



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

News/Media Alliance

News/Media Alliance Files Testimony in Opposition to New Hampshire's Library Licensing Bill

Last week, the News/Media Alliance submitted written testimony to a committee of the New Hampshire House of Representative in opposition to a bill designed to regulate the licensing terms for electronic written materials to public libraries. The bill, H.B. 1342, resembles bills previously proposed in other states and would impose several limitations on contracts and licenses between publishers and libraries.

[Read more](#)

Mega-Conference

Register for Mega-Conference this month - Rates increase in mid-February

The Mega-Conference, set for April 14-16 in Phoenix, Arizona, will be held at the Sheraton Phoenix Downtown — located near the Phoenix Convention Center, just minutes from Sky Harbor Airport. Newspaper executives: Register early at the lowest discounted rates. And, save an additional \$200 by taking part in the popular Roundtable Sessions to be held during the conference.

[Read more](#)

News/Media Alliance

Dive In to Our Market Report! Explore the Latest Trends & Insights on the News & Magazine Media Audience

Be sure to dive in to the broad collection of new trends and insights found in the new News/Media Alliance *Market Report*, exclusively for members! The *Market Report* details how news and magazine media provide the best advertising strategies and channels to reach the desired audience(s), looking at key demographics of the news and magazine audience, as well as their buying and spending habits and their role as influencers in society which, taken together, make them a must-reach audience for advertisers.

Member login required.

[Read more](#)

News/Media Alliance

Alliance Partner to Receive Excellence Award

Women in Logistics and Delivery Services (WILDS) announced it will present the third Megan J. Brennan Award for Excellence to Kate Muth, Executive Director International Mailers Advisory Group (IMAG), at a meeting to be held on January 25.

[Read more](#)

News/Media Alliance

Year in Review Member Report

As we begin a New Year, we'd like to take the opportunity to look back at some of our work, advocating at the forefront of issues during a critical time for news and magazine publishers. Topics covered in the report include public policy (e.g., AI, the JCPA, legal affairs, privacy, copyright, advertising, postal, environmental, press freedom, and more); programs and research; and membership/events and communications.

Member login required.

[Read more](#)

WAN-IFRA

'Just start!' – Markus Knall on the benefits of Reverse Strategy in AI experimentation

There's no escaping AI's disruption of the media landscape – which is why upskilling is a pressing need for newsrooms. Ippen Digital's Markus Knall steers newsroom heads wary of aggressive tech infiltration in the right direction.

[Read more](#)



Did you know?

If your news, magazine, or digital media company is a News/Media Alliance member, you're a member.

If your company is a member, sign up now to receive our updates!

[SIGN ME UP](#)

Media Makers Meet

Media Moments 2023: “As the paid reader base grows more slowly, reducing churn is the focus for publishers”

Peter Houston explains that although few publishers expected subscriptions would magically solve their revenue woes, any that did will be increasingly disappointed as acquisition and retention challenges grow in a maturing market.

[Read more](#)

New York Post

Bad news for AI as copyright lawsuits may spell startups' doom: experts

OpenAI is in a “tough spot” as it scrambles to avert a flood of copyright lawsuits from media outlets that could cripple the high-flying startup — or even shutter it for good, experts told *The Post*. OpenAI’s ChatGPT and other AI chatbots have allegedly been using copyrighted news content to compete with media companies for eyeballs without giving publishers proper credit or compensation...

[Read more](#)

Honolulu Star-Advertiser

Star-Advertiser owner restructuring, sale of company in the works

The owner of the *Honolulu Star-Advertiser* has entered a court-supervised restructuring to reduce debt and to position the company for a possible sale to a partnership that plans to invest in quality, impactful journalism in Hawaii.

[Read more](#)

Editor and Publisher

Monetizing video. The next opportunity and challenge.

If a picture is worth a thousand words, newspapers have delivered both types of content for over a century. Television took content one step further with motion, sound and color. Today, video content has exploded across multiple TV platforms and escaped from the TV environment to be available almost everywhere and created by almost anyone.

[Read more](#)

Digiday

How theSkimm plans to grow its new wellness newsletter to 1 million subscribers

TheSkimm plans to reach its goal of having 1 million subscribers to its Skimm Well newsletter by the end of 2024, up from 100,000 subscribers today.

[Read more](#)



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