



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

FROM IDEAS...TO GROWTH AND SUCCESS

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 32 workshops, webinars, teleconferences and regional seminars reaching close to 700 people. In 2017, we focused not only on the needs of sales, writing and legal issues, but we also featured video storytelling, ethics, watchdog journalism, ad design and covering the opioid crisis. Our training calendar is constantly being updated. **Please check www.panewsmedia.org for regularly updated information.**

Currently scheduled:

AUGUST 23 -- Strategies for Mitigating the Impact of Newsprint Tariffs, Webinar

Calling all circulation managers and directors! Don't miss this interactive session on what your peers in circulation, audience development and operations departments are doing to save costs as newsprint tariffs loom. No matter the size of your newspaper, you can make changes today that can help keep your presses running and newspapers being delivered. Tools, ideas, suggestions and solutions will be shared. This one-hour webinar begins promptly at 11 a.m. Provided at no cost to PNA and I-SCMA members.

SEPTEMBER 6 -- Winning Ways: Keystone Press Winners Share Steps to Success, Webinar

Want to start a project that will impact readers and win you awards? Keystone award winners for 2018 will talk about their winning entries. Featuring panelists from The Daily Item, Sunbury; Reading Eagle and The Philadelphia Inquirer. Find out where they started and the successes and challenges along the way. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA and PSNE members.

FALL TBD -- Using Facebook Live, Webinar

Panelists describe how they use Facebook Live to engage their audiences. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. One-hour webinar offered at 12 noon. Cost: \$10 for PNA and PSNE members.

SEPTEMBER 21-22 -- 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.

Turn the page for more opportunities!

NOVEMBER 15 -- 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 covering the opioid crisis, social media strategies, sports coverage in the digital age, engaging with readers, video, watchdog journalism and enterprise reporting. In 2018, we'll look at medical marijuana. Registration fee of \$19 includes lunch.

AVAILABLE ONGOING -- Writing Coach Service

Weak ledes? Dull quotes? Clutter? Jargon? Russell Frank can help. Frank, a former reporter and editor who has been teaching journalism at Penn State for 20 years, is available for newsroom-wide presentations and/or one-on-one coaching sessions on how to sharpen your newswriting. Through the generous support of the Donald P. Bellisario College of Communications at Penn State University, Frank will visit your newsroom for a donation to the PNA Foundation. You must be a member in good standing of PNA. Contact Melinda Condon at melindac@pa-news.org or (717) 703-3002 to schedule.

AVAILABLE ONGOING -- Calkins Family 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. Basic video storytelling as well as other sessions are available. Sponsored by the Calkins family.

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 customized training to you, upon request. Just give us a call!

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 2018:

JANUARY 9 -- On the Road, Somerset

We're hitting the road and bringing valuable advertising training to western Pennsylvania! For advertising sales reps and managers, we have an extensive session on understanding and responding to competition with the latest data research available. A refresher on sales strategies including closing the sale, handling objections and other foundations of advertising will also be offered. \$39, for PNA members. Coffee with breakfast pastries as well as lunch included.

JANUARY 11 -- Noontime Update on Open Meetings, Webinar

Stay up to date and be prepared. The Sunshine Act might not have changed, but it's always valuable for reporters and editors to revisit the law. We'll touch on public comment, executive sessions and other topics that frequently challenge your coverage. Only \$10 for PNA members and features PNA's Media Law Counsel Melissa Melewsy sharing invaluable information.

FEBRUARY 1 -- Noontime Update on Open Records, Webinar

Don't miss this helpful legal training for newsrooms! Melissa Melewsy, PNA's Media Law Counsel, reviews Pennsylvania's Right to Know Law while defining aspects of the law and citing specific cases and examples. She'll simplify an often complex discussion of your access rights. Only \$10 for PNA members.

FEBRUARY 15 -- Noontime Update on Libel/Defamation, Webinar

Melissa Melewsy, PNA's Media Law Counsel, offers advice on protecting you and your news organization from libel and defamation suits. If you're gathering news in PA, you need to know about defamation, invasion of privacy and other causes of action. Online issues can be especially daunting. Most appropriate for editorial staffs, especially newcomers and those desiring a refresher course. \$10 fee.

FEBRUARY 20 -- 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.

MARCH 1 -- HR Webinar: Defining Unlawful Harassment and Minimizing Your Risk, Webinar

From Hollywood to PA, the #metoo and #timesup campaigns are going strong. Is your organization ready? Do you or your supervisors know what defines unlawful and sexual harassment and are you trained to recognize inappropriate behavior? Karen Young leads a webinar helping you to learn how to best minimize your risk. For any manager, in any department, who wants to be fully informed and prepared. \$19, for PNA members.

MARCH 8 -- Noontime Update on Advertising Legal Issues, Webinar

Melissa Melewsy, 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. \$10, for PNA members.

APRIL 5 -- 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! Drive in and out in one day, 1 - 4 p.m., \$49 per person.

APRIL 13 -- Newswriting: How to go from mediocre to great, Webinar

Join Russell Frank, writing coach and associate professor of communications, Penn State University, in a discussion about how to improve your writing. From digging up buried ledes and cutting clutter, to writing for your readers rather than for the insiders, he'll help you find the magical balance between thoroughness and brevity. 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 19-20 -- 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.

APRIL 27 -- Circulation Best Practices Workshop, Harrisburg

This Best Practices Workshop will feature sessions focusing on digital, retention, audience development, single copy sales and an idea-sharing roundtable. Perfect for seasoned veterans needing a jolt of energy, as well as newbies learning the ropes. 10 a.m. to 4 p.m., with lunch included.

MAY 3 -- Advertising Design Workshop: The creation of compelling and influential ad campaigns, Harrisburg

Advertising is more than a design. The creation of compelling and influential advertisements requires an understanding of the technical aspects of campaign development, including the target audience, message creation, and the hierarchy of ad elements. Collectively, all of these elements work together to form ads that resonate with the audience and ultimately drive consumer response. Use this session to arm sales reps with a deeper understanding of advertising and how to translate sales messages into the marketplace across multiple media platforms. 1 - 4 p.m., \$49 per person.

MAY 9 -- Let's Talk! How to Build a Relationship with Your Local Legislator, Webinar

Developing ongoing relationships with your state elected officials is an essential part of being an effective leader of a community newspaper. Holly Lubart, PNA's Director of Government Affairs, offers tips on building a rapport with your legislators. She'll provide do's and don'ts while providing a refresher on basic government processes. As upcoming spring primaries lead into fall races affected by redistricting there's no better time to work on developing and improving these connections. Cost: \$10 for PNA members.

MAY 31-JUNE 2 -- 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 2, Podcasting Workshop, Gettysburg

No matter what size newsroom you work from, we'll share how you can make podcasting work for you. From technical aspects to marketing and building an audience, panelists and presenters will discuss insights from across the state and nation. 10 a.m. to 12:30 p.m., lunch included. Sponsored, in part, by the Foundation Fellows Fund for the Future.

JUNE 7 -- Advertising Sales Roundtable: Best Practices for Generating Revenue, Harrisburg

This informal three-hour workshop invites sales reps and managers to discuss their most challenging sales issues and to collectively find solutions. Moderator Renee Tacka leverages her extensive knowledge along with attendees' varied experiences and practices to brainstorm valuable strategies about proposals, accounts, ad designs and other issues and concerns impacting your revenue goals and results. 1 - 4 p.m., \$39 per person.

JUNE 21 -- Edith Hughes Workshop: SPJ Google News Lab Training, Harrisburg

One-day workshop is for smaller papers serving their local communities. Topics traditionally have included writing, management issues, social media, working with stringers, writing tips, video, etc. This year's workshop will focus on using Google Tools such as Google Maps, Trends and YouTube. Participants will gain hands-on experience creating YouTube channels. Fee of \$19 includes lunch.

JULY 25-- On the Road Workshop, Lehigh

We're hitting the road and bringing valuable advertising training to northeastern PA! For advertising sales reps and managers, we have a session on understanding and responding to competition with the latest data research available as well as a look at co-op advertising opportunities. A refresher on sales strategies including cold calling, closing the sale, handling objections and other basics of advertising will also be offered. \$39, for PNA members. Coffee with breakfast pastries as well as lunch included.

AUGUST 2-- How to Prepare and Respond to an Active Shooter, Webinar

An active shooter incident can happen in any place at any time. Presenter Cpl. Adam Reed, Director, Communications Office of the Pennsylvania State Police, will provide information based off the federal "Run, Hide, Fight" guidelines on how to react to an active shooter situation. The causes and some statistics behind how and why active shooter events occur will be discussed. Most importantly, you will learn what you can do to react and survive if you find yourself in a similar situation. Offered complimentary.

