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

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**News Media Alliance**

**Give a Subscription to Your Local Newspaper: Ad**

The News Media Alliance has produced an ad to run this holiday season to promote giving a gift subscription to your news publication. Member login required.

**Read more**

**News Media Alliance**

**Call for Nominations: 2021 John P. Murray Audience Development Award**

The News Media Alliance is now accepting nominations for the 2021 John P. Murray Award for Excellence in Audience Development.

**Read more**

**Trusting News**

**Consider Technology and Product Solutions to Help You Build Trust**

How can technology and news products help journalists build trust? With help from Emma Carew Grovum and the Online News Association, we recently led a brainstorming session with ONA Insights attendees to try to answer that question.

**Read more**

**News Media Alliance**

## **Holiday Shopping Ads: Showcase Your New Outlet as the Place with the Best Deals**

Local shoppers want to know where to find the best deals this holiday season, and they are turning to your news outlet for that information. The News Media Alliance has developed new ads for news media to promote their shopping deals this holiday season. Member login required.

[Read more](#)

**News Media Alliance**

## **Statement: U.S. Court of Appeals Upholds Postage Rate Increases**

The News Media Alliance is deeply disappointed by Friday's U.S. Court of Appeals decision to preserve major postage rate increases authorized earlier this year.

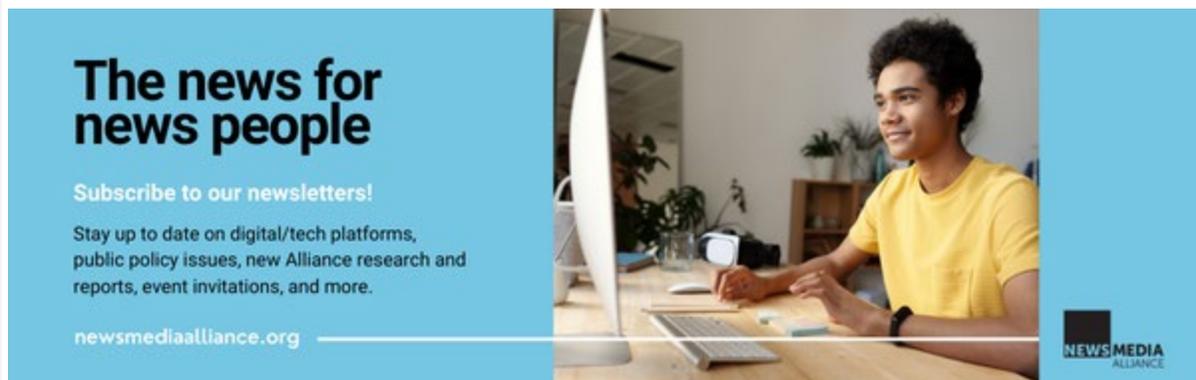
[Read more](#)

**WAN-IFRA**

## **Three Outstanding Newsroom Leaders Named Laureates of WAN-IFRA Women in News Editorial Leadership Award**

WAN-IFRA Women in News is proud to announce the recipients of its 2021 Editorial Leadership Award. The annual Award recognises the exemplary contribution of an editor to her newsroom, and under her leadership, her media organisation's contribution to society.

[Read more](#)



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**NEWSMEDIA ALLIANCE**

**WAN-IFRA**

## **The Six 'P's of Successful Printing Plants**

While printed newspapers have declined steadily in much of the world, printed news products do still have a future and well managed printing plants will endure, says Paul Huybrechts, Managing Director of Coldset Partners, the printing division of Mediahuis Belgium.

[Read more](#)

**What's New in Publishing**

## **Publishers: How to Use Reddit to Build Brand Awareness and Engagement**

Social media network Reddit announced a new funding round last quarter, in which it plans to raise up to \$700 million. The company is thought to be taking advantage of a bounce in its own financial influence among small-time traders to triple its valuation to over \$10 billion.

[Read more](#)

**Poynter**

## **Poynter's Power of Diverse Voices Program Amplifies Writers of Color. Meet the November 2021 Class.**

The Poynter Institute is pleased to announce the 16 journalists selected from more than 120 applicants for its prestigious Power of Diverse Voices: Writing Workshop for Journalists of Color.

[Read more](#)

**Poynter**

## **A Growing Group of Journalists Has Cut Back on Twitter, or Abandoned It Entirely**

K. Austin Collins, now a film critic at Vanity Fair, is among a small but growing group of prominent journalists who have dramatically scaled back their use of Twitter in the last couple of years. Some have deleted previous tweets and self-imposed a ban on posting new ones. Others have deactivated their accounts, erasing their digital footprints from...

[Read more](#)

**Axios**

## **Substack Says It Has More Than 1 Million Paid Subscriptions**

Substack on Monday said there are more than 1 million paid subscriptions to publications on its platform, up from about 250,000 last December. Why it matters: Substack's growth underscores the willingness of audiences to pay for content from their favorite writers directly — a trend that's been expedited by the pandemic.

[Read more](#)



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