**How A New Breed Of PR Firms Is Selling Lies Online**

If disinformation in 2016 was characterized by Macedonian spammers pushing pro-Trump fake news and Russian trolls running rampant on platforms, 2020 is shaping up to be the year communications pros for hire provide sophisticated online propaganda operations to anyone willing to pay. Around the globe, politicians, parties, governments, and other clients hire what is known in the industry as “black PR” firms to spread lies and manipulate online discourse.

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<https://www.buzzfeednews.com/article/craigsilverman/disinformation-for-hire-black-pr-firms?utm_source=API%2BNeed%2Bto%2BKnow%2Bnewsletter&utm_campaign=4600121eb8-EMAIL_CAMPAIGN_2020_01_07_12_57&utm_medium=email&utm_term=0_e3bf78af04-4600121eb8-31697553>

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