



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

**News/Media Alliance**

## **Senator Peters Sends Letter to USPS Asking for Pause on Network Transformation**

Senator Gary Peters (D-MI), Chairman of the Senate Homeland Security and Governmental Affairs Committee, sent a letter to Postmaster General Louis DeJoy on March 18 calling on the Postal Service to pause its overhaul of the network transformation due to impacts it is having on mail delivery.

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## **Lunch Briefing: Respecting Creative Industries in the Age of Generative AI**

Join the News/Media Alliance for a Lunch Briefing on "Respecting Creative Industries in the Age of Generative AI." Featuring Keynote from Senator Blackburn, followed by a panel discussion. When: Thursday, April 11, 12:00-1:30 p.m. EDT. While Generative AI and Large Language Models stand to benefit society, they also pose unique risks. The danger of AI-generated misinformation is already well-established. Less discussed is the exigent threat facing our country's creative industries because of the way these AI tools are developed and deployed. *Space is limited. Please RSVP to attend.*

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## **Holly Lubart Receives City and State PA Above & Beyond Women Award**

News/Media Alliance VP of Government Affairs, Holly Lubart, has been named one of the 2024 Above & Beyond Women by *City and State Pennsylvania*, a news organization covering Pennsylvania's state and local government, including all things politics and public policy. *City and State PA* recognizes 50 women each year who are making a positive impact in the state.

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## **News/Media Alliance Joins an Amicus Brief in Hachette v. Internet Archive**

Last week, the News/Media Alliance joined an amicus brief in support of Hachette in *Hachette Book Group, Inc. v. Internet Archive*, concerning Internet Archive's digitizing of copyright protected books and the making those books available to the public for free without authorization.

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## **Alliance Joins Brief Supporting U.S. News & World Report Seeking Injunction Against Intrusive Government Subpoenas**

The Alliance joined an amicus brief in *U.S. News & World Report v. David Chiu*, in support of *U.S. News*'s motion for a preliminary injunction against the Office of the Attorney of the City and County of San Francisco, David Chiu. In this case, the City Attorney issued subpoenas against *U.S. News*, requiring the publisher to disclose details about its methodology for ranking hospitals, out of a stated concern for perceived "bias". The brief, authored by RCFP, argues that the subpoenas target core editorial decision-making protected by the First Amendment as non-commercial speech, and that a news organization's methodology for rankings is not an appropriate topic of investigation under a state's consumer protection laws.

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## **Postal Webinar Tomorrow: Understanding Periodicals Mail: Maintaining and Using a Permit Overview**

Join the next Max Health Postal Institute webinar on Thursday, March 28 at 3:00 p.m. ET to learn how to submit a digital statement, as well as how to define a Periodical, basic requirements, and hot topics for 2024. Through our partnership with the National Newspaper Association Foundation (NNAF), News/Media Alliance members receive free participation in this webinar. *Please register with your member email address. Membership will be verified prior to receiving a confirmation.*

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## Media Makers Meet

### Press play: What publishers can take from gaming's success

In an era where the publishing sector faces unprecedented challenges, one key to survival may lie in an unexpected source: the gaming industry. With the gaming industry in growth (it is now the second largest media sector that is about to reach \$200 billion), there are opportunities for publishers to be inspired by this sector's innovation and its fearlessness to push the boundaries of what's possible.

[Read more](#)

## Adweek

### Politically Charged Publisher Splinter Returns. Ad Monetizing Is Another Question

Political news publisher Splinter relaunched Tuesday morning, three months after it was acquired by Paste Magazine in a package deal, alongside feminist publisher Jezebel, from G/O Media for an undisclosed sum.

[Read more](#)

## Editor and Publisher

### The Hussman J-school at UNC: Preparing students for the business of news

Under the leadership of Dean Raul Reis, who took office in July 2022, the Hussman School of Journalism and Media at the University of North Carolina has significantly revised its curriculum, infusing courses that can assist students in excelling once they graduate — whether in journalism or other communication fields like advertising or public relations.

[Read more](#)

## MediaPost

## Emma Brown Named Deputy Editor of Washington Post's Rapid-Response Investigations Team

*The Washington Post* has named Emma Brown as deputy editor of its rapid-response investigations team, following a three-month stint in that role on an interim basis.

[Read more](#)

The Guardian

## Twitter usage in US 'fallen by a fifth' since Elon Musk's takeover

Use of Twitter in the US has slumped by more than a fifth since Elon Musk bought the site and rebranded it to X, according to data from app-monitoring company Sensor Tower. As of February 2024, the social network's daily app users in America had fallen by 23% since November 2022, just after Musk completed his takeover.

[Read more](#)



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