



Our mission is to provide training and resources to our members, to develop the next generation of readers and journalists, and to educate the public on the importance of the First Amendment and the role of a free press.

TARGETED TRAINING FROM THE PNA FOUNDATION

The **Pennsylvania NewsMedia Association Foundation** provides a variety of training opportunities for PNA members, students and citizens. We produce sessions on the latest, most pertinent topics while responding to members' requests for specialized education. In 2016, we provided 38 different educational experiences to more than 750 people across the state. We are working on our 2017 schedule and our training calendar is constantly being updated. **Please check our website www.panewsmedia.org for regularly updated information.**

To learn more about our training, here's what we did in 2016:

JANUARY 21, FEBRUARY 2, FEBRUARY 12, FEBRUARY 19 -- Noontime Updates on Legal Issues, Teleconferences

Starting in January, the PNA Foundation is presenting a series of Noontime Updates focusing on legal issues involving libel/defamation, advertising, open meetings and open records. These teleconference sessions are only \$10 and feature PNA's Media Law Counsel Melissa Melewsy sharing invaluable information for newcomers and those needing a refresher.

FEBRUARY 4 -- Braving the Comments: When Newsrooms Dive In, Webinar

Are the comments on your news site a chance for learning and engagement, or a hostile neighborhood you enter only if you have to? Increasingly, news organizations are trying to figure out how to encourage healthy discussion in comments, and how to make the most of that online community. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar to help you navigate the treacherous waters of online comments offered at 12 noon. Cost: \$10 for PNA members.

FEBRUARY 11 -- Responding to Ad Blockers, Philadelphia

As ad blocking becomes a greater concern to the news media industry, companies have started to react. This workshop will provide both background on the issue facing the industry and an opportunity to discuss moving forward through a roundtable discussion. In partnership with IAB and featuring IAB's EVP and CEO Patrick Dolan. Registration fee: \$49, for PNA members and non members. 10 a.m. to 2 p.m., with lunch included. Hosted by Philadelphia Media Network.

FEBRUARY 17 -- Level Three Video Training, Advanced Level, Harrisburg

For experienced videographers who want to enhance their skills. This is part of a series of video training modules to be offered through the Calkins Media Video Certification Program, featuring award-winning presenter Drew Berry. Curriculum includes: advanced editing with Final Cut Pro X, shooting and lighting techniques, story pacing and structures, quality storytelling and on-camera performance. \$49 for PNA members. 10 a.m. to 4 p.m., with lunch included.

MARCH 2 -- Level One Video Training, Beginners, Harrisburg

Part of a series of certification modules being offered through the Calkins Media Video Certification Program. Level One will help beginners establish a comfort level with basic video newsgathering using their smart phones. Hands-on training includes basic shot composition, stable video, sound and lighting optimization and editing. \$49 for PNA members. 10 a.m. to 4 p.m., lunch included.

Turn the page for more opportunities!

MARCH 3 -- Reporters' Series: Animal Protection Legislation, Teleconference

Sen. Rich Alloway will talk about several animal protection bills he's introduced including SB 264 (sale of shark fins) and SB 373 (anti-tethering) which are all part of a bipartisan package of pet protection legislation. SB 78 on kennel licenses will also be discussed. Cost: \$10 per connection for one-hour teleconference.

MARCH 15 -- Sunshine Week Panel and Lunch, Widener University Commonwealth Law School, Harrisburg

PNA and the PNA Foundation present a panel discussion on the state of open government in Pennsylvania in celebration of Sunshine Week. The panel will cover the Right to Know Law, Sunshine Act and Freedom of Information Act. Event is free and open to members of the public. Attorneys can earn one CLE credit. 11:30 a.m. to 1 p.m., with lunch included.

MARCH 22 -- Sales Leadership Training, Harrisburg

Managing a staff of advertising sales representatives is more than meeting quotas and closing sales. Sales managers are leaders. This interactive and information-packed three-hour training session includes breakout sessions, case studies and roundtable discussions.

APRIL 15 -- On the Road, Scranton

We're hitting the road and bringing valuable advertising and editorial training to northeast Pennsylvania. For advertising reps and managers, we have sales strategies, competitive media analysis and digital sales suggestions. For reporters and editors, we have hands-on basic video training as well as legal issues with newsgathering and technology. \$39, includes continental breakfast and lunch.

APRIL 21-22 -- Northrop Local Government Boot Camp, Harrisburg

Intensive two-day workshop for inexperienced reporters and editors who cover local government in PA. Effectively report on township, borough, county and state governments. No cost to participants. 20 expense-paid fellowships available to qualified journalists who apply.

APRIL 28 -- Level Three Video Training, Advanced Level, Harrisburg

For experienced videographers who want to enhance their skills. This is part of a series of video training modules to be offered through the Calkins Media Video Certification Program, featuring award-winning presenter Drew Berry. Curriculum includes: advanced editing with Adobe Premiere, shooting and lighting techniques, story pacing and structures, quality storytelling and on-camera performance. \$49 for PNA members, with lunch included.

MAY 4 -- Level Two Video Training, Intermediate Level, Harrisburg

Enhance your skills. Curriculum includes: shortcuts for shooting and editing, writing techniques for video vs. print, voice delivery and special editing techniques. Participants must already know how to shoot quality video and edit basic stories on iMovie or Final Cut Pro. \$49 for PNA members. 10 a.m. to 4 p.m., with lunch included.

MAY 12 -- Data Journalism: Using Data to Find Stories, Webinar

There's a wealth of information at our fingertips in the age of Big Data. But how can you actually use it in your newsroom to spot trends and report stories? We'll walk through some of the tricks reporters can use, on deadline and in newsrooms big and small. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar on how to use data to find and report stories is offered at 12 noon. Cost: \$10 for PNA members.

MAY 20 -- Changing Newsroom Culture, Harrisburg

For editors and newsroom managers dealing with the pressures of initiating change, specifically the integration of video. Discover the opportunities for growth as you incorporate video newsgathering into your culture. Featuring Drew Berry as well as PA editors who have made it work! In conjunction with the Pennsylvania Press Conference at the Hilton Harrisburg.

JUNE 2-4 -- Keystone Multimedia Workshop, Gettysburg

This three-day workshop provides intensive, hands-on training in audio, video and photojournalism. For beginners to intermediate, provided through Penn State's College of Communications, it is not necessary to have experience with digital audio, still photography or video to successfully participate. Class is limited to the first 20 registrants.

JUNE 9 -- Data Journalism: Sharing Data with Your Readers, Webinar

There's a wealth of information at our fingertips in the age of Big Data. But visualizing the data for readers can be tricky. We'll talk about how to transform data into stories, infographics and interactive visualizations on deadline and without involving your IT department. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA members.



JUNE 15 -- Edith Hughes Workshop, From Editing to Managing: A Workshop for New Managers, Harrisburg

Learn to manage your newsroom! You were a great reporter and now you've promoted to editor. How do you become a credible leader who provides effective feedback and coaching while helping your staff to succeed? Keynote presenter: Butch Ward, Poynter Institute. A look at leadership and relationships as well as a roundtable discussion are included. Fee of \$19 includes lunch.

JUNE 23 -- Responding to Ad Blockers, Pittsburgh

As ad blocking becomes a greater concern to the news media industry, companies have started to react. This workshop will provide both background on the issue facing the industry and an opportunity to discuss moving forward through a roundtable discussion. In partnership with IAB. Registration fee: \$49, for PNA members and non-members. 10 a.m. to 2 p.m., with lunch included.

JULY 28 -- Advertising 201: Sales Strategy in a Multimedia World, Harrisburg

Learn how to better manage sales calls, handle objections and improve negotiation skills while also building multimedia proposals. Generate more revenue through this three-hour, interactive session. Ideal for sales reps looking to brush up on the basics while enhancing their successful sales skills as well as those just getting their feet wet! 1 - 4 p.m., \$49 per person.

AUGUST 26 -- On the Road, Allentown

We're hitting the road and bringing valuable advertising and editorial training to eastern Pennsylvania. For advertising reps and managers, we have revenue-generating sales strategies, using research to dazzle clients and digital sales suggestions. For reporters and editors, we have data journalism and legal sessions focused on technology. \$39, includes continental breakfast and lunch.

SEPTEMBER 29-30 -- Circulation Best Practices Workshop: Grow Revenue/Grow Audience, Harrisburg

A new and improved update of the traditional circulation managers leadership training. Features nationally-known Mike Zinser discussing contractor and labor issues as well as sessions on sales, retention and growing audience. For seasoned veterans needing a jolt of energy as well as newbies learning the ropes. Various registration options are available.

OCTOBER 6 -- Noontime Update: The Top 10 Danger Areas for Advertising (and How to Handle Them), Webinar

PNA attorneys will address some of the most common legal issues facing your newspaper's advertising team and answer questions. Topics include: avoiding discriminatory housing and employment ads; false and misleading ads; tobacco and alcohol; e-cigarettes and the new FDA rules; political ads; trademark and copyright; contests and illegal lotteries; bingo and small games of chance; automotive ads. Cost: \$10 per connection for one-hour webinar.

OCTOBER 14-15 -- Eliza Northrop Beale Workshop for Weeklies, Harrisburg

From management and legal issues to generating revenue, today's most pressing topics for small community papers are addressed. This is a complimentary workshop and registration is processed on a first come, first serve basis with only 12 participants accepted. In 2016, we focused on redesign for printed and web products as well as management issues.

OCTOBER 19 -- Level One Video Training, Beginners, Harrisburg

Part of a series of certification modules being offered through the Calkins Media Video Certification Program. Level One will help beginners establish a comfort level with basic video newsgathering using their smart phones. Hands-on training includes basic shot composition, stable video, sound and lighting optimization and editing. \$49 for PNA members. 10 a.m. to 4 p.m., lunch included.

NOVEMBER 16 -- Open Records: Using Mediation to Resolve Disputes, Webinar

Erik Arneson, executive director of PA's Office of Open Records, joins us to explain the mediation process at the OOR. He'll discuss why and how it's being used, when and how it works best, the advantages and risks, pros and cons, etc. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA members.

NOVEMBER 17 -- Sharon Johnson Memorial Workshop: Social Media Strategies, Harrisburg

Smaller newspapers benefit from this workshop with different topics offered annually. This year we're looking closely at social media strategies. Learn how to friend Facebook, Snapchat, Twitter and other social media tools to benefit your journalism. Registration fee of \$19 includes lunch. 9 a.m. to 3 p.m.



DECEMBER 1 -- On the Road, Altoona

We're hitting the road and bringing valuable advertising and editorial training to western Pennsylvania. For advertising reps and managers, we have revenue-generating sales strategies, using research to dazzle clients and digital sales suggestions. For reporters and editors, we have legal sessions focused on technology as well as data journalism. \$39, includes continental breakfast and lunch.

DECEMBER 8 -- Advertising 201: Sales Strategy in a Multimedia World, Harrisburg

Learn how to better manage sales calls, handle objections and improve negotiation skills while also building multimedia proposals. Generate more revenue through this three-hour, interactive session. Ideal for sales reps looking to brush up on the basics while enhancing their successful sales skills as well as those just getting their feet wet! 1 - 4 p.m., \$49 per person.

AVAILABLE ONGOING -- Calkins Media Video Certification Training Program

To help newsmedia companies to effectively and efficiently utilize video in their newsrooms, the PNA Foundation is providing a series of hands-on video training modules which give participants the opportunity to become certified. Basic, intermediate and advanced as well as managerial sessions are offered. Sessions available regularly in Harrisburg and can be arranged onsite or regionally.

AVAILABLE ONGOING -- Advertising 201: Sales Strategy in a Multimedia World

Learn how to better manage sales calls, handle objections and improve negotiation skills while also building multimedia proposals. Generate more revenue through this three-hour, interactive session. Ideal for sales reps looking to brush up on the basics as well as those just getting their feet wet! Held occasionally in Harrisburg or regionally. Or, we can bring this to you! If you're interested in hosting this workshop and willing to commit ten or more participants, call us.

AVAILABLE ONGOING -- Sales Leadership Training: Managing, Motivating and More

Managing a staff of advertising sales representatives is more than meeting quotas and closing sales. Sales managers are leaders. This interactive and information-packed three-hour training session includes breakout sessions, case studies and roundtable discussions. This workshop is offered occasionally in Harrisburg, is available to PNA members upon request and can be hosted on-site.

AVAILABLE ONGOING -- Reporters' Series Sessions

Through these inexpensive and convenient teleconference sessions, simply phone in and listen to experts explain the particulars of a policy topic or pending legislation. Straight facts help you better understand and cover an issue and its effect on your community and readers. \$10 for one-hour teleconference.

