

Member Benefits

Below is a quick-reference list of News/Media Alliance member products and programs.

NewsMediaAlliance.org and Alliance Social Media Channels

The [Alliance website](#) is a comprehensive repository of industry trends, data, and research that highlights news and magazine media strengths and positioning. Members have exclusive access to advertising support materials; reports and case studies on innovative strategies and success stories; thought leader webinars and other member-only events.

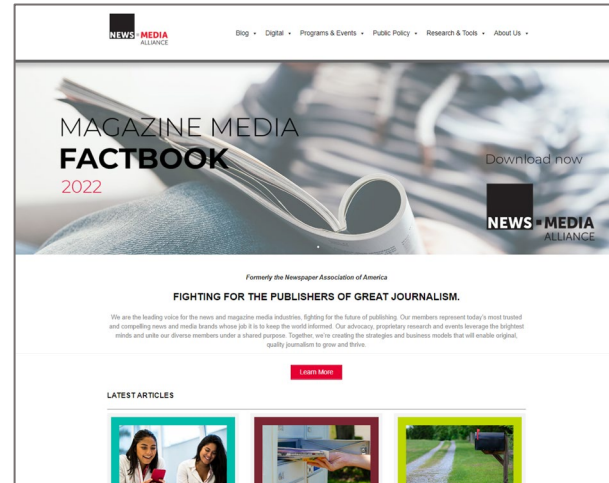
Public Policy

The News/Media Alliance diligently advocates on the pressing issues affecting today's news and magazine media organizations, including monetization by the tech platforms, technology policy and advancements, postal rates, journalist protection and free press issues, and other important issues that matter most to you.

As the media landscape becomes increasingly digital, it is critical that media find ways to monetize digital content and be fairly compensated for use of their digital content, including in search engines and for advertising sold against that content. The Alliance strongly supports legislation that would allow news and magazine publishers to collectively negotiate with the platforms for this purpose.

Working Groups: The Alliance holds several regular member working group calls that focus on pressing industry issues, including:

- **AI:** Addresses legal/policy issues, legislative, tracking or fingerprinting technologies, and communications.
- **Ad Compliance:** FTC ad compliance regulations, state regulations around advertising of complicated issues such as marijuana, sports betting, etc.
- **Compensation:** Securing fair and equitable from the dominant platforms including the JCPA and state bills, antitrust lawsuits, Europe (DMA/DSA), self-preferencing bill, ad tech, FTC antitrust.
- **Copyright:** Fair use litigation, AI, Copyright Office registration, direct infringers, photo embeds, etc.
- **Environmental:** Producer responsibility, SEC greenhouse gas emissions
- **Legal Affairs:** Major legal developments, including First Amendment/free press, tax, labor/workforce issues, and consumer marketing.



Visit us at
www.newsmediaalliance.org.

We also communicate timely industry news and updates, as well as information about new products and upcoming events and webinars, daily via our social media channels, including:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)
- [Instagram](#)





- **Magazine:** Timely updates and issues impacting magazine publishers.
- **Postal:** Rate increases, PRC advocacy, MTAC, postal tax, delivery timeliness and efficiency.
- **Privacy:** State and federal-level consumer privacy bills, European privacy legislation, best practices regarding compliance.
- **Subscription Marketing:** Subscription-related consumer protection legislative, regulatory, and legal developments including auto-renewal legislation.
- **Taxation:** State-level proposals to introduce taxation on digital advertising or the use of personal data.

Journalism Competition & Preservation Act: The Alliance has been leading the effort for more than four years to pass the Journalism Competition & Preservation Act (JCPA), which would allow publishers to come together to negotiate with the Big Tech platforms for fair compensation for use of our content, thereby sustaining our industry and the journalism our country needs and relies on. We have made significant progress, with the bill nearly being passed into law in December. The bill, which has strong bipartisan support, was reintroduced in March 2023, passed the Senate Judiciary Committee and is moving forward through Congress. Similar bills have been passed around the world, including Australia, Europe and most recently, Canada. The world recognizes the importance of high-quality journalism and the need for the Big Tech platforms to fairly compensate journalism publishers for use of their content. We believe the JCPA is the best solution to leveling the playing field and flowing revenue back to the creators of journalism content, and we will continue working with policymakers and like-minded stakeholders toward passage. Visit www.JCPABill.com.

California Journalism Preservation Act: The California State Assembly in June 2023 passed the [California Journalism Preservation Act](#) (CJPA), which would require Big Tech platforms such as Facebook and Google to pay news publishers a “journalism usage fee” to use the content of eligible digital journalism providers, as defined in the bill. The CJPA would also promote the hiring of more journalists, requiring news publishers to invest 70 percent of the profits from the usage fee into journalism jobs.

The CJPA is a major step towards publishers receiving compensation from the Big Tech platforms that would allow us to continue to reinvest in producing quality journalism. A vote by the Senate on that bill has been postponed until the next year of this legislative session in 2024 to allow ample time for a hearing and discussion on the importance and benefits of the bill to ensure that when it is introduced in the CA Senate in 2024, it has the best possible chance of passage.

AI Principles: The [Alliance AI Principles](#) provide overarching guidance for generative artificial intelligence (GAI) systems’ use of journalistic and creative content. The Principles cover issues with respect to GAI developers’ use of members’ content related to intellectual property, transparency, accountability, fairness, safety, and design and apply to all content, including text, images, audiovisual and all other formats. We encourage our members to reference the AI Principles as they develop their own internal AI strategies and approaches. We are also leading the effort and expect to soon release a set of Global AI Principles that are the product of collaboration and input from major media and journalism organizations all around the world.

Research and Tools

Through the sharing of best practices, key research reports, and applicable case studies, we provide you with valuable tools to help grow your audience, generate revenue and streamline business operations. Members receive access to proprietary industry research and tools, including the *Magazine Media Factbook* and complimentary ads and PSAs.

This fall, the Alliance will release a market intelligence report that will incorporate insights on the biggest issues and priorities for both news and magazine media to aid in positioning them as the most attractive places for advertisers to reach engaged audiences. This will be the first report on newspaper advertising trends since the Alliance released its last update to the News Advertising Panorama 2019. This report can help publishers in their promotion to advertisers by sharing the power of news and magazines to reach influential, wealthy consumers who are engaged with their communities and trust the information and advertisements in the media they consume.



Webinars and Events

The Alliance hosts exclusive member-only events and webinars on topics and trends of importance to members. Industry experts share innovation and success stories and there is time for interactive discussion and idea generation.

Support Journalism Parade: The Alliance held a fly-in in Washington, D.C. on September 26-27, 2023, to advocate for the importance of quality journalistic and creative content and the need for legislative action in the United States. Stay tuned for details about the 2024 fly-in.

Newsletters

Expanding the View: This monthly newsletter is focused on sharing cutting edge stories, trends, topics, with unique perspectives and new ideas that have the potential to translate to opportunities for news and magazine media. Stories and posts might include Web3, podcasts, startups and technology, online advertising, and more. [Click here](#) to access the latest issue and subscribe.

Weekly Email Alerts: Get an alert when we publish new content! Simply sign up for the topic(s) that most interest you, such as Public Policy and the Blog, and we'll send you an email alert when we publish new content on that topic. Sign up [here](#).

newsXchange: Weekly smart newsletter with Alliance and third-party news and magazine industry updates, as well as the latest Alliance news and content, tailored to your preferences. Click [here](#) to subscribe.

Podcast Series

News Take: The Alliance seeks out perspectives and insights from experts and thought leaders in this podcast series on current events and timely developments impacting news and magazine media.

Contact membership@newsmediaalliance.org for more information about becoming an Alliance member.