

# About News/Media Alliance

The News/Media Alliance is a nonprofit organization headquartered near Washington, D.C. dedicated to advocating for protections and preservation of high-quality journalistic and creative content.

We are the leading voice for the news, magazine, and digital publishing industry, and the only legal and advocacy organization for this unique constituency as a united group. For over 100 years, the Alliance has advocated on issues of importance to our members, helping to ensure they continue to grow and thrive.

Our members are trusted and respected providers of quality journalism and creative content. Alliance membership includes over 2,200 diverse publishers in print and digital media in the United States—from the largest groups and international outlets to hyperlocal sources, from digital-only and digital-first to print. Our work focuses on the key challenges and opportunities of today's media environment: monetization by the tech platforms, copyright protection and enforcement against unlawful uses on our content by AI companies, freedom of the press, regulations that impact the business, public policy, and legal matters.

## Our Advocacy Work

The News/Media Alliance has a robust team of experienced and knowledgeable [staff](#), many of whom have strong legal and policy backgrounds, who are advocating on behalf of Alliance members for state and federal policies to advance industry priorities and allow media publishers to deliver trusted and valued content to readers and to generate jobs and growth for the national and local economies. The Alliance advocates on issues including artificial intelligence (AI), compensation, free press issues, postal rates, copyright, privacy, tax, environmental, subscription renewal, and more.

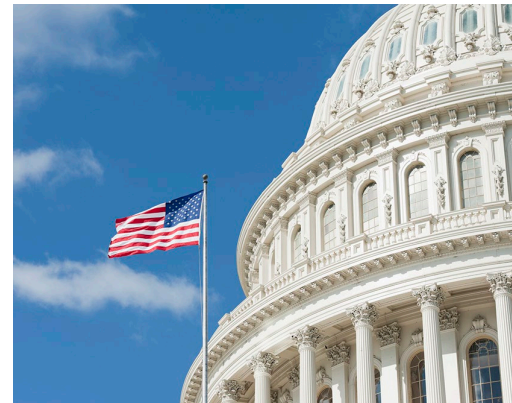
## Research & Communications

As the media environment continues to evolve, News/Media Alliance members are at the forefront of the newest insights and strategies to grow audience and revenue. We conduct proprietary research, providing up-to-date trends and numbers exclusively to our members to help grow your audience, generate revenue and streamline business operations – from the latest developments in advertising, to audience development, technology and more.

## American Press Institute

The American Press Institute (API) is an educational non-advocacy 501(c)3 nonprofit organization affiliated with the News/Media Alliance. Founded in 1946, API merged with the NAA Foundation of the Newspaper Association of America, now known as the News/Media Alliance, in 2012. API supports local and community-based media through research, programs and products that foster healthy, responsive and resilient news organizations.

For more information about the News/Media Alliance, including how to become a member, please email [membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org).



**Members of the Alliance have access to a variety of information, resources and ideas to support their business, including:**

- Detailed advocacy updates and input opportunities via Alliance Member Working Groups
- Member newsletters and communications with timely, relevant information and updates
- Proprietary industry research reports
- Custom ads
- Events & webinars, including the annual Support Journalism Awards Dinner and Fly-in in Washington, D.C.



[www.newsmediaalliance.org](http://www.newsmediaalliance.org)