

Brought to you by the News Media Alliance Digital Dialogue.



Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | APRIL 2019

Welcome to **Platform News You Can Use**, our monthly newsletter that provides the latest news and developments related to the major tech platforms in order to help you identify opportunities to increase revenue and to collaborate with the tech platforms more effectively. This newsletter is part of the News Media Alliance Digital Dialogue. For more information on the Digital Dialogue, contact Alliance Senior VP, Strategic Initiatives Danielle Coffey at danielle@newsmediaalliance.org.



Facebook

News Deserts: Facebook found approximately one-third of its users live in communities without enough local news to launch its new “Today In” feature. Facebook will share its data with researchers and launch a new pilot program, the Facebook Journalism Project Community Network, aimed at supporting local news through grants and expert support. The application window for the program will open soon. [Read more.](#)

Zuckerberg calls for regulation: Mark Zuckerberg announced a new, [privacy-focused vision](#) and principles for Facebook. These principles include a focus on private interactions, encryption, reducing permanence, safety, interoperability and secure data storage. He also called for more [government regulation online](#), especially on harmful content, election integrity, privacy and data portability.

Political Ads: Facebook announced improvements to its Ad Library and global expansion beyond the U.S., designed to make online advertising more transparent. The Library will provide users with more information on the ads they see and the pages that run them. While all ads will be included in the Ad Library, ads from news publishers will not be labeled as related to politics or issues. [Read more.](#)



Google

GNI Anniversary: Google celebrated the one-year anniversary of the Google News Initiative, outlining tools and projects launched and discussing future developments. [Read more.](#)

Business Models: Google launched the GNI Local Experiments Project, aimed at testing new approaches to local business models. The first project will be The Compass Experiment with McClatchy. [Read more.](#)

Data Management: The Google News Initiative launched a suite of data management tools aimed at helping news organizations to better use data. [Read more.](#)

Subscriptions: Google, together with FTI Consulting and LMA, launched the GNI Subscriptions Lab, which will help eight publishers in the U.S. and Canada develop their digital subscription models. [Read more.](#)

AMP Updates: AMP Project outlined the developments it has made in the first quarter, and future updates. [Read more.](#)



Apple

Subscriptions: Apple launched its news subscription service, Apple News+. The service offers readers access to more than 300 publications, including *The Wall Street Journal* and *Los Angeles Times*, for a set monthly fee of \$9.99. [Read more.](#)

Media Literacy: Apple is teaming up with leading nonprofit organizations in the United States and Europe to encourage critical thinking and news literacy. [Read more.](#)



Twitter

Media Literacy: Twitter celebrated the EU's media literacy week by emphasizing its efforts to address disinformation and media literacy initiatives across Europe. [Read more.](#)

Political Ads: Twitter released its Inclusion and Diversity Report for 2018. Following the release of the report, Twitter outlined its goals for improving transparency and accountability. [Read more.](#)



In Case You Missed It

Recent platform-related blog posts, press releases & statements:

[Press Release: News Media Alliance](#)



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[Applauds Passage of EU Copyright Law to Protect Online News Content](#)

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UPCOMING EVENTS

Apr. 3-7: [International Journalism Festival](#) (Perugia, Italy)

Apr. 12-13: [International Symposium on Online Journalism](#) (Austin, TX)

Apr. 12-13: [Midwest Journalism Conference](#) (Bloomington, MN)

Apr. 17-18: [AMP Conf](#) (Tokyo, Japan)

Apr. 25: [News Media Alliance New\(s\) Ideas Webinar](#) with Viafoura and Subatomic Digital (Webinar)

Apr. 28-May 3: [Summit for Reporters and Editors in Multi-Platform Newsrooms](#) (St. Petersburg, FL)

May 13-17: [INMA World Congress of News Media](#) (New York, NY)

May 16-17: [Collaborative Journalism Summit](#) (Philadelphia, PA)

May 29-31: [Digiday Programmatic Marketing Summit](#) (Austin, TX)

Sep.: [Digiday Publishing Awards](#) (New York, NY)

Ongoing: **E-learning opportunities** - Facebook provides a variety of [e-learning courses](#) for publishers and journalists. Topics range from content discovery and social monitoring to Instant Articles (Virtual)



If you have questions or would like more information, please contact us:

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