



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

#### **News/Media Alliance**

## **News Take: Outsmarting Google and Facebook: Helping Publishers Grow Their Audience Outside the Dominant Platforms**

On this episode of the News Take podcast, Alliance President & CEO David Chavern is joined by Rand Fishkin, cofounder and CEO of audience research software firm SparkToro, for a fascinating conversation about the big tech platforms, their algorithms, and how the Internet has evolved to favor only a handful of giant tech platforms today.

[Read more](#)

#### **FIPP**

## **FIPP Insider is Coming to New York - Free Event**

FIPP Insider returns to US on December 1st at Hearst Tower in New York. FIPP Insider events are free programs designed to facilitate knowledge-sharing and networking opportunities. Featuring speakers from HEARST Magazines, Trusted Media Brands, PressReader and more - the event will focus on Product and Content Evolution post-pandemic.

[Read more](#)

#### **News/Media Alliance**

## **Explore the New Magazine Media Factbook!**

The latest installment of the Magazine Media Factbook provides updated research trends and data points that highlight the continued enthusiasm for magazine media, as well as the strong credibility and trust magazine media enjoy with their readers. Member login required.

[Read more](#)

#### **News/Media Alliance**

## The Holiday Season is Approaching! Run Our 2022 Holiday Shopping Ads

Local shoppers want to know where to find the best deals this holiday season, and they are turning to your publication for that information. The News/Media Alliance has provided updated ads for media outlets to use in your print and digital publications starting in the fall and leading up to the holiday season. Member login required.

[Read more](#)

### News/Media Alliance

## News/Media Alliance Files Comments on Rate Proposals & USPS Reports Fiscal Year 2022 Results

The Alliance filed the comments with the Postal Regulatory Commission last week in response to the Postal Service's notice of market-dominant price adjustments.. The Alliance urged the Postal Service to file new rates..., stating that the proposed periodicals rates are excessive and non-compliant with price cap regulations.

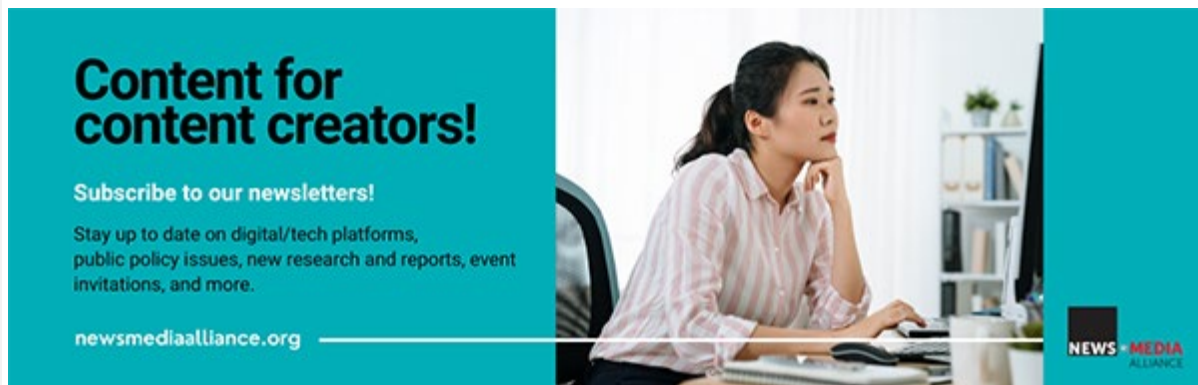
[Read more](#)

### MediaPost

## 'The New Yorker' Relaunches Its Political Scene Podcast

The New Yorker is relaunching its politics podcast, "The Political Scene," with new programming and hosts. Available three times a week, the podcast is focused on issues of national concern.

[Read more](#)



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### Digiday

## Vox's Short-Form Video Strategy Faces TikTok's Monetization Issue, but Fulfills Publisher's 'Civic Duty'

TikTok and YouTube Shorts are two platforms that Vox is steering its focus toward this year in the hope of combating misinformation and growing a younger audience.

[Read more](#)

### Street Fight

## Report: Black Friday Is Back — With a Vengeance

According to the findings of a new consumer survey commissioned by UserTesting and conducted by the market research company OnePoll, 43% of shoppers say they miss the frenzy of in-store Black Friday shopping and 42% say in-store shopping is more important now than pre-pandemic.

[Read more](#)

### Editor and Publisher

## The Kansas City Defender, Reaching Young Black Communities Currently Underserved by Mainstream Media

Just over a year in, The Kansas City Defender has gained over 30,000 social media followers. Founder Ryan Sorrell's background in community organizing and analytics gives credence to the organization's continued success. As a young, Black community organizer in 2020, Sorrell "felt like Black people didn't have a voice in our city."

[Read more](#)

### Press Gazette

## Bloomberg Media to Use London-Based Papercup for Spanish Translation

Under a new partnership deal, Bloomberg Media will use the AI technology of Papercup, a London-headquartered start-up, to translate and dub its news coverage, financial markets analyses and documentaries for Spanish-speaking audiences in the US and Latin America.

[Read more](#)

### Trusting News

## Trust Tips 194: Create a Digital Advisory Group to Hear from Your Community

One effective way to hear from people is to form a community advisory board. Whether you bring people together in person or online, regularly connecting with a group of people in your community can allow for thoughtful and specific feedback to help influence your coverage and make it better.

[Read more](#)



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