As 2022 comes to a close, the News/Media Alliance would like to wish our members, partners and fellow colleagues a safe, happy and healthy holiday season. This week and next week’s editions of newsXchange provide a look back at the top 20 most-read newsXchange articles from the last year (starting with #11-20), which showcase the breadth of issues we have covered. Our regular publication will resume on Wednesday, January 4, 2023.

Top Stories of 2022: #11-20

20. OPINION: Hometown Newspapers Stand Up to Big Tech
   The Gazette

   August 24, 2022 - By Christopher P. Reen, president and CEO of Clarity Media Group - While Google and Facebook are amassing billions of dollars in advertising revenue, small, local and independent media companies, which produce content that fuels these platforms, have to fight for scraps. Big Tech does everything it can to ensure that its users never leave their platform for other sites – depriving small and local publishers of their chance to monetize their content.

   Read more

19. Editorial: A Devastating Trend: Local Newspapers are Shrinking or Disappearing. Congress Must Act.
July 19, 2022 - The financial struggles of news organizations focused on local and regional coverage, including broadcast as well as newspaper journalism, stem from the sweeping shift of readership, viewers and advertising to online platforms, and a subsequent dramatic reduction in the revenue that has supported local reporting. Even if – and perhaps especially if – you are skeptical of the news media, this is a devastating trend.

Read more

18. President Signs Postal Reform Bill into Law & USPS Announces Increased Postal Rates
News/Media Alliance

April 8, 2022 - On April 6, President Joe Biden signed the Postal Service Reform Act, H.R. 3076, which provides $107 billion in direct and indirect support for the United States Postal Service (USPS). This is the first major piece of reform for the USPS in 15 years, which had wide bipartisan support.

Read more

17. Fireside Chat with Robin Berjon: Could Web3 Really Be a Thing for Publishers?
News/Media Alliance

November 30, 2022 - News/Media Alliance President & CEO, David Chavern, sits down with Robin Berjon, former VP of Data Governance at The New York Times, to talk about the potential of Web3 for news and magazine publishers. Member login required.

Read more

16. Gambling.com Group and McClatchy Sign Strategic Sports Betting Partnership
Yahoo! Finance

January 18, 2022 - Gambling.com Group, a leading provider of player acquisition services for the regulated global online gambling industry, has entered into a media partnership with McClatchy, with operations in 29 markets across the country. Through the partnership, McClatchy gains access to Gambling.com Group's proprietary data science platform, award winning sports betting content team and leading expertise in how to monetize online sports betting traffic.

Read more
15. Actions You Can Take Now to Help the JCPA Move Forward
News/Media Alliance

November 2, 2022 - The most important thing publishers can do in this moment is let your representatives know how urgently the JCPA is needed and how important it is to your publications. Join our campaign calling on Congress to pass the JCPA by running our editorial on Thursday, November 10.

Read more

14. Local Newspapers Fact Sheet
Pew Research Center

May 26, 2022 - Digital weekday circulation was up 30% in 2020, and digital Sunday circulation climbed 29%, the greatest year-over-year increases for digital since 2015. Overall, digital weekday circulation has grown 21% since 2015, and digital Sunday circulation has increased 27%.

Read more

13. Local Papers Find Hints of Success With Online Subscriptions
The New York Times

February 9, 2022 - While digital subscriptions are buoying diminished metro dailies, it is less clear if they can rescue news deserts... But for an industry accustomed to doom-saying, the willingness of people to pay for digital access is giving many publishers hope that they have found a way to survive — and, according to the most optimistic, even thrive.

Read more

News/Media Alliance

December 13, 2021 - In this episode of News Take, News/Media Alliance President & CEO David Chavern sits down with Jim Bernard, Senior Vice President for Digital at the Minneapolis-based Star Tribune and Mike Orren, Chief Product Officer at The Dallas Morning News for a candid conversation about the challenges and opportunities that arise from understanding your readers and subscribers and how to give them what they want (and when, where and how they want it) – all while prioritizing revenue.

Read more

11. Gannett is Scuttling Daily Editorial Pages at Its Regional Papers

Poynter

June 8, 2022 - Gannett has decided that the time for a traditional editorial page has come and gone. Beginning in the spring and accelerating this month, the 250-title chain is cutting back opinion pages to a few days a week while refocusing what opinion is still published to community dialogue.

Read more