

WHAT IS THE NEWS MEDIA ALLIANCE PAC?

The News Media Alliance Political Action Committee (News Media Alliance PAC) is a separate segregated fund of the News Media Alliance registered with the Federal Election Commission. The News Media Alliance PAC was created to help the Alliance better represent the news media business and newsgathering interests on Capitol Hill.

WHAT IS THE PURPOSE OF THE NEWS MEDIA ALLIANCE PAC?

The purpose of the PAC is to:

- Provide campaign contributions to federal candidates for elective office who understand the importance of the issues that matter to high-quality news media organizations;
- Provide News Media Alliance and our member companies with a greater ability to support elected officials;
- Inform and update PAC members about key legislative and regulatory issues that affect the news media industry and News Media Alliance membership.

The News Media Alliance PAC is an effective way to become more politically active and support candidates who understand the legislative priorities that will impact the entire industry.



NEWS MEDIA
ALLIANCE
PAC

THE POLITICAL ACTION COMMITTEE
of the News Media Alliance

WHY SHOULD I CONTRIBUTE?

We cannot afford to ignore government decisions that have profound effects on the news media industry. Your contributions and participation in the political process are needed to ensure our member companies continue to compete, innovate and grow.

News Media Alliance PAC funds help elect candidates who understand the importance of public policies that facilitate production of high-quality journalism, necessary for a functional democracy.

Every day, policies are enacted by legislators that can have a long-term impact on the viability of your business.

The News Media Alliance advocates for your interests, including:

Protect and Grow Revenue for Journalism

Flexibility in Investments

Experimentation in Business Models

Protection of Intellectual Property

Protecting Reporters and Newsgathering Process

Technology and Innovation

Your voluntary contribution to the News Media Alliance PAC is another way in which you can help invest in the future of the news media industry.



THE NEWS MEDIA ALLIANCE PAC

- PAC funds will be used exclusively for campaign contributions to candidates for federal election office.
- Participation in the News Media Alliance PAC is voluntary, and you have the right to refuse to contribute without reprisal.
- The suggested amount is only a suggestion. More or less than the suggested amount may be given. The amount given by the contributor, or the refusal to give, will not benefit or disadvantage the person being solicited.
- Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and the name of the employer of individuals whose contributions exceed \$200 percalendar year.
- Contributions cannot be deducted as a charitable contribution for federal tax purposes.

HOW DO I SUPPORT NEWS MEDIA ALLIANCE PAC?

Simply fill out the attached enrollment form and mail it to the News Media Alliance PAC at the address provided. You may also enroll online at: www.newsmediaalliance.org/advocacy/pac

JOIN THE NEWS MEDIA ALLIANCE PAC TODAY!

Federal election law allows eligible individuals and other PACs to contribute up to \$5,000 to the News Media Alliance PAC annually. News Media Alliance PAC cannot accept corporate funds. The News Media Alliance PAC Advisory Board makes decisions on the candidates to support based on the process that is outlined in the News Media Alliance PAC By-laws. This ensures that PAC funds are spent wisely.



- The Chairman's Circle**
(\$3,000-\$5,000)
Recognition reward
- The President's Circle**
(\$1,000-\$2,999)
Recognition reward
- News Media Alliance PAC Member**
(\$100-\$999)
Recognition reward



Public Policy issues considered by Congress directly affect the news media industry's ability to produce high-quality journalism. When we are politically active, support candidates that share our philosophy and provide timely, ongoing education to lawmakers about the value of our industry to a functioning democracy, we can have an impact for our membership."

David Chavern

News Media Alliance President & CEO



CONTRIBUTION FORM

Please complete and return this card with your contribution or pledge.

Name: _____

Occupation/Title: _____ Company/Name of Employer: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Enclosed is my check made payable to News Media Alliance PAC in the amount of \$ _____

Please bill me \$ _____

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Federal election law prohibits News Media Alliance PAC from accepting any corporate funds.

By making this contribution, I confirm that I am a U.S. citizen or permanent legal resident; that I am not a U.S. government contractor; and that I am making this contribution from my own funds and not from funds provided to me for this purpose.