



NEWSMEDIA
ALLIANCE

PLAYBOOK

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NEWS INDUSTRY FOOTPRINT

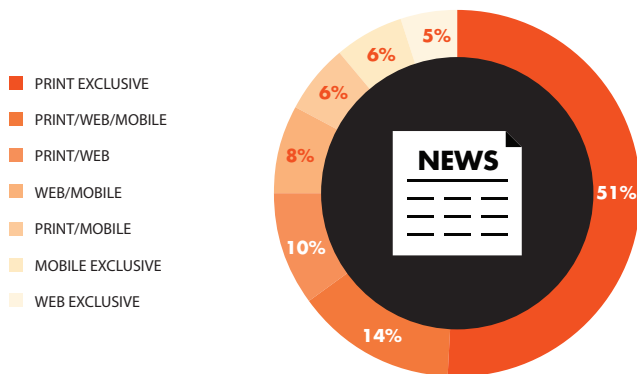


The industry generates
\$23 Billion total
revenue and employs more
than 180,000 people in
the United States.

78% of U.S. newspapers with circulations over 50,000 are using a digital subscription model *(API)*.

More than **169 million** adults in the U.S. read a newspaper in a month – whether it be in print, on a website, or on a mobile app *(Nielsen)*.

NEWSPAPER READERSHIP BY PLATFORM



Source: Nielsen Scarborough 2016 USA + Release 1 Current

Base = U.S. adults who read a newspaper in print, visited a newspaper website or read a newspaper on a mobile device (cume Sunday any newspaper, cume Daily any newspaper, cume Saturday any newspaper, any newspaper website past 30 days, used mobile device to read newspaper past 30 days)

Copyright© 2016 The Nielsen Company

HOW ARE PEOPLE RECEIVING NEWS?



Print



Digital



Mobile

Nearly 6 in 10 (58%) of those age 18-34 read a newspaper in print or online in an average week.

Multi-platform approach means newspapers reach more young readers than ever before.

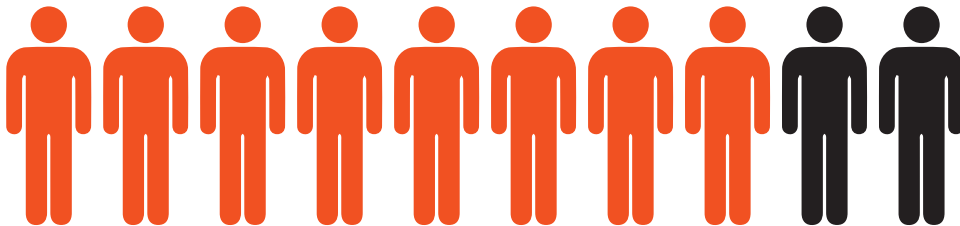
Millennials 21-34 make up 24% of the total monthly newspaper readership.

Young adults are not only consuming more news; they are willing to pay for the content. 40% of millennials personally paid for news products or services out of their own pockets (API).

SOURCE:

Nielsen Scarborough Release 1, 2016, USA+

8 in 10 adults took action after seeing a print newspaper ad in the last 30 days.



JOURNALISM

The "reflection" model of journalism holds up a mirror to what communities are experiencing so they can collectively understand and act together.

Journalism also plays a watchdog role that holds those who wield power accountable for their actions. Our industry applies resources to determine what powerful people are doing and make them accountable to the public. Power has the ability to corrupt, and journalism is one of the outside forces that we hope corrects that.

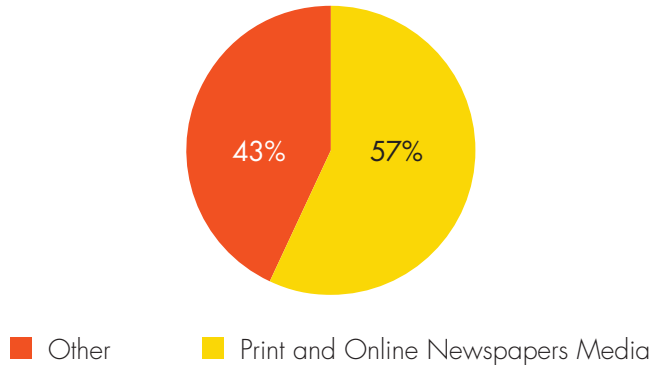
An educated and informed public allows for democracy and discourse, essential to an empowered society.

Journalism entertains, provokes thought and interaction, solves problems, connects people, celebrates accomplishments, helps people discover places to go and things to do. Journalism enriches our lives.



Print and online newspaper media are used by 57% of adults weekly for shopping planning and purchase decisions.

What resources adults use weekly for Shopping and Purchasing Decisions?

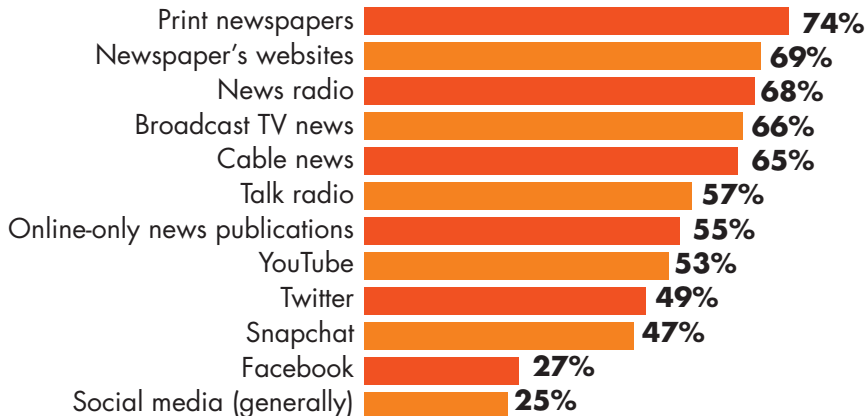


NATIVE ADVERTISING IS PROVIDING CONSUMERS WITH COMPELLING, TARGETED CONTENT THAT DRIVES TRAFFIC AND SALES

Advertisers are able to present product information in the newspaper's tone and voice. More precise targeting with native advertising provides advertisers more value for the money.

NEWSPAPERS STILL MOST TRUSTED PLATFORM

Trust in Sources for News*



* "All of the time" or "Most of the time"

Source: Ipsos/Buzzfeed, Jan. 12-13 2017

HOT TOPICS



We will discuss solutions to these vital topics through out the year:

Ad blocking

Fake News

Developing digital revenue streams

Know your audience, develop profiles to attract subscribers

Digital Platforms

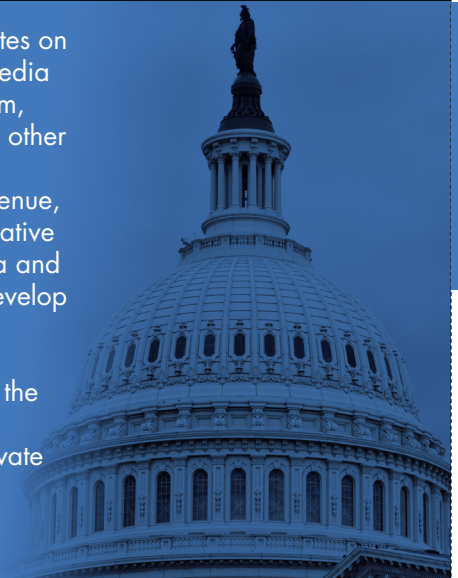
Preprints

ADVOCACY FOR THE THRIVING NEWS MEDIA

The News Media Alliance diligently advocates on the pressing issues affecting today's news media organizations, including corporate tax reform, free speech, technology advancements, and other important issues that matter most to you.

While our members grow audience and revenue, we work to ensure that regulatory and legislative initiatives facilitate investment in news media and allow member companies to operate and develop new business models.

Backed by our members—a diverse range of the top news media, digital and print news organizations—we deliver the results that elevate their priorities with government.



BUSINESS OPERATIONS

The Alliance is the leading voice of news media organizations and diligently speaks out on all public policy issues affecting business operations including outdated regulations, labor laws, corporate tax reform, postal rates, circulation issues and more.

ADVERTISING

Advertising is vitally important to the economic stability of the news media industry and is a critical resource in support of high-quality, original journalism. The Alliance works to ensure lawmakers recognize the impact advertising has on job and economic growth.



JOURNALISM & THE FIRST AMENDMENT

"...Congress shall make no law...abridging the freedom of speech, or of the press..."

(First Amendment, United States Constitution)

The Alliance has long advocated for First Amendment protections and for an open government, as reporters continue to serve a valuable role in providing reliable and factual information to the public. The Alliance defends the Freedom of Information Act (FOIA) and the fundamental right of free speech and freedom of the press.

EMERGING TECHNOLOGY

As technology continues to evolve, the Alliance works to protect member business interests and the use of appropriate and ethical new technologies in journalism.

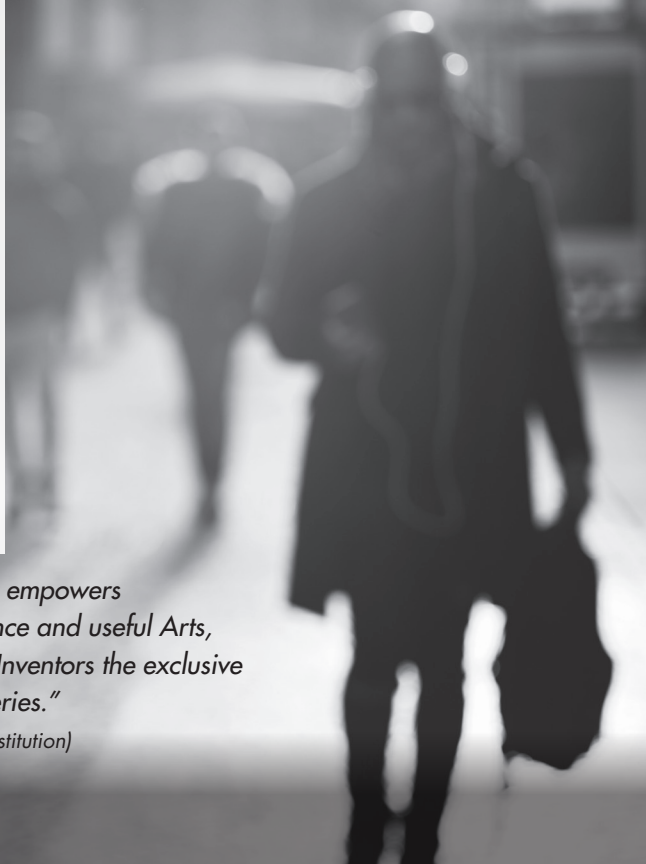


INTELLECTUAL PROPERTY

The Alliance advocates for its members' constitutional right to protect their content through copyright laws and enforcement. Journalists and other content creators must reap the benefits of their massive investments in the development process.

The Copyright Clause of the U.S. Constitution empowers Congress "...To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries."

(Article I, Section 8, Clause 8 of the United States Constitution)





ADVANCING THE BUSINESS OF NEWS

We are the voice of the news media industry, empowering members to succeed in today's fast-moving media environment.

Our members represent nearly **2,000 diverse news organizations in the United States and Canada**—from the largest news groups and international outlets to hyperlocal news sources, from digital-only and digital-first to print news—we represent all news media content creators. News Media Alliance members are known for highly-engaged audiences, quality journalism products and sophisticated digital services.

Our work focuses on helping our members overcome the key challenges and opportunities of today's news environment: Freedom of the press, public policy and legal matters, advertising growth, new revenue streams, growing digital presence and audience development across all platforms. The News Media Alliance is dedicated to working with our members, as well as other partner organizations, to advance the industry through advocacy, critical research and resources and events that connect and inspire.

HISTORY



NEWS MEDIA ALLIANCE

The News Media Alliance is a nonprofit organization headquartered in Washington, D.C. The organization was founded in 1992 through a merger of seven associations serving the newspaper industry and was formerly known as the Newspaper Association of America.



API

The American Press Institute conducts research and training, convenes thought leaders and creates tools to chart a path ahead for journalism and news media in the 21st century.

HISTORY OF API

Founded in 1946, the American Press Institute's (API) mission was to help the news industry fulfill the purpose of the First Amendment – to sustain a free press in the public interest. That mission continues in the modern era.

API initially was located at Columbia University's Journalism School before moving in 1974 to Reston, Va. In early 2012, API merged with the NAA Foundation, which was established in 1963. The new organization has since expanded its mission of training through research, convening, digital education, workshops and more.

AMERICANPRESS
institute

API is an educational non-advocacy 501(c)3 nonprofit organization affiliated with the News Media Alliance. It aims to help the news media, especially local publishers and newspaper media, advance in the digital age.

Visit the American Press Institute website for more information.

www.americanpressinstitute.org

mediaXchange

An annual and much sought after event for the country's top news media executives, where they can gain insights to innovation, advertising revenue, audience development and creativity from all facets of the news media world.

Event attracts industry keynote speakers, marketing talent and covers a wide variety of topics from state of the art technologies to content strategy and optimization. mediaXchange 2017 has something for everyone at your organization.

mediaXchange allows for actionable takeaways focused on improving your business strategies with actionable advice, tips and processes.

metricsXchange

Our digital benchmarking tool exclusively for members, **metricsXchange**, will allow comparisons between markets and publications, providing new insights into the news media industry's digital business efforts. The Alliance will also provide analyses and highlight newsworthy trends mined from the tool.

innovationXchange

Our quarterly **innovationXchange** events host the best and brightest minds of the Alliance to engage in discussions about the digital publishing landscape. Sharing best practices, through thought leadership and brainstorming in active roundtable discussions to bring actionable initiatives forward for the entire membership. These efforts culminate in an annual Digital Dialogue where the Alliance and digital partners come together to find opportunities and solutions in the business of news.

LawView

An action tool to track federal, state, and local legislation on a regular and as-needed basis. Regular updates of critical issues to the news media industry provide members timely alerts of legislative developments so that they can engage and effect policy decisions. Tools for engagement include identification of members' government representatives and their voting records, staff contacts in legislative offices, and other relevant information for effective and targeted grassroots outreach.

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HOW WE CAN HELP YOU ON A DAY-TO-DAY BASIS

Research	Webinars	Sales/ Marketing tools
careerXchange	Weekly newsXchange	innovation Xchange
ideaXchange	metricsXchange	policyXchange

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