



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

**News/Media Alliance**

## **News/Media Alliance Applauds California Senate Judiciary Committee for Passing California Journalism Preservation Act**

Yesterday the California Journalism Preservation Act (CJPA, AB 886) successfully passed out of the California Senate Judiciary Committee with a vote of 9-2. The bill, which was introduced by Assemblymember Buffy Wicks (D-Oakland) in March 2023, would require Big Tech platforms to pay news publishers and broadcasters for their use of journalism.

[Read more](#)

**News/Media Alliance**

## **Register Now: Join us for the Support Journalism Fly-In this September!**

Make your voice heard! Join your peers in Washington, D.C. from September 10-11 for the Support Journalism Fly-in where you will have the opportunity to meet with Members of Congress and their staff to reinforce the need for legislation that would compensate news publishers for the use of our valuable content. We'll also meet to discuss pressing topics affecting the industry including AI, free press, postal, privacy, and tax. This event is invitation-only.

[Read more](#)

**News/Media Alliance**

## **Alliance CEO Danielle Coffey on NPR's Cincinnati Edition: How are media companies responding to AI?**

Danielle Coffey, President & CEO of the News/Media Alliance, recently participated in a panel discussion on NPR Network affiliate WVXU's Cincinnati Edition with Lucy May, on how media companies are responding to AI.

[Read more](#)

## News/Media Alliance

### ‘Love, Your Mind’: Run Our New Ads from the Ad Council

The News/Media Alliance has partnered with the Ad Council to provide print and digital PSAs for Alliance news and magazine media members for its “Love, Your Mind” campaign, focused on promoting mental health awareness. Members are invited to run the ads throughout the month of June and beyond. Download the ads now in various sizes and formats. *Member login required.*

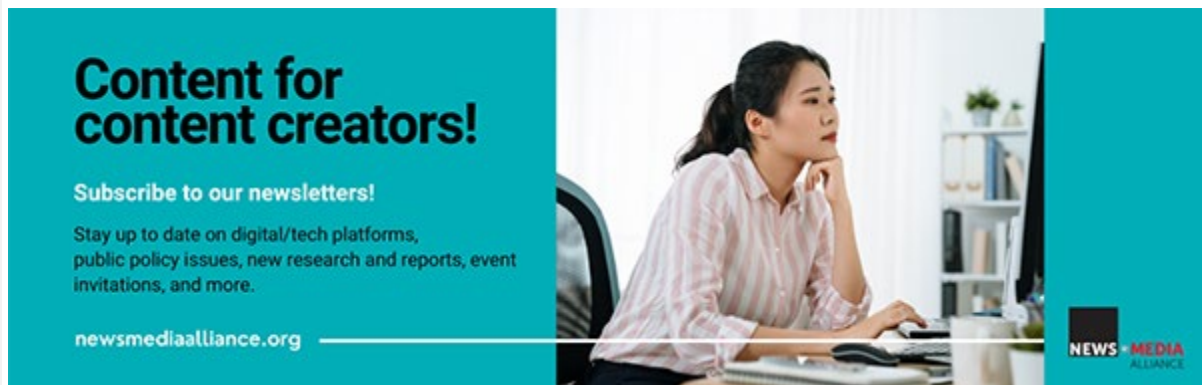
[Read more](#)

## WAN-IFRA

### Personalisation is key to the BBC’s multi-stream, audience-first digital ‘supercharge’

In May 2022 it set out its blueprint “to build a digital-first public service media organisation” with a £300 million investment. At the time, the BBC had reached its largest ever audience outside the UK, a total of 438 million people. Relooking, re-evaluating and repackaging formed the crux of the BBC’s digital newsroom transformation. The BBC, says Naja Nielsen, Digital Director for BBC News, has been “learning from other newspapers ... and have supercharged our digital content.”

[Read more](#)



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NEWS MEDIA ALLIANCE

## American Press Institute

### How Metrics for News helped Crain Communications launch a newsroom in Michigan

In 2023 Crain Communications launched Crain’s Grand Rapids, thanks to the audience engagement data it gleaned from API’s analytics platform, Metrics for News (MFN), and its own internal culture of product experimentation. By sending data from their targeted audiences in Adobe Analytics into MFN, Crain was able to more clearly understand what topics, categories, and even story types (briefs, enterprise, breaking news) were engaging readers in key parts of their coverage area.

[Read more](#)

## Editor and Publisher

## **NLGJA's ongoing fight for LGBTQ+ journalists: Progress, challenges and a vision for the future**

The DEI movement continues to face many challenges, including deep-seated fears, prejudices and unwarranted barriers. The LGBTQ+ community has experienced significant progress but remains diligent and proactive. Increasing positive coverage in news and media and more LGBTQ+ journalists in many newsrooms have been central to that effort.

[Read more](#)

**The Wall Street Journal**

## **Falsely Accused Wall Street Journal Reporter Evan Gershkovich in Court for Start of Secret Russian Trial**

*Wall Street Journal* reporter Evan Gershkovich appeared in a Russian court Wednesday to face a false accusation of espionage in a secret trial, as a senior Kremlin official told reporters that Moscow was open to the possibility of a prisoner-swap deal that would send him home. On a day that Gershkovich was put on display in a padlocked, transparent box in a Yekaterinburg courtroom, Sergei Ryabkov, Russia's deputy foreign minister, again raised the prospect of a prisoner exchange with the U.S., something that has become a common refrain from Russian officials.

[Read more](#)

**Columbia Journalism Review**

## **When they won't even say 'no comment'**

Any reporter who has sought comment from the subject of a news story—a basic obligation of impartial journalism—can relate. Nonresponses are rife, and growing rapidly. A Nexis database search of hundreds of news sources for the term “did not respond to a request for comment” found the number of mentions had grown from 728 in May 2014 to 3,616 in May of this year, indicating a fivefold increase in ten years.

[Read more](#)

**The Washington Post**

## **Julian Assange pleads guilty to espionage charge, ending years of legal deadlock**

WikiLeaks founder Julian Assange was sentenced to time served, for the five years he spent in a British prison, following his guilty plea to a felony charge of violating the Espionage Act. The deal, which allows him to return to his native Australia a free man, ends a 14-year saga that began when his organization obtained and published classified military and diplomatic documents in 2010.

[Read more](#)

**EMARKETER**

## **How big of a problem are made-for-advertising websites, and what can advertisers do about them?**

Made-for-advertising (MFA) websites, which run programmatic ads but lack quality content or engagement, account for just 2% of unique websites, but are drawing in as much as 11% of total open programmatic ad spend worldwide, according to October 2023 data from Pivalate.

[Read more](#)



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