



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

News/Media Alliance

News/Media Alliance President & CEO Testifies in Support of Illinois Journalism Preservation Act

Today the Illinois Senate Executive Committee, the Illinois Senate's highest committee, is holding a hearing on the Illinois Journalism Preservation Act (SB 3591), which would require Big Tech platforms such as Meta and Google to pay news publishers a "journalism usage fee" to use local news content.

Read more

News/Media Alliance

Slides Now Available: 'State of the States' Member Briefing

On our virtual briefing last week, News/Media Alliance staff members provided updates on the top state legislative trends impacting the news, magazine and digital media industry and what the Alliance is doing on members' behalf. Members can now view the slides from the briefing. *Alliance members may also request a copy of the recording. Member login required.*

Read more

News/Media Alliance

Recording Available! USPS Member Webinar on Network Transformation

The recording of last week's member postal webinar is now available for News/Media Alliance members. On the webinar, Tom Foti, Vice President, Product Solutions, U.S. Postal Service, discussed the network transformation as part of the Postmaster General's Delivery for America Plan and provided an update on periodical mail flow for newspaper overnight delivery and exceptional dispatch, as well as magazine mail flow for origin and destination flats. *Member login required.*

Read more

News/Media Alliance

Statement: News/Media Alliance Applauds European Publishers for Filing 2.1 Billion Euro Ad Tech Lawsuit Against Google

Last week, more than thirty European media companies brought a case against Google for its anticompetitive practices in the advertising technology marketplace. The case, filed in Amsterdam, is asking for 2.1 billion euros in damages.

[Read more](#)

Poynter

The Washington Post's Drew Harwell explains why AI is like a karaoke machine

Washington Post reporter Drew Harwell, who covers AI and the influence of algorithms on daily life, has watched the technology rapidly accelerate in the six years he's been on the beat. But he can also see its flaws, the "seams." In a conversation with MediaWise director Alex Mahadevan at Poynter's annual meeting with its advisory board late February, Harwell encouraged journalists to familiarize themselves with the technology.

[Read more](#)

WAN-IFRA

Scroll's AI journey: Progress, challenges and some key learnings

Scroll, an independent Indian news organisation, began exploring ways to incorporate Artificial Intelligence into its workflow in 2021. The digital-only organisation wanted to adapt its long-form reportage to different formats and video seemed to be its best bet to reach a large audience.

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NEWS MEDIA ALLIANCE

Mega-Conference

Connect with the best in the industry at the Mega-Conference!

Connect with the industry leaders and get the latest information from industry experts April 14-16 at the Mega-Conference. From what's happening in AI to how to build rock-star sales teams, the Mega-Conference features the best the news industry has to offer! Register today and join your colleagues from over 100 companies.

[Read more](#)

Trusting News

Trust Tips 257: Focus on commonalities instead of differences to avoid polarization

Research shows when journalists highlight the shared experiences, values, and aspirations that unite communities, they foster empathy, understanding, and cooperation among diverse groups. Unfortunately, we tend to see even less of this when looking at news coverage focused on controversial topics. Instead of framing these issues as "us versus them," can journalists present them as shared challenges that require collective solutions?

[Read more](#)

Media Makers Meet

“Four times more page views, 80% more ad impressions”: Norkon’s Eirik Nsje on the power of live audience engagement

Norkon is headquartered in Oslo and its dedicated staff of thirty-six executives specialise in 'live' (real time) audience engagement and interactivity tools. The stated goal? Keeping readers engaged, informed and inspired. We caught up with Eirik Nsje, CEO at Norkon, to get a fresh understanding of the key trends in audience engagement, especially in the context of 'in the moment' real time publishing and live blogs.

[Read more](#)

AL.com

Hollis R. Towns named vice president of content, editor in chief of Alabama Media Group

Hollis R. Towns has been named vice president of content and editor in chief of Alabama Media Group, the company announced Thursday. A native of Fort Valley, Georgia, Towns comes to AMG from Gannett, where he oversaw 160 daily newspapers and news websites across the country as Gannett's vice president for local news and regional editor.

[Read more](#)

Dow Jones

Investor's Business Daily Launches MarketSurge

Investor's Business Daily (IBD), an affiliate of Dow Jones that provides financial news and products to investors, on Monday announced the launch of MarketSurge, a rebrand of MarketSmith. MarketSurge is a powerful stock research platform that helps investors find, analyze and choose when to buy or sell stocks.

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