News/Media Alliance

**News/Media Alliance Applauds Copyright Office Proposal for Modernizing Registration of Online News Content**

The News/Media Alliance is pleased that the Office has proposed a solution for news publishers to efficiently register their online content that can be quickly implemented and takes a pragmatic approach by accepting deposits of identifying material to evaluate for registration.

Read more

News/Media Alliance

**FAQ: Newspaper Postal Delivery**

Developed exclusively for News/Media Alliance members, our new FAQ answers common questions about newspaper postal delivery, including how to apply for Periodicals price authorization with the U.S. Postal Service, how to calculate costs for postal delivery, and how to prepare, submit, and pay for a Periodicals mailing. **Member login required.**

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Adweek

‘This Is Transformative’: Why Google Could Pay Billions to US Publishers in 2024

An agreement struck earlier this month between Google and the Canadian government on behalf of the news industry has added further momentum to similar legislative efforts in the U.S., according to News/Media Alliance president and CEO Danielle Coffey.

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News/Media Alliance
News/Media Alliance Applauds NYT Complaint Filed Against Microsoft and OpenAI

The News/Media Alliance applauds The New York Times for filing its lawsuit asserting that Microsoft and OpenAI have violated the law by taking millions of The Times's copyrighted works to use in their products.

Press Gazette

Generative AI in the newsroom: Tips and tactics for 2024 from Reuters, Newsquest and BBC

Leaders in newsroom use of generative artificial intelligence shared tips, tools and some optimistic predictions before the holidays at the NCTJ's Artificial Intelligence in Journalism event.

Digiday

How modern media companies are organizing their sales operations

From implementing generative AI tools into the workflow to adding seller incentives to taking a categorical approach versus a brand approach for client management, here is a mock-up of what a modern media company's sales organization looks like based on some relatively recent shifts that publisher sales teams have undergone.

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Forbes

News Headlines Return To X Months After Musk Removed Them For ‘Esthetics’

The removal of news headlines received pushback from journalists who argued the change would make it harder for readers to understand articles posted to X.

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Digiday

Newsroom leaders will take a more cautious approach to generative AI in 2024

Digiday spoke to four heads of editorial teams — from Business Insider to Trusted Media Brands — to hear how they will approach AI in 2024. Most of them said they’re taking a slower and less reactive approach to avoid the public mishaps they’ve seen at other publishers.

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The Lenfest Institute for Journalism

How AJC moved readers to digital using iPads
The Atlanta Journal-Constitution loaned iPads to subscribers to learn how seven-day print readers could be transitioned to digital.

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Scripps Howard Fund

Scripps Howard Fund Now Accepting Entries for 71st Scripps Howard Awards

The Scripps Howard Fund is accepting entries for the 71st Scripps Howard Awards from now until Feb. 5, 2024. The Scripps Howard Awards, presented by the Scripps Howard Fund and The E.W. Scripps Company, are one of the nation’s most prestigious American journalism competitions, offering $170,000 in prize money in 15 categories.

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Media Makers Meet

2024: It’s all about AI (again) and lawsuits

Will Elon Musk’s X tank in 2024 and go bankrupt? Will generative AI come for our jobs? After a truly wild year for technology – if only we had a pound for every time 2023 was called the breakout year for generative AI – we are set for a year of even faster change, reshaping our world.

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