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News Media Alliance

Afghan Journalists in Danger, Need Short and Long Term Solutions

On August 16, freelancers, stringers, and other comparable arrangements were added to the “employee” definition to qualify for Priority-2 U.S. Refugee Admission from Afghanistan, following a letter from over 20 news organizations, including the Alliance.

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Trusting News

Applications open for Trust 101: Earning trust with communities of color

The Trusting News team is thrilled to announce a version of our Trust 101 class. In a free, four-week class, we’ll look at concrete steps newsrooms can take to build trust with communities of color. Apply by September 7.

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News Media Alliance

Study: Reframing Article Headlines, Messages Around Reader Values Can Help Build Trust

The Media Insight Project recently investigated Americans’ perceptions of the core values that underlie journalistic inquiry and found that they are not “universally embraced,” which may be one of the reasons that distrust in the media seems intractable.

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USA TODAY

Afghan journalists were ‘sparks of hope,’ now they deserve an expedited path to safety

In his first speech since the Taliban’s return to Afghanistan’s capital, President Biden defended his decision to remove U.S. troops from the country.

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What's New in Publishing

How The Daily Wire uses Facebook’s targeted advertising to build its brand

The social media giant’s powerful targeting tools appear to be part of Ben Shapiro’s success in growing his audience on the platform Ben Shapiro, co-founder of The Daily Wire, a conservative media company, has mastered Facebook’s complex algorithms like no one else, posting links to stories from his publication that rank among the top 10 best...

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Digiday

Why Trusted Media Brands acquired viral video publisher Jukin Media

TMB is ready to get behind the camera but is relying on its new acquisition to direct the show and drive views and new commerce plays.

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What's New in Publishing

Media businesses face an engagement erosion crisis. So what?

Publishers are in a perpetual state of crisis. But declines in readership and engagement will test them like never before. Have you noticed that the media industry seems to exist in a permanent state of crisis? Print revenue is perpetually declining, digital habits are changing quickly; the sky seems to be forever caving in.

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WAN-IFRA

Global Press stands with South Korean media in fight against “fake news” law

WAN-IFRA and the World Editors Forum have called on the South Korean authorities to retract hastily proposed law changes, designed to curb disinformation, which instead risk silencing critical journalism and harming South Korea's democratic traditions.

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Adweek

Gannett Taps ‘Accidental Disruptor’ Renn Turiano to Boost Subscriptions

Gannett is aiming to attract 10 million subscribers to its local news content across the U.S. and U.K. within the next five years, and Renn Turiano has been charged as the person to do it. The hiring of Turiano as svp of new subscription products and revenue comes as Gannett's strategy to drive growth has...

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Adweek

Reddit, NFL Extend Their Content Partnership

The platform and league first joined forces in September 2019.

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Columbia Journalism Review

Journalism failed in Afghanistan too

One year after the end of World War Two, Dwight D. Eisenhower, while serving as Army Chief of Staff, gave one of his most famous lines, to the Canadian Club in Ottawa: “I hate war as only a soldier who has lived it can, only as one who has seen its brutality, its futility, its […]

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