# News Media Association's Manifesto Calls for Government Action to Safeguard News Media Sustainability and Freedom



The News Media Association (NMA) has published a manifesto on Wednesday, outlining five key policy areas requiring attention from the next UK government to protect and promote the sustainability and freedom of news media. The document, supported by local, regional, and national editors, focuses on Artificial Intelligence and intellectual property, press freedom, commercial news publishers' relationship with the BBC, media plurality, and the importance of local media to devolution and local growth.

With regards to AI, the NMA urges the government to ensure publishers have control over their content's use by large language models and are fairly compensated. Katharine Viner, editor-in-chief of the Guardian, stressed the necessity of a strong copyright framework to support quality journalism.

The manifesto also calls for measures to prevent the BBC from distorting the digital news market, highlighting concerns about the broadcaster's impact on competition and advertising revenues. Gary Shipton, editorial director at National World, criticized the BBC's anti-competitive behavior funded by licence fees.

On press freedom, the NMA advocates for legislative solutions to combat strategic lawsuits against public participation (SLAPPs) and insists on preserving journalists' access to government and political events. The Sun's editor-in-chief, Victoria Newton, emphasized the importance of a free press to democracy.

The promotion of media plurality is another key area, with calls for regulatory interventions that support a diverse media environment. Sarah Lester, editor of Manchester Evening News, highlighted the need for a fair value exchange between Big Tech and news publishers.

Finally, the NMA stresses the role of local news publishers in supporting devolution and local growth. Andrew Harrod, editor of Barnsley Chronicle, emphasized the critical role of local newspapers in keeping communities informed and engaged.

Owen Meredith, NMA chief executive, summarizes the proposals as essential for ensuring the future of independent, trusted UK news media.