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

News/Media Alliance

News Take: Free Press Focus: Preventing Another Capital Gazette Shooting: Why We Need The Journalist Protection Act

In this episode of News Take: Free Press Focus, we hear from RTDNA CEO Dan Shelley and Capital Gazette Photojournalist Paul Gillespie about the dangers that journalists face on the job and what can be done to combat the threat of violence.

[Read more](#)

News/Media Alliance

News/Media Alliance Submits Comments on Postal Rate Increases

The News/Media Alliance submitted comments to the Postal Regulatory Commission regarding the continuing rate increases on periodicals. The increases are 7.320 percent for Within County Periodical and 1.594 percent for Outside County Periodicals.

[Read more](#)

News/Media Alliance

Tomorrow! USPS Webinar for Members: Update on Newspaper Delivery & Pricing and Classification Service

On Thurs., Nov. 16 from 12-1 pm EST, members of the U.S. Postal Service Pricing & Classification Service team will provide News/Media Alliance members an update on Task Team 38, which was created to increase periodical mail volume by helping newspaper publishers quickly work through roadblocks encountered when moving to postal delivery.

[Read more](#)

PodPod

Nic Newman: Why news podcasts are on the rise

This week, PodPod's Rhianna Dhillon and Reem Makari speak to Nic Newman, Senior Research Associate at the Reuters Institute for the Study of Journalism, about the trends he's observed in the audience for news

podcasts, how brands and networks are reacting to the shifts, and why there's still significant room for growth.

[Read more](#)

INMA

New York Times uses machine learning to create a smarter paywall

When the New York Times paywall was launched in 2011, the metre limit was the same for all users. However, as The Times has transformed into a data-driven digital company, we are now successfully using a causal machine learning model called the Dynamic Meter to set personalised metre limits and make the paywall smarter.

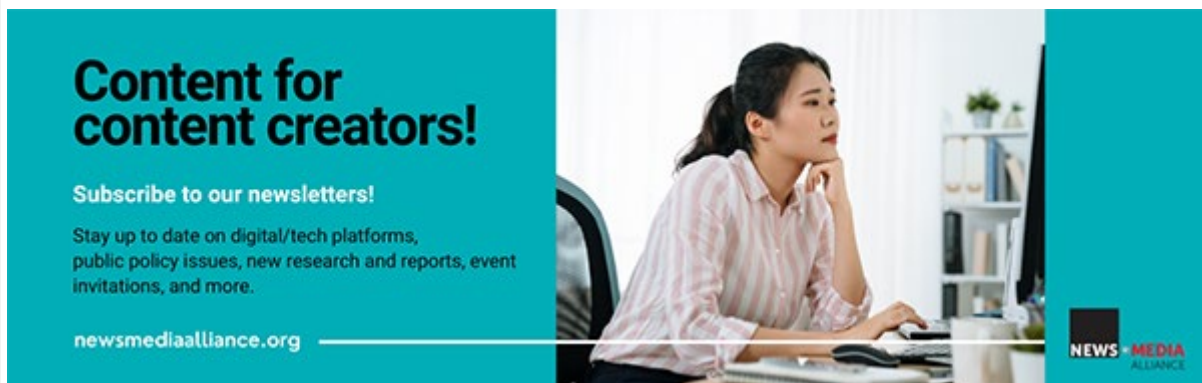
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The Wall Street Journal

Meta Allows Ads Claiming Rigged 2020 Election on Facebook, Instagram

Meta Platforms will let political ads on Facebook and Instagram question the legitimacy of the 2020 U.S. presidential election, one of several changes the social-media company and other platforms have made to loosen constraints on campaign advertising for 2024.

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NEWS MEDIA ALLIANCE

Media Makers Meet

Beautiful goats and captivating content: A Dutch publisher's udderly fascinating success story

The only way to navigate a highly emotive environment and media woes, Jean-Paul Reparon, a publisher based in the agricultural university town Wageningen in the Netherlands says, is to adapt and change. And while content may be king, content distribution is queen.

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The Messenger

Google To Pay Local Newsrooms To Use Its AI. Fact Checkers Not Included

Google is going to pay local news teams to try out its AI to generate stories, social media posts and newsletters, according to a Google spokesperson quoted by Axios in a Nov. 14 newsletter. Google will test its AI with a hyperlocal news group called Local Independent Online News, which includes the Texas Tribune, Charlotte Ledger, and 500 other...

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NPR

YouTube will label AI-generated videos that look real

YouTube will soon begin alerting viewers when they're watching a video made with artificial intelligence. The video platform says creators must disclose when they use AI or other digital tools to make realistic-looking altered or synthetic videos, or risk having their accounts removed or suspended from earning advertising revenue.

[Read more](#)

The Hollywood Reporter

Karlie Kloss Buys i-D Magazine from Vice Media

Model and entrepreneur Karlie Kloss has acquired British bimonthly i-D magazine from Vice Media Group. As part of the acquisition, Kloss will become chief executive of i-D, according to a Vice Media Group memo obtained by The Hollywood Reporter.

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Adweek

Publishers' AI Licensing Negotiations Mark an Inflection Point

Driven by the uncertainty surrounding generative AI, news publishers have begun the complex process of drafting licensing agreements that would, in exchange for payment, grant AI firms access to their content.

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