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

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#### **News Media Alliance**

### **Facebook Whistleblower, Former Facebook Data Scientist Support Section 230 Reform**

Reacting to yesterday's congressional hearing and testimony by Facebook whistleblower Frances Haugen, former Facebook data scientist Roddy Lindsay agrees with Haugen's proposed solution to address the problem of big tech platforms spreading harmful misinformation and fake news – make the platforms liable for content they promote via their...

[Read more](#)

#### **Better News**

### **Tennessean Engages Black Audiences with New Initiative**

In the latest Better News podcast, opinion columnist LeBron Hill talks to host Michael O'Connell about the report he wrote for the American Press Institute's Better News Initiative about how The Tennessean is successfully engaging Black audiences with its Black Tennessee Voices project.

[Read more](#)

#### **News Media Alliance**

### **International Newspaper Carrier Day is This Saturday - Run Our Ads!**

Saturday, October 9 is International Newspaper Carrier Day. Celebrate the accomplishments of newspaper carriers who are working hard to get the newspaper into the hands of our readers. The Alliance produces ads for newspapers to run in their print publications to mark the occasion.

[Read more](#)

### What's New in Publishing

## MUM's the Word: Google Search to Get 1,000 Times More Powerful

This week at Search On 2021, Google showed how Search will soon be able to not only better understand aspects of a topic the user is searching for, but also surface more insights and inspiration. The company showcased how they are using AI and new technologies to make information more helpful than ever before, while giving users new ways to search...

[Read more](#)

### What's New in Publishing

## How Dynamic Paywalls Help Publishers Connect Potential Subscribers with the Right Offer at the Right Time

Dynamic or intelligent paywalls have great potential and are being used by many publishers successfully. John Wilpers, author of FIPP's annual Innovation in Media report called dynamic paywalls the "hottest new tool" that are helping publishers secure, "significant sustainable reader revenue."

[Read more](#)

### Nieman Lab

## How News Publishers are Turning Casual, Infrequent Readers into Paying Subscribers

With a pandemic, U.S. presidential election, and other high-interest news events in the last year, publishers enjoyed a surge of interest from readers who aren't necessarily news hounds in 2020. Retaining light readers — "casual, infrequent, and picky consumers of news" — are key to a viable subscription business, according to a new report from the...

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### Poynter

## Which Executive Program is for Me and My Newsroom?

Over the last five years, Poynter has become the destination for newsrooms seeking transformational change as they transition to sustainable, digital publishing. Poynter brings its decades of experience in

training newsroom leaders and its leading-edge e-learning platform to two distinct performance driven change initiatives — each with deadlines...

[Read more](#)

**Poynter**

## **An Opinion on Opinions in a Pandemic**

When it comes to opinion journalism, it's on editors to ensure that it isn't just the loudest (often self-proclaiming) experts who are provided with a platform for their views and ideas, but those with demonstrated expertise, humility and thoughtfulness, as they often add immeasurable value to the public conversation — perhaps, especially, those...

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**The Verge**

## **Everything You Need to Know from the Facebook Whistleblower Hearing**

On Tuesday, Facebook whistleblower Frances Haugen appeared before a Senate Commerce subcommittee in what promised to be one of Facebook's toughest congressional hearings in years. This post provides a summary of the hearing, including every question from lawmakers, every important quote, and every piece of new information from Haugen.

[Read more](#)

**WAN-IFRA**

## **World's Press, Book Publishers and Journalists Condemn Pakistan Plan for Strict Control Over Media**

WAN-IFRA, the International Publishers Association (IPA), and the International Federation of Journalists (IFJ) call on Pakistani authorities to retract plans to establish the 'Pakistan Media Development Authority' (PMDA) that risks placing strict state control over all media.

[Read more](#)

**Adweek**

## **Twitter Takes the Wraps Off Twitter for Professionals**

Twitter unveiled Twitter for Professionals, calling it a single destination for businesses, creators, developers and publishers across all industries to showcase their content, products and services directly on Twitter free-of-charge.

[Read more](#)



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