



2017

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.

TRAINING *FOR NOW AND FOR THE FUTURE*

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. Each year, we hold more than 35 workshops, webinars, teleconferences and regional seminars reaching more than 700 people. In 2016, we focused not only on the needs of sales, writing and legal issues, but we also featured video newsgathering, ad blocking, online comments, data journalism, management and circulation best practices. Our training calendar is constantly being updated. **Please check our website www.panewsmedia.org for regularly updated information.**

Currently scheduled:

MARCH 21 -- Sunshine Week Panel and Lunch, Widener University Commonwealth Law School, Harrisburg

Rescheduled from March 21!

PNA and the PNA Foundation present a panel discussion on the state of open government in Pennsylvania in celebration of Sunshine Week. The panel addresses "The Right to Know Law: What's working and what needs to be changed." 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 23 -- HIPAA and the Newsroom: Get the Facts! Webinar

As a reporter and an editor, do you know what information can legally be withheld about patients? HIPAA authorities from the Hospital and Healthcare System Association join PNA's media law counsel in explaining the law as well as your right to know. 12 noon, one hour, \$10.

MARCH 30 -- Everyday Watchdog Reporting, Webinar

Watchdog reporting doesn't have to mean months'-long investigations. Every reporter no matter how small the staff can practice it. Panel of reporters shares organizational methods that enable them to act quickly when news breaks and their go-to databases and sources that they use on deadline or when they are looking for a quick-turnaround watchdog story. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA members.

APRIL 27-28 -- 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 as well as school boards and courts. No cost to participants. 20 expense-paid fellowships available to qualified journalists who apply.

Turn the page for more opportunities!

MAY 19 -- Got Ethics? Good. Let's Use Them to Help Reclaim Your Credibility, Lancaster

At a time when the President is leading the assault on the media's credibility, news organizations need to reestablish the value of journalism to our democracy. The challenge, of course, is delivering journalism that truly serves the public good. To do that, journalists need to make better decisions about the appropriate roles of speed and accuracy, click-bait and enterprise, business opportunities and independence. How do we make those better decisions? Join Butch Ward of the Poynter Institute in a search for some really good questions as well as a process for ethical decision-making. In conjunction with the Pennsylvania Press Conference in Lancaster.

MAY 23 -- 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. 1 to 4 p.m., \$49 for PNA members.

JUNE 1-3 -- Keystone Multimedia Workshop, State College

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 15 -- Edith Hughes Workshop, Harrisburg

One-day workshop is for weeklies and small dailies serving their local communities. Topics include social media, working with stringers, writing tips, video, etc. In 2016, we focused on management for new editors. Fee of \$19 includes lunch.

OCTOBER 13 -- Circulation Best Practices Workshop: Grow Revenue/Grow Audience, Harrisburg

Features hands-on sessions focusing on retention, revenue and sales. For seasoned veterans needing a jolt of energy as well as newbies learning the ropes.

OCTOBER TBD -- Student Journalists Roundtable and College Newspaper Workshop, Harrisburg *Provided through Fellows Fund for the Future*

From design to story ideas to video to legal issues, this workshop focuses on producing a successful student newspaper. Complimentary for students and advisers of colleges and universities throughout Pennsylvania. Workshop begins at 1 p.m. and ends with a reception.

OCTOBER 20-21 -- Eliza Northrop Beale Workshop for Weeklies, Harrisburg

From management and legal issues to generating revenue and redesigning your paper and website, 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.

NOVEMBER 16 -- Sharon Johnson Memorial Workshop, Harrisburg

Smaller newspapers benefit from this workshop with a different topic each year while exploring how to excel without a large budget or staff. Most recently, participants learned about social media strategies, sports coverage in the digital age, engaging with readers, video, watchdog journalism and enterprise reporting. Registration fee of \$19 includes lunch.

AVAILABLE ONGOING -- Calkins Media Video Training Program

To help newsmedia companies to effectively and efficiently utilize video in their newsrooms, the PNA Foundation is providing hands-on video training using smart phones to gather and edit news. Sessions available 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 -- On the Road Workshops

We hit the road and bring valuable advertising and editorial training to various regions across the state. For advertising reps and managers, we have revenue-generating sales strategies, using research and digital sales suggestions. For reporters and editors, we have legal sessions focused on technology as well as data journalism or other specialized sessions. Ask us about visiting your region.

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.

Previously offered in 2017:

JANUARY 20, FEBRUARY 17 and FEBRUARY 24 -- Noontime Updates on Legal Issues, Webinars

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

FEBRUARY 9 -- Open Records: Finding Great Stories in the Requests, Webinar

The Right-to-Know Law is perhaps the investigative reporter's most important tool. What kinds of records are available from your municipality, school board, and county and state governments? And, what kinds of stories are being written using those documents? Join our panel discussion with reporters and learn about the documents they've been able to obtain and how that has led to interesting stories. Both small and large papers can use these tips and story ideas! Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA members.

FEBRUARY 15 -- 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.

FEBRUARY 22 -- Drones: So You Want to Get Certified? Webinar

Considering using a drone for coverage for your publication? Curious about what to expect with the FAA test required to operate an Unmanned Aircraft System for commercial use? Then this webinar, featuring two FAA certified drone pilots, is for you! John Beale, a photojournalism professor at Penn State, and David McKeown, staff photographer for The Republican-Herald, Pottsville, offer insight into the FAA remote pilot test and the use of drones for daily assignments and advertising. One-hour webinar offered at 12 noon. Cost: \$10 for PNA members.

MARCH 10 -- Noontime Update on Advertising Legal Issues, Webinar

Melissa Melewsky, PNA's Media Law Counsel, offers information on legal issues concerning advertising. She'll look at laws and regulations for housing, employment, automotive, tobacco, beer and liquor advertising as well as answer questions you may have about specific ad content. Most appropriate for advertising directors, managers and sales reps. One-hour webinar, \$10.

MARCH 16 -- 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.

MARCH 20 -- "Trust, Transparency and the News" Discussion, Elizabethtown College

The importance of a free and independent press is enshrined in the First Amendment to the U.S. Constitution. Now, the nation is engaged in an intense debate about trust and transparency in news organizations. PNA and the PNA Foundation join WITF and LNP at Elizabethtown College, for an in-depth discussion about how we got here and where we're headed. Open to the public, free of charge. The PNA Foundation has funds earmarked for hosting/facilitating similar events across the state in 2017. If you are interested in planning one, please contact the Foundation.

