

# Member Product and Program Overview

Below is a quick-reference list of News/Media Alliance member products and programs, what they do and how to access them.

## Newsmediaalliance.org and Alliance Social Media Channels

The [Alliance website](#) is a comprehensive repository of industry trends, data, and research that highlights news media strengths and positioning. Members have exclusive access to advertising support materials; reports and case studies on innovative strategies and success stories; thought leader webinars and other member-only events.

## Public Policy

The News/Media Alliance diligently advocates on the pressing issues affecting today's news media organizations, including monetization by the tech platforms, technology policy and advancements, postal rates, journalist protection and free press issues, and other important issues that matter most to you. As the media landscape becomes increasingly digital, it is critical that publishers find ways to monetize digital content and be fairly compensated for use of their digital content, including in search engines and for advertising sold against that content. The Alliance strongly supports legislation that would allow news publishers to collectively negotiate with the platforms for this purpose.

**JCPA Resource Center:** Your place for resources and the latest information on our efforts to pass the *Journalism Competition & Preservation Act* (JCPA) (H.R. 1735 and S. 673), a bipartisan bill that would allow news publishers to collectively negotiate with the tech platforms for fair compensation for use of their content. Resources found here include fact sheets, talking points, grassroots campaigns, our Change.org petition, our Google copyright [White Paper](#), press releases and statements, lists of key supporters, news articles and editorials, survey research, print and digital ads, videos, and more. Visit [www.JCPABill.com](http://www.JCPABill.com).

**Policy Updates:** A rolling update of the latest news and developments on the issues listed above that the Alliance is tracking and is engaged in activities on behalf of our members. [Bookmark this page](#) and check back regularly.



Visit us at  
[www.newsmediaalliance.org](http://www.newsmediaalliance.org).

We also communicate timely industry news and updates, as well as information about new products and upcoming events and webinars, daily via our social media channels, including:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)
- [Instagram](#)



## Platform News You Can Use

The News/Media Alliance sends regular updates to members on the latest developments with the major tech platforms on their work with news publishers and initiatives undertaken to highlight local news and quality journalism. You'll find news on all the platforms and their new and ongoing projects in the Platform News You Can Use newsletter. Access the issue archive and subscribe [here](#).

**Postal Resources and Events:** Through a partnership with the National Newspaper Association Foundation (NNAF), News/Media Alliance members enjoy free access to an online portal containing exclusive postal-related resources, events and materials. Materials found on the site include regular articles and updates on relevant postal issues and related regulatory affairs; postal education and training via the Max Heath Postal Institute TM; a Postal Hotline that provides consulting services; free registration to postal webinars and events; and more. Click [here](#) to access postal updates and to set up a login to the postal portal.

## Podcast Series



### News Take: Candid Conversations with Industry Leaders – [News Take](#)

is a series of podcast interviews with news and magazine professionals. Established leaders in the news media industry join News/Media Alliance Vice President, Research & Insights Rebecca Frank to offer their perspectives and insights on how news organizations are applying the latest industry trends.

## Newsletters



**Expanding the View:** In this monthly newsletter, the Alliance shares stories about innovations and ideas from the last month

that offer potential opportunities for publishers. Things like Web3, digital business models, and other tech topics will be covered. [Click here](#) to access the latest issue and subscribe to receive Expanding the View in your inbox.

**Weekly Email Alerts:** Get an alert when we publish new content! Simply sign up for the topic(s) that most interest you, such as Public Policy, Digital and the Blog, and we'll send you an email alert when we

### Subscribe to our newsletters!



Alliance members can sign up to receive our newsletters and alerts on a variety of journalism and media industry topics.

- ▶ digital/tech platforms
- ▶ public policy issues
- ▶ new Alliance research and reports
- ▶ event invitations
- ▶ and more!

Login to your Alliance account and click 'E-Mail Preferences' to subscribe.\*

\*For login help, email [membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org).



**Subscribe now!**

We keep members informed on the latest news and innovative insights from and for the industry through our e-newsletters and alerts. Click the image above to opt in to receive updates on the topics that interest you.

publish new content on that topic. [Sign up here](#).

## Webinars and Events

**Webinars:** The Alliance offers regular educational webinars featuring in-house and external industry experts sharing tips and success stories for generating revenue, growing audience, and navigating relevant policy issues. Past webinars are archived and available to members on our [website](#).

**Mega-Conference:** The News/Media Alliance is pleased to once again support the News Industry Mega-Conference, an event where news publishers can come together to hear and share new trends and ideas, strategies and tactics for sustaining our industry and local journalism. To learn more about Mega-Conference, click [here](#).



**Speaking Engagements:** News/Media Alliance leadership frequently speak at well-respected and widely attended third-party industry and key vertical conferences. Upcoming events featuring our executives are listed [here](#).

## Member Tools & Programs

**careerxchange** [careerXchange](#) gains you access to the industry's top talent. Post news media industry job openings, search the listings and peruse resumes of potential candidates. Unlike the commercial job boards, our site is owned by the News/Media Alliance and was developed with industry employers in mind. Visit <http://careerxchange.newsmediaalliance.org/> – *member login required*.

**Hertz Member Discount:** News/Media Alliance members can save up to 20% when they use the discount code CDP# 6308 for their Hertz car rental reservation. Members can also enjoy a first year, fee-waived membership to Hertz Gold Plus Rewards®.



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Please contact  
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if you have any questions about  
Alliance member programs.

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