



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

News/Media Alliance

Postal Amendment to Ensure Service Standards

Senators Gary Peters (D-MI), Susan Collins (R-ME), and Jacky Rosen (D-NV) have introduced Amendment #2874 to the NDAA for Fiscal Year 2025, which would require an advisory opinion by and adequate response from USPS to the Commission and Congress on any additional network changes and consolidations.

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Register Now: Member Copyright Registration Webinar: Part 2 of 2

Registering your copyrights is now more important than ever due to challenges posed by generative AI. The Copyright Office just made registration of publisher website content easier than ever by adopting its proposed [Rule](#) on Group Registration of Updates to News Websites. Join the News/Media Alliance on Tuesday, August 13 to learn all about this new rule and how to start registering and protecting your content now! *Member login required.*

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Join Us in September for the 2024 Support Journalism Fly-In!

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 and discuss AI's impact on journalism and free press. We'll also hold specialty meetings focused on pressing topics affecting the industry including privacy, postal and tax policy. *This event is invitation-only.*

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Axios

AI's search quake shakes media landscape

New AI search products from OpenAI and other industry leaders are forcing news companies to rethink possible deals with AI firms that need news content to answer real-time queries about current events. Negotiations between the tech and news industries over AI have mostly focused on providing data for the broad training of large language models (LLMs) — but now, deal talks are shifting to address narrower use cases, where news publishers may have more leverage.

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President Biden Announces Postal Board of Governor Nominees

Last week, President Joe Biden nominated two individuals to serve on the USPS Board of Governors. Val Butler Demings (D-FL), former Congresswoman and Orlando Police Chief, would succeed Anton Hajjar. Biden also nominated William Zollars, a Republican, to another term. We are hearing that the Senate Homeland Security and Governmental Affairs Committee (HSGAC) will act in September, with confirmation by the full Senate likely after the election.

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The Verge

Perplexity is cutting checks to publishers following plagiarism accusations

Perplexity's "Publishers' Program" has recruited its first batch of partners, including prominent names like *Time*, *Der Spiegel*, *Fortune*, *Entrepreneur*, *The Texas Tribune*, and *Automattic* (with WordPress.com participating but not Tumblr). Under this program, when Perplexity features content from these publishers in response to user queries, the publishers will receive a share of the ad revenue.

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Reynolds Journalism Institute

How journalists address misinformation from official sources

According to a survey of health journalists funded by the Reynolds Journalism Institute, around 90 percent of the surveyed journalists disagree with the statement that there is little to nothing they can do to fight misinformation. Even though they are not ready to throw in the towel on the misinformation fight, most report not having access to training.

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Media Makers Meet

L'Équipe: limiting churn when increasing the price from a highly discounted subscription offer

Highly discounted promotional subscription offers are valuable for allowing readers to discover your product, build engagement, increase content consumption and ultimately acquire a larger audience... But, of course, you have to return your subscription price back to normal at some point... This is what happened to the sports daily newspaper, *L'Équipe* (which has 1.5 billion page views a month), when they sold thousands of subscriptions at €2.24 a month (instead of €12) in celebration of the 1000 day run-up to the Paris Olympics.

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Media Makers Meet

“Creator content achieves 12x higher engagement rates”: 2024 Social Media Trends Report

A new study by Dash Hudson and NielsenIQ has underscored the crucial role of creators in today's social media landscape as well as the impact of AI on social media marketing, demonstrating their significant impact on brand strategies and consumer engagement.

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AP News

Senate passes bill to protect kids online and make tech companies accountable for harmful content

The Senate has passed legislation designed to protect children from dangerous online content. It's pushing forward with what would be the first major effort by Congress in decades to hold tech companies more accountable for the harm they cause.

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Reuters

Morocco releases jailed journalists, pardons 2,476 convicts

Morocco's King Mohammed VI ordered on Monday the release of jailed journalists Taoufik Bouachrine, Omar Radi and Soulaïmane Raisouni, as part of a pardon benefiting 2,476 convicts, a government source said. "This is a humane gesture on the 25th anniversary of king's reign, annulling prison sentences, while maintaining the rights of the victims," the source said.

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