March 25, 2025

Good Daily, Inc.
Attn: Matt Henderson, Founder
editor@gooddaynews.org

Re: Good Daily, Inc.'s Artificial Intelligence-Automated Newsletters

Dear Mr. Henderson:

I write on behalf of the News Media Alliance ("N/MA") to express concerns regarding Good Daily, Inc.'s ("Good Daily's") apparent scraping and indexing of data about our members' content, to generate hundreds of reportedly AI-automated local newsletters nationwide. N/MA represents over 2,200 diverse newspaper, magazine, and digital media publishers in the United States and internationally, ranging from the largest news and magazine publishers to hyperlocal newspapers, and from digital-only outlets to papers who have printed news for centuries. We are writing to you directly as Good Daily's founder and the editor of the Good Daily newsletters.

Good Daily operates and distributes local newsletters, that are reportedly AI-automated, in approximately 356 cities/towns across 47 states.[1] Good Daily appears to be scraping and indexing our member-publishers' article content, web address, and other data to generate daily newsletters which include "short blurbs"[2], of relevant local news stories, followed by a link to the original source article. As we understand, Good Daily is compensated by advertisers who place ads in the newsletters, each of which generates revenue when subscribers click the link to the sponsorship article.

Our members have serious concerns about Good Daily's operations. Good Daily must respect publishers' data, content, and choice as to whether or not their data/information is used to generate/is featured in such newsletters. For instance, some publishers' terms of service expressly prohibit data scraping and crawler bots for use either in general or in connection with artificial intelligence and have invoked robots.txt to block AI scrapers/bots. Additionally, some publishers have paywalls that allow access to some or all their content to paying subscribers only. Currently, the Good Daily newsletters do not appear to disclose how publishers' data and other information is being obtained for indexing, or which publishers' information is being indexed, and do not offer easily accessible mechanisms for publishers to opt out of their information being used to generate Good Daily newsletters. It is not clear whether Good Daily is making copies of publishers' articles to generate its newsletters, even if the newsletters do not themselves display entire articles.

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[1] These including, for example, *Good Day Vancouver*, *Daily Davenport*, *Norwalk Morning News*, and *Daily Savannah* (available at: https://gooddayvancouver.com, https://dailydavenport.com/, https://norwalkmorningnews.com/, and https://dailysavannah.com/, respectively).
[2] S*ee* https://www.niemanlab.org/2025/01/inside-a-network-of-ai-generated-newsletters-targeting-small-town-america/.

Further, while the Good Daily newsletters provide attribution, the publishers' whose content is apparently being scraped, indexed, and used to generate associated headlines that are the core of the newsletters, do not share in the revenue generated from the newsletters for such use. For Good Daily to operate as a well-founded and compliant news aggregator, it must respect our member-publishers' right to refuse having their data and other information scraped, indexed, or otherwise used to generate the Good Daily newsletters.

To that end, N/MA requests that Good Daily promptly:

1. Confirm how it obtains information about the publishers' content, location, and other data used to generate the Good Daily newsletters;
2. Establish a clear communications channel for publishers to communicate their preferences to Good Daily;
3. Respect and comply with publishers' terms of service that prohibit scraping or indexing, or other methods to obtain information from their websites or prohibit use of their information in connection with artificial intelligence-generated content;
4. Respect and comply with any signals, including robots.txt, which indicate directives against data scraping; and
5. Respect and do not seek to circumvent paywalls designed to restrict content to paying subscribers.

We also encourage you to seek out partnerships with local publishers that include a shared revenue structure. Nothing contained in or omitted from this letter is intended to be or should be considered an admission of any fact or a waiver of any right or defense by N/MA or any of our individual member publishers, all of which are expressly reserved.

Sincerely,

President & CEO
News/Media Alliance