



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

### **News/Media Alliance**

## **Now Available: 2024 International Newspaper Carrier Day Ads**

The News/Media Alliance has produced an International Newspaper Carrier Day ad for use during National Newspaper Week and on International Newspaper Carrier Day, this year on Saturday, October 12, 2024. We have also provided a version of the ad for postal workers who deliver the newspaper. We encourage members to run the ads in your publications to show your support and thank your hardworking newspaper carriers, without whom many people would not receive the news.

[Read more](#)

### **News/Media Alliance**

## **'Support Journalism' Fly-In 2024 Photos**

More than 120 news publishers representing 36 states across the country met with Members of Congress on Capitol Hill in Washington, D.C. on September 11, 2024 for the News/Media Alliance's 'Support Journalism' Fly-In to advocate for the importance of quality journalistic and creative content and reinforce the need for legislation that would compensate news publishers.

[Read more](#)

### **AdExchanger**

## **Publishers Feel Seen At The Google Ad Tech Antitrust Trial**

The Google ad tech antitrust trial has been a font of revelations about how Google benefited from its end-to-end position in programmatic advertising – and how publishers were harmed. Publishers told AdExchanger they were encouraged to see the DOJ highlight Google's stranglehold on the ad server market, which they see as their biggest impediment to negotiating with Google... "At the end of the day, Google controls the ad server and the other major points in the pipeline. They control so much demand through AdX and AdWords that they have all the leverage," said Danielle Coffey, president and CEO of the News/Media Alliance.

[Read more](#)

**News/Media Alliance**

## **Alliance Joins Stakeholder Letter Urging ITC to Reject Tariffs on Printing Plates**

The News/Media Alliance joined a coalition letter on September 13 urging the International Trade Commission (ITC) to oppose antidumping and countervailing duties on imports of aluminum lithographic printing plates from Japan and China.

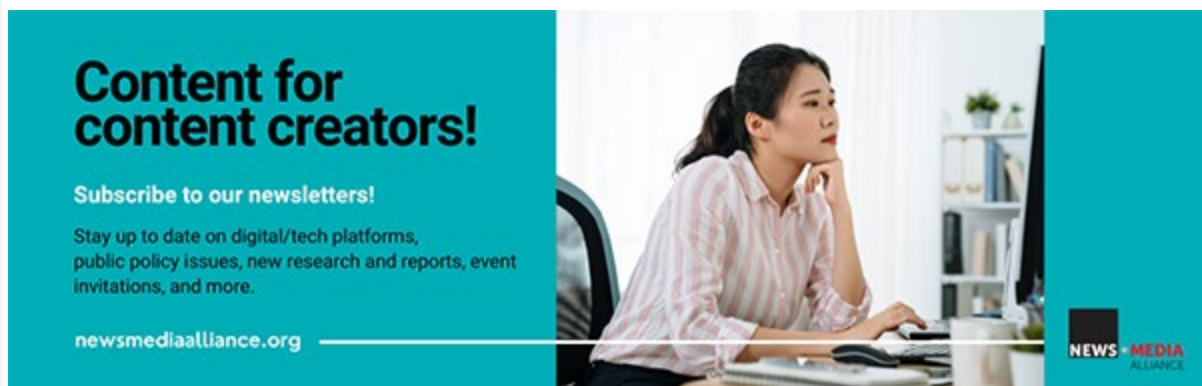
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**Trusting News**

## **Trust Tips: Explain why news outlets run political ads**

Whether on air, in print or online, don't assume that your audience understands why you run political ads and whether you edit or fact-check them. Instead, take the time to explain how political advertising works by answering these questions.

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**The Philadelphia Tribune**

## **Kamala Harris meets with NABJ members in Philadelphia**

Vice President Kamala Harris sat down Tuesday for a Q&A with members of the National Association of Black Journalists in Philadelphia — just weeks after former President Donald Trump did the same at their national convention. Harris' 45-minute interview took a very different tone than Trump's.

[Read more](#)

**American Press Institute**

## **Challenges, opportunities for local opinion journalism and philanthropy**

We knew that opinion editors were keenly interested in an opinion section's connection to sustainability. And the interest went well-beyond subscriptions. It became clear experimentation with philanthropy and local opinion journalism was happening across the country, but those involved were not connected enough to

begin learning from one another. Our Washington, D.C. event surfaced many ideas and questions featured in this report, including challenges of local media and stakeholders pursuing such projects.

[Read more](#)

### **The Associated Press**

## **AP, AppliedXL to deliver AI-powered news tips to local newsrooms**

The Associated Press and AppliedXL announced on Tuesday a collaboration to provide AI-powered local news tips and advisories on health, energy and environment issues to AP member newsrooms in an effort to enhance local journalism.

[Read more](#)

### **Poynter**

## **A South Florida newspaper refused to publish a political candidate's 'myths and falsehoods'**

The *Sun Sentinel* in South Florida recently refused to endorse a candidate for office, in part, because of that candidate's claims of fraudulent elections. Not only did the editorial board endorse the other candidate, it published a lengthy explanation, which included why it refused to even run a questionnaire sent in by the candidate, which it said was full of "myths and falsehoods."

[Read more](#)

### **Pew Research Center**

## **More Americans – especially young adults – are regularly getting news on TikTok**

A small but growing share of U.S. adults are regularly getting news on TikTok. In fact, since 2020, no social media platform we've studied has seen faster growth in the share of Americans who regularly turn to it for news, according to a new Pew Research Center analysis.

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### **Editor and Publisher**

## **Study reveals winning strategies to monetize newsletters**

The popularity of newsletters with readers and the revenue-generating opportunities for publishers have increased substantially since E&P's February 2022 Revenue Round-Up article. A new study of monthly newsletter readers released in July from MAGNA Media Trials and Sherwood Media found 41% said it was their preferred news source — topping a list of 12 sources.

[Read more](#)



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News/Media Alliance

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