



Top Alliance and industry news & trends for news and magazine publishers.

California News Publishers Association

Today! CNPA Hosting Governmental Affairs Fly-In to Support Journalism

Today, February 7, the California News Publishers Association (CNPA) is holding its 25th Governmental Affairs Fly-In, which will convene California-based news media for an afternoon of meetings with legislators at the State Capitol. Among the topics discussed with legislators will be the California Journalism Preservation Act (CJPA), which would require Big Tech platforms to provide fair compensation to news publishers for the use of their content.

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News/Media Alliance

News Take: Pioneering Innovation at Legacy Magazine & News Media Brands

In this past episode of the News Take podcast, Lisa Hughes, the first female Publisher of *The Philadelphia Inquirer*, shares how she's led with innovation at top magazine and news publications to introduce successful new products and brands that have kept readers and subscribers coming back for more.

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News/Media Alliance

Alliance Comments on USPS Annual Compliance Report

Last week, the News/Media Alliance submitted comments on the U.S. Postal Service's Annual Compliance Report for Fiscal Year 2023. The report emphasizes the Alliance's concerns on Periodicals mail costs, prices, and service. The USPS cites inflation as a cause of its cost increases; however, inflation in FY 2023 was about 4 percent, while Periodicals costs that exceeded inflation nearly doubled that amount.

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News/Media Alliance

FTC Holds Additional Hearings on Negative Option Rule

The Federal Trade Commission (FTC) held an informal hearing on proposed amendments to the Negative Option Rule regarding subscriptions and recurring payments, including a “click to cancel” provision on January 16. The Administrative Law Judge (ALJ) held an additional hearing on disputed issues of material fact on January 31 and has scheduled another hearing for February 14.

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News/Media Alliance

Alliance CEO Q&A: How The Generative AI Boom Proves We Need Journalism

A Q&A with News/Media Alliance President & CEO Danielle Coffey ran in *AdExchanger* on January 31, discussing the value of publisher content to AI companies, why news publishers should be compensated for use of their content in training generative AI models, and possible legislative solutions.

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WAN-IFRA

Data initiative helps Taiwan’s United Daily News Group boost engagement

Taiwan’s United Daily News Group is using data to drive traffic and engagement with their readers by providing UDN’s journalists with the information they need to meet user expectations.

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NEWS MEDIA ALLIANCE

Media Voices

How Apple News can support publisher data strategies

Apple has a reputation for not sharing, at least when it comes to customer information. That doesn't mean that there's not a first-party data play for publishers on Apple News. According to FlatPlan CEO Kieran Delaney there are clear pathways for publishers to funnel readers to their own properties and capture data.

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Axios

News companies reverse course on hard subscriptions

News companies are reversing course on hard subscriptions in favor of flexible paywalls, membership programs and more ads. A strategy focused mainly on subscriptions takes time to pay off — and many publishers don't have the cushion for that in the current ad slowdown. At the same time, many outlets have learned that simply throwing a paywall up doesn't work either. Driving the news: Substack is experimenting with a new pilot program that helps creators find advertisers and coordinate ad buys.

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Public Notice Resource Center

News websites supplanting government sites as alternative source of notice?

As of the end of last week, new legislation authorizing local news websites or newspaper websites to provide statutory notice in lieu of print had been introduced in at least six states, while bills sanctioning the move from print newspapers to government websites had been introduced in only two states — and one of them is already dead.

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Trusting News

Trust Tips 253: Replicate NYT's staff bios with this guide

The New York Times is getting industry attention after announcing the rollout of their new staff bio pages, which they call "enhanced bios." The accolades they are receiving are rightfully deserved: These bios do a great job of highlighting both the ethics and expertise of their journalists, as well as show the humanity and mission behind their work.

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Editor and Publisher

MLK50 takes on 'poverty, power and policy' in Memphis

"Justice through journalism" is MLK50's mission. Celebrating seven years in Memphis, Tennessee, the nonprofit newsroom honors Dr. Martin Luther King Jr.'s legacy, courageously producing journalism for the city's marginalized communities. "We're definitely not trying to be the daily newspaper. We like to think we're connecting with the people who Dr. King would be aligned with if still alive — anybody who has been marginalized, people of color, particularly Black people," MLK50's editor, publisher and founder Wendi Thomas explained.

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