



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

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

### **News Take: Pioneering Innovation at Legacy Magazine and News Media Brands**

In this episode of News Take, Lisa Hughes, the first female Publisher of The Philadelphia Inquirer, shares how she's led with innovation at top magazine and news publications to introduce successful new products and brands. Watch/subscribe to News Take on YouTube or listen on the major podcasting channels!

**Read more**

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

### **Now Available for Alliance Members: Pets and People Together Ads – Ad Council**

The News/Media Alliance has partnered with the Ad Council to provide print and digital PSAs for newspapers and magazines around helping to keep people and their pets together during difficult times through fostering, donating and more. Member login required.

**Read more**

#### **The Washington Post**

### **New White House Rules: Reporters Can Be Kicked Out If Not 'Professional'**

The White House has proposed new rules to determine who qualifies for access to its press briefing room on a regular basis — and who can be thrown out for behavior officials determine isn't "professional."

**Read more**

#### **National Newspaper Association**

### **NNA Asks Postal Regulatory Commission to Stop Hammering Newspapers with Rate Surcharges**

National Newspaper Association Chair John M. Galer today asked the Postal Regulatory Commission to stop adding a 2% surcharge onto postage rate increases as part of its efforts to bring Periodicals mail back into being a profitable product for the Postal Service.

**Read more**

## What's New in Publishing

### The Benefits of AI for Local Media

There are a wide variety of different ways AI can be implemented in a newsroom to help reporting, audience growth, engagement and more. Here we explore just some of the benefits local media organisations have seen from their AI projects in this extract from our new report, Practical AI for Local Media.


[Read more](#)

## American Press Institute

### Read These Voices on Reimagining Local Opinion Journalism

The American Press Institute is continuing to help news organizations re-imagine local opinion journalism to promote healthier civic discourse and to better understand its role in news business sustainability. As part of our work, we are “passing the mic” to people in opinion sections and out to share what they are doing on this topic.

[Read more](#)



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NEWS MEDIA ALLIANCE

## What's New in Publishing

### Generative AI is Forcing Us to Rethink What It Means to Be Authentic

I've been seeing the anxiety play out all around me at Stanford, where I'm a professor and lead a large generative AI and education initiative. With [content] becoming easier to produce through generative AI tools, I believe people are going to need to reexamine and recalibrate how authenticity is judged in the first place.

[Read more](#)

## Adweek

### Bloomberg's Mission to Empower Business Leaders for Today and the Future

In this episode of Young Influentials, Adweek digital editor and host Colin Daniels sits down with Bloomberg News global head of media and marketing technology Chris Marino, who shares the power of first-party data and breaks down how marketing technology can elevate the customer experience.

[Read more](#)

**International Journalists' Network**

## **In France, Live Journalism is Bridging the Gap Between Journalists and the Public**

Today, more than half of French people are skeptical of the news they consume... In an effort to build public trust, make reporting more accessible, and better connect with audiences, French journalist Jean-Baptiste Mouttet launched Mediavivant, or "Media Live," a live journalism initiative out of Marseille.

**Read more**

**International Magazine Centre**

## **What First and Zero Party Data Should I Be Collecting?**

What first and zero party data should I be collecting from my readers when they sign up? First off, some definitions for those of us that don't speak data.

**Read more**

**Trusting News**

## **Trust Tip 217: How to Explain What You Do (and Don't) Cover**

It's a good idea to explain the general idea of your approach to covering stories and which stories you choose to cover. But it also may be important to explain for individual stories why you're choosing to cover them. Ready to dive in? Check out our new Trust Kit on how to explain coverage.

**Read more**



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