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

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**American Press Institute**

**Retention Tune-Up: Learn how Newsday and Spokesman-Review Keep More Subscribers**

Strategies for engaging and retaining subscribers start with understanding those subscribers' interests and behaviors. On Tues., Sept. 28 at 3 p.m. ET, Erik Zenhausern, Director of Acquisition and Retention at Newsday and Pat Leader, the Director of Audience and Consumer Revenue at the Spokesman-Review, will share ways they have revamped their...

**Read more**

**News Media Alliance**

**Australian Court Holds News Publishers Liable for Third Party Comments**

On September 8, the High Court of Australia denied media companies' appeal of the Supreme Court of New South Wales defamation decision last year. On June 1, 2020, the Supreme Court of New South Wales held that several media companies were liable under defamation law for comments by third parties on news posts on the media groups' Facebook pages.

**Read more**

**News Media Alliance**

**2021 International Newspaper Carrier Day Ad**

The News Media Alliance has produced 2021 International Newspaper Carrier Day ads for use during National Newspaper Week and on International Newspaper Carrier Day.

[Read more](#)

**Editor & Publisher**

## **Making the Data Count: News Leaders Association Overhauls Diversity Survey**

This survey has several fundamental changes, including expanding the definition of diversity to include social class and social mobility, expansion on multiple racial and ethnic identities, and inclusion of data points to recognize LGBTQIA+ identifying journalists.

[Read more](#)

**WAN-IFRA**

## **How High Quality Niche Products Can Help Publishers Diversify Revenue Streams**

Consumers will pay for content that is timely and resonates with them, even in tough markets like Indonesia, where publishers have struggled to persuade users to pay, according to speakers at WAN-IFRA's recent Digital Media Asia conference.

[Read more](#)

**Nieman Lab**

## **The People Who Trust News Least Aren't Necessarily Loud and Angry — They're Indifferent, Study of 4 Countries Suggests**

Conversations about trust in news often tend to focus on folks who are actively hostile to certain brands. But "indifference, not hostility, is the primary challenge for journalists when trying to increase trust in news," according to a report out Thursday from the Reuters Institute for the Study of Journalism.

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**NEWS MEDIA ALLIANCE**

**Adweek**

## **Twitter: How to Mark Media You Tweet as Sensitive**

Twitter allows users to mark any media they share "as containing material that may be sensitive." For instance, a journalist may want to turn on this setting if they share media containing violent content. Our guide will show you how to turn on this sensitive content media label for your account.

[Read more](#)

**The Verge**

## **Facebook Unveils Long-Awaited Smart Glasses**

Starting Thursday, the first pair of smart glasses made by Facebook and Ray-Ban are going on sale for \$299. The frames feature two-front facing cameras for capturing video and photos. They sync with a companion camera roll app called Facebook View, where clips can be edited and shared to other apps on your phone.

[Read more](#)

**What's New in Publishing**

## **Media Products: When to Build it Yourself?**

Developing in-house digital solutions comes at a cost that is not always paid directly with money.

[Read more](#)

**Twipe**

## **The Next 10 Years in Publishing: A Testimony from a Millennial**

From the perspective of a 25-year old with a keen interest in the news, how can publishers overcome the youth-subscriber gap over the next 10 years?

[Read more](#)

**What's New in Publishing**

## **The Myth of Cannibalization in the Media Still Persists: Text, Video and Audio Can All Work**

While I was researching this topic in other industries, I was surprised to learn this isn't unique to news media. All kinds of businesses grapple with the myth of cannibalization. Leaders typically take one of two approaches.

[Read more](#)



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