



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

**News/Media Alliance**

## **News/Media Alliance Files Comments on Postal Rate Setting Review; Joins Stakeholder Comments**

The News/Media Alliance filed comments with the Postal Regulatory Commission (PRC) on their Statutory Review of the System for Regulating Rates and Classes for Market Dominant Products on July 9. The comments focus on eliminating the non-compensatory surcharge or converting to a performance incentive tied to improvements in cost and service to hold the postal service accountable; prohibiting multiple rate increases in one year; and eliminating the density authority.

[Read more](#)

**News/Media Alliance**

## **Register to Attend the 2024 Support Journalism Fly-In!**

Make your voice heard! Join your peers in Washington, D.C. from September 10-11 for the Support Journalism Fly-in where you will have the opportunity to meet with Members of Congress and their staff to reinforce the need for legislation that would compensate news publishers for the use of our valuable content and discuss AI's impact on journalism and free press. We'll also meet to discuss pressing topics affecting the industry including free press, postal, privacy, and tax. This event is invitation-only.

[Read more](#)

**News/Media Alliance**

## **News Take: Free Press Focus: How Do We Ensure Protections for the Press After Shocking Police Raid? (Podcast)**

In this episode of News Take: Free Press Focus, Eric Meyer, Publisher of the *Marion County Record*, shares the story of the day police raided the newspaper and the events leading up to it, and Gabe Rottman of the Reporters Committee for Freedom of the Press talks about the implications for a free press when journalists' rights are violated and the importance of a federal shield law, such as the PRESS Act, that would protect journalists' confidential sources. Watch on YouTube or listen and subscribe to the podcast on your favorite podcasting app.

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WAN-IFRA

## How JP/Politikens leveraged early AI expertise to build centralised news products

JP/Politikens, one of the largest media groups in Denmark, began experimenting with AI in late 2019, well ahead of the current boom. ... In January 2024, JP/Politikens Hus shifted the focus from Ekstra Bladet, to a new centralised model for the entire group ... At our Congress, Lindschow deep-dived into the products the organisation has built using GenAI in the past year.


[Read more](#)

WAN-IFRA

## Survival of the fittest: how Rappler Communities is leading journalism's charge against AI and Big Tech

Nobel laureate (2021) Maria Ressa, CEO and co-founder of digital news outlet Rappler, chats to the World Editors Forum about Rappler Communities, the existential threat to journalism, and making bold moves in countering Big Tech.

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NEWS MEDIA ALLIANCE

Media Makers Meet

## “Print sales are still necessary for supporting our journalism”: How The Irish Times embraces the old and new

Founded 165 years ago, *The Irish Times* holds the distinction of not only being Ireland's leading newspaper but also the country's newspaper of record. Ahead of Revenue Europe in Berlin on October 1st, David Murphy, Head of Digital Media Solutions at *The Irish Times*, explains why diversified revenue models are critical in the modern media landscape.

[Read more](#)

**Editor and Publisher**

## **Digital ad growth slows as audience revenue gains importance, Borrell reports**

The Borrell report reveals interesting data about local newspapers and their efforts to generate more digital ad revenue. Although newspapers' share of core 2023 ad revenue was \$5.0 billion compared to radio at \$7.3 billion and TV at \$9.0 billion, newspapers' share of digital ad revenue was significantly more: 45.5% compared to radio at 21.0% and TV at 16.9%. Another comparison shows local newspapers have more balanced revenue sources than the other legacy media.

[Read more](#)

**MediaPost**

## **Publishers Have Been Hit By Postal Rate Hikes Of 47.8% Since 2021: News/Media Alliance**

The USPS rulemaking process is harming itself and publishers, as delivery standards have declined and periodicals volume has fallen by 35.4%, the News/Media Alliance writes in a letter to the Postal Rate Commission. The present ratemaking scheme was authorized by Order No. 5763. The resulting increases have adversely affected newspapers, Marketing Mail, High Density Plus and Saturation flats mail, NMA alleges.

[Read more](#)

**Axios**

## **Exclusive: Taboola to sell ads for Apple**

Ad tech giant Taboola has struck a deal with Apple to power native advertising within the Apple News and Apple Stocks apps, Taboola founder and CEO Adam Singolda told Axios. The deal provides new validation for Taboola's business, which has ballooned to over \$1.4 billion in annual revenue as of 2023.

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**Star Tribune**

## **Star Tribune announces lineup of new editors and revamped news departments**

The *Star Tribune* on Monday announced a lineup of new editors who have been hired to lead a restructured newsroom. The newspaper has reorganized around five key topic areas: News and Politics, Business, Sports, Food and Culture, and Outdoors. "Within these key areas, we're re-framing our coverage to produce more relevant, useful and impactful journalism, from breaking stories to utility information to in-depth accountability reporting," Suki Dardarian, editor and senior vice president, said in a news release.

[Read more](#)

**Trusting News**

## Trust Tips 276: Equip underserved communities to contribute to the news

Community newsrooms around the world have dreams of training and deputizing citizen reporters. It's harder than it looks, especially if you're starting from scratch. One newsroom I've worked with recently has created something valuable as part of a recent project through the Oklahoma Media Center and Trusting News. The project was designed to support selected newsrooms across Oklahoma as they acted on research about what the people of Oklahoma think of local news.

[Read more](#)



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