



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

**News/Media Alliance**

## **USPS Market Dominant Price Increases Went Into Effect January 21**

As a reminder, the Market Dominant Price Increases went into effect on January 21. View the USPS webinar recording, "Market Dominant Price Change" to learn more. The PRC acknowledges concerns raised by the News/Media Alliance about Periodical costs.

**Read more**

**News/Media Alliance**

## **'Big Game' Ads: News & Magazine Media are Best Place to Advertise Food & Beverage Deals**

On February 11, the NFL will host its Big Game and fans will tune in to watch. News media reach nearly 116 million U.S. adults over age 18 and magazine media reach 223.6 million U.S. adults over age 18 in print and digital, which makes news and magazine media the best place for advertisers to showcase the best deals on foods and drinks. The News/Media Alliance has designed Big Game ads this year exclusively for news and magazine media members. *Member login required.*

**Read more**

**News/Media Alliance**

## **Alliance Files Additional Comments on USPS Mail Processing Plan**

The News/Media Alliance submitted additional comments on the Postal Service's Flats Plan on January 12 following the Postal Regulatory Commission's (PRC) Order 6803 approving our motion. The PRC identified multiple causes of inefficiencies in the collection, sorting, transportation, and delivery of flats and provided eight recommendations.

**Read more**

News/Media Alliance

## Alliances Files Comments on Rural Carrier Costs

The News/Media Alliance submitted comments on the Postal Service's proposal to change the methodology for calculating rural carrier attributable costs, supporting the use of data from its news Rural Route Evaluated Compensation System, which should reduce Periodicals costs.

[Read more](#)

News/Media Alliance

## Statement: News/Media Alliance Applauds Passage of PRESS Act in House

The News/Media Alliance applauds the House of Representatives for unanimously passing H.R.4250—the Protect Reporters from Exploitative State Spying Act (PRESS Act), which would establish reasonable ground rules for when the government can obtain confidential source information from journalists and their third-party service providers.

[Read more](#)

Digiday

## How podcast networks are testing AI tools for faster translation, ad sales

It seems it's not just big digital publishers like BuzzFeed and BDG looking to generative artificial intelligence tools as ways to streamline their sales process. Podcast networks, like Acast, iHeartMedia and Spotify, are also testing these tools to increase their outreach to prospective clients, expand the range of shows that fit a buyer's brief and translate shows into different languages.

[Read more](#)

On the day of the Big Game, Americans will consume:

News and magazine media are the best place to advertise deals for the Big Game. Download and run our ads.



Win big with an ad in your local newspaper.

1.45 billion  
chicken wings

53.5 million  
pounds of avocados

11.2 million  
pounds of potato chips



NEWS MEDIA  
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## Media Makers Meet

### **Vox Media's Andrew Losowsky: How publishers need to rethink their approach to community management**

Over the next 12 months, more than 50 countries will head to the polls. News organisations' comment sections and social media channels will again be lively centres of debate. Andrew Losowsky, Head of Community Product at Vox Media, said they did a lot of work on building one of the best moderation experiences and creating ways for journalists to interact with the communities.

[Read more](#)

## Editor and Publisher

### **St. Cloud Live: Listening to the community drives Forum Communications to start a print product**

Forum Communications, a family-owned newspaper company in the upper Midwest, rolled out a weekly newspaper in St. Cloud, Minnesota, in October. The print product was launched a year after unveiling a news website, stcloudlive.com. The company distributes 5,000 copies of the weekly, a mix of free and subscription products. So far, the real numbers have exceeded their targets.

[Read more](#)

## AP News

### **Oscar nomination for '20 Days in Mariupol,' AP's first, comes as bombs fall on filmmaker's hometown**

"20 Days in Mariupol," Mstyslav Chernov's harrowing chronicle of the besieged Ukrainian city and the international journalists who remained there after Russia's invasion, has been nominated for best documentary at the Academy Awards, handing The Associated Press its first Oscar nomination in the 178-year-old news organization's history.

[Read more](#)

## Adweek

### **Outlook 2024: Publishers Push to Prove Their Value Amid Cookie Collapse**

This year's Super Bowl, the Paris Summer Olympics and a U.S. presidential election will generate a global advertising spend of over \$900 billion, per GroupM forecasts, a slower-than-expected 5.3% growth rate year over year. Dig deeper and there's some turbulence—and bright spots—for publishers looking to prove their ads work and scoop up some of that spend.

[Read more](#)

## Pew Research Center

## Fewer than half of Black Americans say the news often covers the issues that are important to them

Four-in-ten Black Americans say that the issues and events most important to them are often covered in the outlets they get news from, according to a Pew Research Center survey conducted in 2023. Similar shares of Asian (38%) and Hispanic (37%) adults say the same. These findings come from a broader Center study of Black Americans' experiences with news, in which many criticized the way the news media covers Black people.

[Read more](#)



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