News Media Alliance

'Give a Subscription to Your Local Newspaper' Ad
Ask your readers to show their support by subscribing and, during the holiday season, to consider purchasing a gift subscription for someone they care about. The News Media Alliance has produced an ad to run promoting gift subscriptions to your local news publication. Member login required.
Read more

News Media Alliance

Nominate Your News Organization for the 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, which recognizes three Alliance member news organizations each year that have demonstrated exceptional innovation and sophistication in understanding content strategy as part of audience development.
Read more

News Media Alliance

Copyright Office Holds a Roundtable on Publishers’ Protections
On December 9, the U.S. Copyright Office held a roundtable regarding its Study on Ancillary Copyright Protections for Publishers. The Alliance was represented in all three roundtable panels, in addition to attendance by Professor Jane Ginsburg and economist Hal Singer who supported the Alliance’s positions.
Editor & Publisher

A Deep Dive Into the Class Action Antitrust Lawsuit Against Facebook & Google

News Media Alliance President & CEO David Chavern joined E&P Reports to talk about the federal antitrust case filed earlier this year, how antitrust cases are playing out in other countries, and why there is dire urgency for industry leadership and a check on Big Tech.

News Media Alliance

News Industry Leaders Give Their "Take" on Industry Trends in News Media Alliance's New Podcast Series, 'News Take'

In the inaugural episode of our new podcast series, News Take, Jim Bernard, SVP for Digital at the Star Tribune and Mike Orren, Chief Product Officer at The Dallas Morning News talk about the challenges and opportunities of understanding your readers and how to give them what they want, all while prioritizing revenue.

Poynter

CNN Anchor Pamela Brown Isn’t Just Covering the Tornado Damage in Kentucky. She’s Reporting on Her Home.

Early Saturday morning, CNN anchor Pamela Brown checked her phone and saw reports of massive fatalities and damage from overnight tornadoes. She called the managing editor for the evening weekend program she anchors and said four words. "I'm ready to go."

AP News

AP Seeks Answers from US Gov’t on Tracking of Journalists
The Associated Press sought answers Monday from the Department of Homeland Security on its use of sensitive government databases for tracking international terrorists to investigate as many as 20 American journalists, including an acclaimed AP reporter.

Read more

Reynolds Journalism Institute

RJI Student Innovation Fellows to Support Community Newsrooms Nationwide, Gain Hands-On Work Experience

Seven students at the Missouri School of Journalism will work at local news organizations around the country this summer as part of the Donald W. Reynolds Journalism Institute’s (RJI) Student Innovation Fellowships program, gaining hands-on experience helping the outlets connect with their audiences.

Read more

What's New in Publishing

Twitter Hashtag Code for Publishers, Cracked

Publishers should regularly include 2 to 3 hashtags in their tweets in order to optimize the amount of referral traffic generated from Twitter, according to new research from Echobox, the AI-powered publishing solution.

Read more

Poynter

The Poynter Institute’s MediaWise Announces International Expansion of Digital Media Literacy Program to Address Global...

When the Poynter Institute launched MediaWise in 2018, the nonpartisan nonprofit set an ambitious goal. Teach 1 million middle and high school students how to better detect misleading or inaccurate information on the internet. Now, nearly four years later, MediaWise has reached 21 million people of all ages and continues to grow its roster of robust...

Read more

What's New in Publishing

Audio Subscriptions: A New Reality for Publishers

Paid podcast subscriptions add another layer of complexity to an already cluttered landscape. But with the platforms resolved to simplify the experience, the promise of subscriber revenue from audio is now very real. Esther Kezia Thorpe takes a look at the key audio moments of the year as part of our Media Moments 2021 report.

Read more

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