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**CONTACT:**

Chris Kazlauskas

Email: [chrisk@pa-news.org](mailto:chrisk@pa-news.org)

Phone: (717) 703-3025

## **Pennsylvania NewsMedia Association announces Audience Development Person of the Year**

*Devon Stout, publisher of The Meadville Tribune and audience director for The Herald in Sharon and Allied News in Grove City, wins the inaugural award.*

**HARRISBURG, Pa. (May 2, 2025)** – The Pennsylvania NewsMedia Association has named Devon Stout the 2025 Audience Development Person of the Year. The inaugural award recognizes individuals at news organizations who grow audiences, actively engage with subscribers and provide a seamless experience for readers on multiple platforms.

Stout is the publisher of The Meadville Tribune and regional audience director for The Herald in Sharon and Allied News in Grove City. He joined the Tribune in 2001 and has been involved with audience development throughout much of his career.

Sharon Sorg, publisher of The Herald and New Castle News, nominated Stout for the prestigious award. "His passion for what he does is evident in everything he touches," she said. "His knowledge to analyze each community uniquely, identify what is needed and deliver those results is an integral piece of why we are positioned to insure our newspapers will be here to serve our communities for many years." Sorg also how his interactions with staff and customers contributed to her selection. "He is supportive of his teams, our contractors and especially our subscribers," she continued. "His patience with longtime readers looking to embrace the new digital benefits of their subscriptions is exemplary."

Stout is a graduate of Cornell University. He resides in the Meadville-area with his wife, Dr. Lauren French Stout, Associate Professor of Biology and Neuroscience at Allegheny College and two children, Josephine and Connel. Outside of work, Stout continues to engage with the community by volunteering his time to support the Meadville Market House and to design and build sets for the Oil Region Ballet.

The award will be presented Thursday, Sept. 25 at the PNA Ad Conference in State College.

**About PNA:**

Founded in 1925, PNA is the nonprofit trade association for print and online news media in Pennsylvania. Its mission is to advance the business interests of Pennsylvania news media organizations and to promote the importance of a free and independent press.

**About PNA Foundation:**

The PNA Foundation is an independent, nonprofit corporation organized as a public foundation. Its mission is to provide training and resources to PNA 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.

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