



Rebecca Frank

Vice President, Research & Insights, News Media Alliance

Rebecca Frank is Vice President of Research & Insights at News Media Alliance. She is focused on understanding the needs and behaviors of news audiences, publishers, and advertisers, to inform the work News Media Alliance does on behalf of its members. She has a background in market research, digital analytics, data analysis, social media, and marketing strategy.

Prior to joining News Media Alliance, she was the Senior Manager of Audience Experience and Acquisition at SmartBrief, a business publisher based in Washington, D.C. She helped launch the Global Strategy & Analytics Group at the public relations firm Burson-Marsteller, working with Fortune 50 brands to develop online reputation monitoring tactics, as well as proprietary audience research and analysis tools. Her previous work also includes audience research and strategy in the public health, automotive and pharmaceutical sectors.

Rebecca graduated from Tufts University with a B.A. in Political Science and Economics.

Relevant articles:

Study: Changes in Journalists' Perception of their Audience with Advances in Demographic, Behavior Tracking Technology:

<https://www.newsmediaalliance.org/study-changes-in-journalists-perception-of-their-audience-behavior-tracking-tech/>

New Data Show News Media is Stronger Than Ever:

<https://localnewsinitiative.northwestern.edu/posts/2019/07/25/medill-webinar/http://www.ncpress.com/stories/new-data-show-news-media-is-stronger-than-ever,1329>

News Media Alliance Launches Advertising Intelligence Center:

<https://www.editorandpublisher.com/news/news-media-alliance-launches-advertising-intelligence-center/>

Interview with Rebecca Frank of News Media Alliance on Her New Book About Advertising in Newspapers:

<https://www.vpa.net/interview-with-rebecca-frank-of-news-media-alliance-on-her-new-book-about-advertising-in-newspapers/>

New NMA Report Showcases the Value of News Media for Advertisers:

<https://knowledge.auditedmedia.com/blog/nma-report-showcases-value-of-news-media-for-advertisers>

News Media Alliance Tries to Pump Some Life into the Case for Advertising with its Members:

<https://www.poynter.org/business-work/2018/news-media-alliance-tries-to-pump-some-life-into-the-case-for-advertising-with-its-members/>

The News Media Alliance Announced the Hire of Rebecca Frank as Director,
Research & Insights:

https://newsandtech.com/people/the-news-media-alliance-announced-the-hire-of-rebecca-frank/article_9154521a-c360-11e7-81d2-2f1342d174a2.html