.

That is why, even now, they seem oblivious to the reality that they have become the sideshow. While independent creators build genuine trust and massive followings online, these networks are busy packaging themselves like they are still the main event. They are not. If they truly served the people, the people would tune in. But instead, the people are turning away, and logging in somewhere else.

The irony is painful: the same platforms that they now rely on (for example, YouTube, Twitter, TikTok) have

empowered everyday people to expose how disconnected they really are. It is like watching an empire rent space inside the very rebel camp that it once tried to crush.

platforms that they once looked down on.

They would be following the truth instead of the traffic.



What we are witnessing is not just the collapse of old media. It is the revelation that they were never truly “for the people” in the first place. Because the people are watching. The people are listening. And the people are choosing alternatives—not because it is trendy, but because it is truthful.

Closing Thought:

Fox News and others might still dress up their broadcasts with flashy sets and fancy titles. But if they were really for the people, they would not be chasing them onto