

PNA FOUNDATION TRAINING



HELPING YOU MOVE FORWARD IN 2019

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 and regional seminars reaching more than 750 people. In 2018, we focused not only on the needs of sales, writing and legal issues, but we also featured mobile reporting, podcasting, news enterprise, HR, circulation best practices, ad design, active shooter training and covering medical marijuana. Our training calendar is constantly being updated. **Please check www.panewsmedia.org for regularly updated information.**

Currently scheduled:

JANUARY 31 -- Noontime Update - Defamation, Libel and Other Concerns of Newsgathering, 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 Pennsylvania, you need to know about defamation, invasion of privacy and other causes of action. Online issues can be especially daunting. Only \$10 for PNA members.

FEBRUARY 8 -- Noontime Update - Right to Know: Open Records Basics and More, Webinar

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 as well as noting any changes. She'll simplify a complex discussion of your access rights. Most appropriate for editorial staffs, especially newcomers and those desiring a refresher course. \$10 for PNA members; \$20 for non-members.

FEBRUARY 26 -- Noontime Update - Legal Issues in Advertising, 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, and medical marijuana 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.

MARCH 5 -- Understanding the Value and Finding Stories in Public Notices, Webinar

From story ideas to government accountability, learn how important public notices are to newspapers. Not only do they provide essential advertising revenue, they also keep citizens informed of critical issues. As a reporter, you can use these notices to find leads for outstanding and impactful stories. Hear from Jim Lockwood, staff writer at The Times-Tribune, Scranton, and five-time winner of the PNA Foundation's Public Notice Journalism Award, on how to dig into important – yet often unnoticed – local issues by checking your notices. Holly Lubart, PNA's Director of Government Affairs, shares how public notices are constantly under legislative attack while explaining their value to PNA members and the communities they cover. Presented by the PNA Foundation and the Pennsylvania Society of News Editors. Cost: \$10 for PNA and PSNE members.

Turn page for more opportunities!

APRIL 26 -- Circulation Best Practices Workshop, Harrisburg

This workshop will feature sessions focusing on carrier recruitment and retention, digital, audience development and retention, 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. Economical \$69 for the entire day!

MAY 2-3 -- 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.

JUNE 6-8 -- Keystone Multimedia Workshop, Pittsburgh

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.

SEPTEMBER 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 13 -- Sharon Johnson Memorial Workshop, Harrisburg

All can 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 and medical marijuana, social media strategies, sports coverage in the digital age, engaging with readers, video, watchdog journalism and enterprise reporting. Registration fee of only \$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 -- 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 and mobile reporting 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. Available to PNA members upon request.

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/webinar 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 2019:

JANUARY 15 -- Use Research Information to Increase Advertising Sales, Webinar

Jump start your advertising sales efforts in 2019 by utilizing current research statistics and information from Nielsen Scarborough and AudienceSCAN® to demonstrate the power of newspapers to your advertising clients. One-hour webinar offered at 9:30 a.m., at no cost to PNA members.

JANUARY 18 -- Facebook Live for Newsrooms, Webinar

Learn best practices for using Facebook Live as one of your social media tools. Panelists John Misinco and Kayla Dwyer from The Morning Call/themorningcall.com and Stephanie Sadowski of LNP/Lancaster Online will discuss the mechanics of doing Facebook Live feeds for best results and what types of news events draw the biggest 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.



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.