



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

News/Media Alliance

Register by This Friday! News/Media Alliance Support Journalism Parade/Fly-In

Make your voice heard! Join your colleagues on Sept. 26-27 in Washington, D.C., where you will have the opportunity to meet with Members of Congress to reinforce the need for legislation compensating news publishers for our valuable content. Register by Aug. 25. Event is invitation only - learn more and request an invitation.

[Read more](#)

News/Media Alliance

One-Fifth of the Population Lives in a News Desert or in a Community at Risk of Becoming One.

We sometimes take for granted that our local newspaper will always be there when we need it. But the stark reality is that one-quarter (2,500) of the country's newspapers have shuttered since 2005, and another third are expected to close by 2025 if we don't do something to reverse this startling trend.

[Read more](#)

WAN-IFRA

How Sweden's Bonnier News Amassed 2.2 Million Subscribers

Bonnier News has long been a major news publishing force in Sweden, but the publisher has been honing its strategies to scale new heights in building a successful digital subscription business.

[Read more](#)

CNN

Unsealed Documents Detail How Authorities Justified the Raid of a Kansas Newspaper

Newly unsealed court records provide insight into how law enforcement justified a highly unusual raid of the office of a Marion, Kansas, newspaper – a decision that has drawn widespread condemnation from news organizations and press freedom advocates.

[Read more](#)

Adweek

Private Marketplace Deals, Billed as More Premium, Have Nearly as Much Made-For-Advertising Inventory

Private marketplace (PMP) deals have been billed as a way for publishers and buyers to transact more directly, without the problems of the programmatic supply chain. But multiple recent data points reveal that despite their premium reputation, private deals contain the same low-quality media that populate the rest of the open internet.

[Read more](#)

Reynolds Journalism Institute

RJI Innovation Hub Launches, Brings Together Free Resources for Newsrooms

The Donald W. Reynolds Journalism Institute (RJI) has announced the launch of the RJI Innovation Hub, an interactive website where RJI's toolkits, guides and other resources for journalists and newsrooms are available in one place.

[Read more](#)



The infographic features a background image of a dry, desert landscape with a dirt road. It includes several text elements: a black triangle on the left with white text, a central statistic '1/5' with a large slash, and a red triangle on the right with white text. The News Media Alliance logo and website information are also present.

News deserts may sound like a thing of Sci-Fi movies...

But for those living in them, they're as stark as a remote desert.

1/5

of the population lives in a news desert or in a community at risk of becoming one.

NEWS MEDIA ALLIANCE

www.JCPABill.org
#SaveLocalNews

Support Journalism.
Support the Journalism
Competition &
Preservation Act (JCPA).

Adweek

Marketers Need to Get Subconscious With Their Data

Recently deemed as “the new oil,” zero-party data is defined by Forrester as “data that a customer intentionally and proactively shares with a brand.” Zero-party data boasts value beyond first- and third-party data because it can include non-observable information like emotions, sentiment and verified intent.

[Read more](#)

The New York Times

After Vice’s Downfall, Top Journalists Start Their Own Tech Publication

404 Media is a tech publication founded by Vice Media's Motherboard's former editor in chief, Jason Koebler; two of its top editors, Emanuel Maiberg and Samantha Cole; and one of its writers, Joseph Cox. Mr. Maiberg said it would focus on topics they had extensive experience reporting on.

[Read more](#)

The Verge

Google and YouTube are Trying to Have it Both Ways with AI and Copyright

YouTube struck a deal with UMG to compensate labels and artists for AI-generated cover songs, even as Google trains its own AIs with uncompensated data scraping.

[Read more](#)

American Press Institute

American Press Institute Launches Expanded Training Portfolio for Local News Organizations

The American Press Institute launched a new portfolio of training opportunities for local news organizations, news leaders and journalists nationwide. API offers in-person and virtual training in several areas, including leadership and development; diversity, equity, inclusion & belonging; data and analytics; and more.

[Read more](#)

WAN-IFRA

Answer Questions and Add Depth: The Importance of Follow-Up Stories

In the quest to build engagement and bolster loyalty, there's something that's easily but rarely done. Follow-up stories are something that are often overlooked in the frenetic pace of the newsroom – but they can be an easy win.

[Read more](#)



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News/Media Alliance

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