News/Media Alliance

**New Episode! News Take: Update on News Deserts and Local News Trends with Penny Muse Abernathy and Tim Franklin (Podcast)**

On this episode, Alliance President & CEO David Chavern talks with the authors of research on news deserts, Penny Muse Abernathy and Tim Franklin of the Medill School of Journalism's Local News Initiative at Northwestern University. Watch or listen now, and follow us on your preferred podcasting platform (Google, Spotify or Apple Podcasts).

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News/Media Alliance

**USPS Files January Rate Increases**

The Postal Service filed notice with the Postal Regulatory Commission of price changes on October 7. The Alliance has prepared charts of the USPS’ planned increase in rates for next January for three sub-classes of mail – Periodicals in-county, Periodicals outside county, and Marketing Mail carrier route letters and flats.

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News/Media Alliance

**News/Media Alliance Names Judy Gawczynski Vice President, Membership**

The News/Media Alliance welcomes Judy Gawczynski as its Vice President of Membership. In this role, Gawczynski will work closely with the Alliance leadership team and staff to build a new membership engagement program for the Alliance.

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The Alliance Joins Keep Us Posted
The News/Media Alliance recently became a member of Keep Us Posted, a stakeholder and consumer organization dedicated to a more reliable and affordable Postal Service, specifically focused on market dominant mail.
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American Press Institute
24 Lessons for the 2022 Elections
Industry leaders shared best practices, case studies and resources to help journalism organizations engage voters and provide resources needed for their audiences to cast informed ballots in the upcoming elections.
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MediaPost
Most Consumers Will Share Email Address For Coupons: Study
Brands seeking to build their email lists have one effective tool: Coupon discounts, according to Capterra’s 2022 Coupon Preferences Survey. Eighty-five percent of consumers are willing to provide their email address in exchange for discounts.
Read more

Press Gazette
Financial Times Profit Up After 'Strong Rebound' from Covid-19 in 2021
The Financial Times has reported a strong “rebound” from Covid-19 in 2021, returning to profitability and growing revenues by almost a fifth. Financial Times Ltd accounts filed with the UK’s Companies House show it went from a £29m loss before tax in 2020 to a pre-tax profit of £4.3m in the year ending 31 December 2021.
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InPublishing
Reach Relaunches Black History is Our History Site
Reach has announced the relaunch of its Black History is Our History site with new stories and educational focus geared towards schools and children. Throughout the year, Reach journalists from all titles will continue to populate the site and local schools will be encouraged to use the site as a resource.

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**Digiday**

**Why Mass Marketing Will Not Work on Gen Z – It’s All About Subcultures**

Research from Horizon Media finds mass marketing is unlikely to work for Gen Z, which tends to reject mainstream pop culture and embrace niche cultures - and these trends are moving faster than ever before.

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**Press Gazette**

**Work Hard, Be Confident, Avoid Silos and Give it Ten Weeks: Top Audio Tips from Publisher Podcast Summit**

Give it ten weeks, exude confidence, avoid silos and don’t be afraid to make heavy use of post-it notes. These were some of the tips from the Publisher Podcast Summit in London on Wednesday 5 October. Here, Press Gazette rounds up more insights from the event.

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**Digiday**

**Publishers Are Taking a Longer Form Approach to Event Activations**

Gallery Media Group is anchoring its new experiential strategy on an event space called House of Wow. The House will be open for three months and will serve as an event space that hosts a variety of invite-only editorial and sponsored events, ranging from private dinners and bru

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