



**Happy Valley  
Welcomes  
Innovators, Revenue  
Drivers & Inspirers**

**PNA Advertising Conference**

Sept. 24-26, 2025 | The Graduate Hotel, State College, Pa.  
*Supported by Pennsylvania Advertising Managers Association*



## Welcome to the PNA Advertising Conference!

We are thrilled to have you join us in State College for **three energizing days of learning, networking and celebrating**. This conference is built to inform, connect and inspire - giving you the tools and insights you need to thrive in a rapidly changing media landscape.

You will hear from **dynamic speakers** on topics that matter most to our industry today, from harnessing AI to strengthen ad sales and creativity, to leading with hospitality, to discovering innovative revenue streams across digital platforms. We will dive into smarter hiring strategies, rebuilding trust with advertisers and engage in lively peer-led discussions where managers share real-world solutions.

Beyond the sessions, this event is about community. You will have opportunities to connect with colleagues during networking dinners, happy hours and even a fun golf outing.

We will celebrate excellence at our special Awards Luncheon, recognizing the winners of the **PNA Foundation Advertising Contest, Audience Development Person of the Year, Newspaper Hero of the Year** and the **John G. Leeser, Jr. Scholarship Award**.

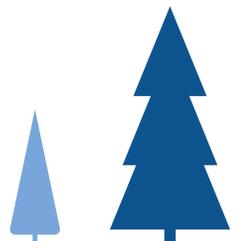
This conference is designed to spark innovative ideas, strengthen your connections and leave you better prepared to tackle the challenges and opportunities ahead.

On behalf of the Pennsylvania NewsMedia Association, welcome - **we are delighted to share this experience with you.**

Sincerely,



**Bill Cotter** President & CEO



# SCHEDULE

## WEDNESDAY, SEPT. 24

Optional golf – Coordinated by John Leeser

**6 P.M.** – Happy Hour with our group at a local establishment

**7 P.M.** – Dinner with our group at a local restaurant

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## THURSDAY, SEPT. 25

**8 A.M. – 9 A.M.** – Continental breakfast

**9 A.M. – 9:20 A.M.** – **Welcome to State College!**

Presented by **Joy Vincent-Killian**, director of Centre Foundation

**9:20 A.M. – 10:30 A.M.** – **Lead with Hospitality** – Inspire Performance

Through Emotional Connection

Presented by **Taylor Scott**, best-selling author and organizational development consultant

Discover how to lead with hospitality by creating emotional connections that inspire people to take action. This keynote will explore how evoking the right feelings can “move people to move,” empowering your team to perform at their best.

**10:30 A.M. – 10:45 A.M.** – Break

**10:45 A.M. – 11:45 A.M.** – **Leveraging AI in Ad Sales:** Smarter Tools for Better Results

Presented by **Mike McGreevy**, founder of ZoomOut Group

Technology is transforming how we sell, fulfill and measure advertising. This session explores how AI can empower ad sales teams with tools like predictive lead scoring, automated proposals and hyper-personalized ad packages built on advertiser data and audience insights. Learn how these innovations can help your reps become more consultative and effective in driving results.



**Noon – 1:30 P.M.** — Luncheon with the presentation of the PNA Foundation Advertising Contest Awards, Audience Development Person of the Year Award, Newspaper Hero of the Year Award and the John G. Leeser, Jr. Scholarship Award.

**1:45 P.M. – 2:30 P.M.** — **AI in Action:** Transforming Media Sales and Customer Engagement  
Presented by **Mike McGreevy**, founder of ZoomOut Group

AI is rapidly reshaping the future of media, advertising and audience engagement. In this session, discover how news media companies can harness AI-driven tools to gain deeper audience insights, improve ad targeting and boost operational efficiency. Learn practical strategies for using AI to generate compelling ad creatives and optimize campaign performance.

**2:30 P.M – 3:15 P.M.** — **Hiring Smarter:** How to Identify Top Sales Talent Faster  
Presented by **Mark Vinciguerra**, publisher and president, Capital Region Independent Media

Tired of wasting time on underperforming candidates? Learn how Sure Hire, a proven sales recruitment tool, can help you quickly identify high-potential hires and eliminate unqualified applicants—saving both time and money in your hiring process.



**3:15 P.M. – 3:30 P.M.** — Break

**3:30 P.M. – 4:30 P.M.** — **Exploring New Revenue Streams:** Innovative Advertising Products That Work

Panelists include:

**Kevin Vanover**, vice president of sales, The Philadelphia Inquirer

**Stephanie Fairbanks**, advertising sales manager, Gannett

**Carole DeAngelo**, director of multi-market advertising and events, Ogden Newspapers

Discover real-world success stories from news media markets across Pennsylvania and gain insight into what's driving results. This session will highlight creative strategies news organizations are using to grow revenue beyond traditional print and digital advertising. Learn how advertising leaders are building branded content programs, securing sponsorships, partnering on community events, and bundling services like SEO, social media management, and website design into long-term campaigns.

**6 P.M. – 7 P.M.** — Happy Hour with our group at a local establishment

**7 P.M.** — Dinner with our group at a local restaurant



## FRIDAY, SEPT. 26

**7:30 A.M. – 8:30 A.M.** – Breakfast

### **8:30 A.M. – 9:30 A.M.** – **Monetizing Social Media and Newsletter Audiences**

Presented by **Rob Anders**, advertising director, Pittsburgh Post-Gazette

Learn proven strategies for turning engaged readers into revenue through social media and email platforms. This session will explore how local publishers can build sustainable income by leveraging content creation, sponsorships, and ad sales—especially through video and other high-engagement formats.

**9:45 A.M. – 10:30 A.M.** – **From Publisher to Newspaper Advertiser:** Real stories and practical tips to strengthen your newspaper's sales approach.

Presented by **Patty Bennett**, newspaper consultant

In this session, Patty will share candid stories from her experiences as a client, and will offer a view of how their team's are perceived by local businesses making real advertising decisions. She will highlight simple, practical steps sales professionals can take to stand out from the competition, build stronger relationships, and retain and earn more local advertising dollars. With her background on both sides of the industry, Patty's talk will provide fresh insights and actionable takeaways to help publishers and sales managers strengthen their approach in an increasingly competitive marketplace.

**11 A.M. – 12:30 P.M.** – **Manager Roundtable:** Real Talk, Real Solutions

Facilitated by **Bill Cotter**, PNA president and CEO

Join fellow advertising managers for an open, peer-led discussion on the challenges and opportunities facing today's news media organizations. Bring your revenue ideas, pressing concerns, and real-world issues to the table—this is your chance to exchange insights, ask questions, and gain practical solutions from those who understand your day-to-day best.



# SPEAKERS

## JOY VINCENT-KILLIAN



Joy has been appointed as the inaugural Director of the Press Forward PA Wilds Chapter, led by Centre Foundation that is focused on revitalizing local journalism across nine north-central Pennsylvania counties: Cameron, Centre, Clearfield, Clinton, Elk, Lycoming, McKean, Potter, and Tioga. Press Forward is a national initiative with 45 chapters. Joy will launch and implement strategies to strengthen PA Wild's local news. Her work will include conducting community needs assessments, engaging with journalists and community members, and managing grantmaking efforts that support credible, accessible local news.

## TAYLOR SCOTT

Taylor Scott is a best-selling author, keynote speaker and organizational development consultant. He inspires audiences nationwide—from Fortune 500 companies to universities—through books, workshops and licensed content. With 20 years in hospitality at Disney, Gaylord Hotels, Wynn Resorts and The Cosmopolitan of Las Vegas, Scott draws on real-world experience to connect with leaders at all levels. He holds a bachelor's degree in business administration from Florida Southern College and a master's in hospitality management from Cornell University.



## MICHAEL MCGREEVY

With 20+ years in sales, marketing and operations, Michael McGreevy helps business leaders turn AI into their superpower. He makes AI practical and profitable for small and mid-size businesses—no tech jargon required. As founder of ZoomOut Group, he shows teams how to make AI their smartest hire.



## MARK VINCIGUERRA

Mark Vinciguerra is a veteran media executive and president of Capital Region Independent Media, where he oversees newspapers, newsletters, social media and broadcast properties across upstate New York and Vermont. A passionate advocate for community journalism, he is committed to revitalizing local news through innovation and sustainable business models. With decades of experience in circulation, publishing and audience development, Mark offers valuable insight into the future of local media and its vital role in supporting informed communities and a strong democracy.



## KEVIN VANOVER

Kevin Vanover is vice president of sales at The Philadelphia Inquirer. Prior to joining the Inquirer, he held several leadership roles at Hearst, where he specialized in digital media services and demand generation. He also played a key role in building and scaling Hearst StoryStudio, the company's branded content division. Kevin brings a strong track record of driving revenue growth through innovative advertising and content solutions.

## STEPHANIE FAIRBANKS

Stephanie Fairbanks is an experienced sales manager with a strong track record of driving advertising revenue through strategic client partnerships and innovative campaign solutions. With deep expertise in Northeast regional markets and a focus on customer satisfaction, she consistently delivers results that exceed expectations. Her collaborative leadership has helped boost brand visibility and maximize ROI for clients across a range of industries.



## CAROLE DEANGELO



Carole DeAngelo is the director of multi-market advertising and events for Ogden Newspapers. She brings more than a decade of newspaper industry experience, including leadership roles at the Observer-Reporter (Washington), the Herald-Standard (Uniontown), and most recently, the Dominion Post in Morgantown, W.Va. Her career also includes six years in radio and more than 20 years in mall management - all centered on connecting and serving communities. In addition to her media work, Carole owns a boutique in Washington and has created popular local events such as Kids Fest and the Greater Pittsburgh Food Truck Festival. An Athena Award recipient and active board member, she is a passionate advocate for small business and community engagement.

## ROB ANDERS

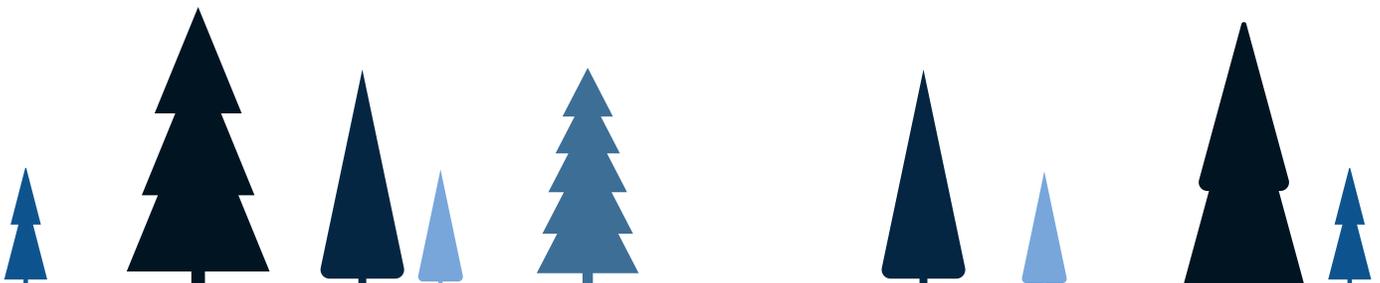
Rob Anders brings more than 20 years of experience in the news media industry, beginning his career as an inside advertising sales representative and working across multiple roles and departments. He currently serves as senior director of advertising for the Pittsburgh Post-Gazette and The Toledo Blade. From placing \$10 garage sale ads and negotiating six-figure preprint buys to even delivering a missed paper on Thanksgiving - complete with a dog bite - Rob has seen nearly every side of the revenue-generating business. His well-rounded experience reflects a deep commitment to local media and innovative advertising solutions.



## PATRICIA BENNETT



Patricia Bennett is a former newspaper executive with deep experience in advertising, sales training and multi-publication management. She led high-performing teams at The Daily Item in Sunbury and later served as group publisher for CNHI in Ashland, Ky. Now based in Lewisburg, Bennett oversees marketing for her family's retail businesses and consults with newspapers on boosting sales, team development and client engagement. A passionate industry veteran, she brings an insider's insight to revitalizing newspaper sales.



# 2025 PNA FOUNDATION ADVERTISING CONTEST WINNERS

This year's contest was judged by the Wisconsin Press Association. First, second and honorable mention awards are presented in each category as determined by the judges. Judges are given the discretion to not award the number of specified awards per category or give no award at all based on the number of entries received. Points are tallied for each winning entry. The news organization accumulating the highest total points in each division is recognized as a Sweepstakes winner.

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## ADVERTISING SWEEPSTAKES WINNERS:

**DIVISION I** – Pittsburgh Post-Gazette

**DIVISION II** – TheBurg, Harrisburg

**DIVISION III** – Bedford Gazette

**DIVISION IV** – Chestnut Hill Local, Philadelphia

## BEST USE OF VIDEO AWARD

**WINNER** – PA Media Group, Harrisburg | James Craft Apprenticeship

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## BEST SINGLE PRINT AD

### DIVISION I

**First Place** – [Trib Total Media, Pittsburgh](#) | This Fall...Put the city in the rearview mirror

**Second Place** – [Trib Total Media, Pittsburgh](#) | Love Disappoints...Pizza is Eternal

**Honorable Mention** – [Trib Total Media, Pittsburgh](#) | Your Bright Smile Won't be Eclipsed by Dark Days

### DIVISION II

**First Place** – [TheBurg, Harrisburg](#) | Experience Art That Speaks: New Exhibits at the Susquehanna Art Museum

**Second Place** – [TheBurg, Harrisburg](#) | World Migratory Bird Day 2024: Protect Insects, Protect Birds!

**Honorable Mention** – [TheBurg, Harrisburg](#) | Set Sail for an Unforgettable Rock Musical Adventure!

## DIVISION III

First Place – **Altoona Mirror** | Brent Cogan - Lighting the Way

Second Place – **Butler Eagle** | Dillon McCandless King Coulter & Graham, LLP

Honorable Mention – **The Tribune-Democrat, Johnstown** | Moonshine Mine

## DIVISION IV

First Place – **Mon Valley Independent** | Nice and cozy all season long

Second Place – **Leader Times, Kittanning** | Flowers on Mulberry

Honorable Mention – **The Times News, Lehighton** | Apollo Farms



## BEST SINGLE DIGITAL AD

### DIVISION I

First Place – **Pittsburgh Post-Gazette** | Bedillion Honey Farm

Second Place – **Pittsburgh Post-Gazette** | Crafting with Glorious Purpose

Honorable Mention – **Pittsburgh Post-Gazette** | Golden Corral

### DIVISION II

First Place – **TheBurg, Harrisburg** | Celebrating the Legacy of Black American Art...

Second Place – **TheBurg, Harrisburg** | Put Your Money Where It Matters – Build a Brighter Future with Members 1st!

### DIVISION III

First Place – **Bedford Gazette** | Bedford Springs Best of the Best

Second Place – **Press Enterprise, Bloomsburg** | Pine Barn Inn

Honorable Mention – **Bedford Gazette** | DBI Chili Cook Off

### DIVISION IV

First Place – **The Times News, Lehighton** | Ukrainian Homestead

# SMALL SPACE AD

## DIVISION I

First Place – [PA Media Group, Harrisburg](#) | Chuck’s Train Show

Second Place – [Pittsburgh Post-Gazette](#) | The Latino Spot

Honorable Mention – [Pittsburgh Post-Gazette](#) | Ligonier Tavern & Table

## DIVISION II

First Place – [The Almanac, McMurray](#) | Vortex Helicopter

Second Place – [The Almanac, McMurray](#) | Paradise Confectionery

Honorable Mention – [TheBurg, Harrisburg](#) | Bold, Simple, Effective: A Print Ad That Stood Out

## DIVISION III

First Place – [Bucks County Herald, Doylestown](#) | Donegal Insurance

Second Place – [Press Enterprise, Bloomsburg](#) | J&M Auto Appearance

Honorable Mention – [The Daily Item, Sunbury](#) | Home Improvement

## DIVISION IV

First Place – [Chestnut Hill Local, Philadelphia](#) | Morris Arboretum - Fall

Second Place – [Mon Valley Independent](#) | Armando’s Pizza

Honorable Mention – [The Times News, Lehighton](#) | S-A Trout Ponds



# AD CAMPAIGN OR SERIES

## DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | Kamin (Carnegie) Science Center

Second Place – [PA Media Group, Harrisburg](#) | Lake Tobias Gift of Adventure

Honorable Mention – [Pittsburgh Post-Gazette](#) | Trax Farms: Christmas Tree Farm

## DIVISION II

First Place – [TheBurg, Harrisburg](#) | Recruiting for Impact: A Strategic, Multi-Month Campaign to Attract New Talent

Second Place – [The Almanac, McMurray](#) | New Arrivals

## DIVISION III

First Place – [Bedford Gazette](#) | Coldwell Banker Real Estate Series

Second Place – [Butler Eagle](#) | Chestnut Grove

Honorable Mention – [The Daily Item, Sunbury](#) | The Collection

## DIVISION IV

First Place – [Williamsport Sun-Gazette](#) | Little Men Football

Second Place – [The Times News, Lehighton](#) | Valley Primary Care



## MULTIPLE ADVERTISER AD

### DIVISION I

First Place – [Trib Total Media, Pittsburgh](#) | Come support your local small business

Second Place – [Pittsburgh Post-Gazette](#) | Capture the Moments of Your Wedding Day with These Wedding Photographers

Honorable Mention – [Pittsburgh Post-Gazette](#) | “Easy Breezy Outdoor Dining Spots for Summer” Branded Content Article

### DIVISION II

First Place – [The Almanac, McMurray](#) | BeLocal Member List

Second Place – [TheBurg, Harrisburg](#) | Celebrating the Year of the Arts: A Multi-Advertiser Print Campaign That Inspired Engagement

### DIVISION III

First Place – [Bedford Gazette](#) | Veterans Day

Second Place – [The Daily Item, Sunbury](#) | Holiday Food & Drink Guide

Honorable Mention – [The Tribune-Democrat, Johnstown](#) | Somerset County Visions 2024

### DIVISION IV

First Place – [Town and Country, Pennsburg](#) | Grand Celebration Weekend

Second Place – [The Times News, Lehighton](#) | Women in Business

Honorable Mention – [The Times News, Lehighton](#) | Thank You Advertisers!

# AD CAMPAIGN USING MULTIPLE PRODUCTS

## DIVISION I

First Place – [PA Media Group, Harrisburg](#) | Happy Valley Adventure Bureau Visitors Center

Second Place – [Pittsburgh Post-Gazette](#) | Pittsburgh Agway

Honorable Mention – [PA Media Group, Harrisburg](#) | Pennsylvania National Horse Show

## DIVISION II

First Place – [The Almanac, McMurray](#) | New Arrivals

Second Place – [TheBurg, Harrisburg](#) | Live! Casino & Hotel Maryland: A Multi-Platform Campaign Driving Engagement & Bookings

Honorable Mention – [TheBurg, Harrisburg](#) | Hollywood Casino's Multi-Platform Campaign: Driving Excitement and Engagement

## DIVISION III

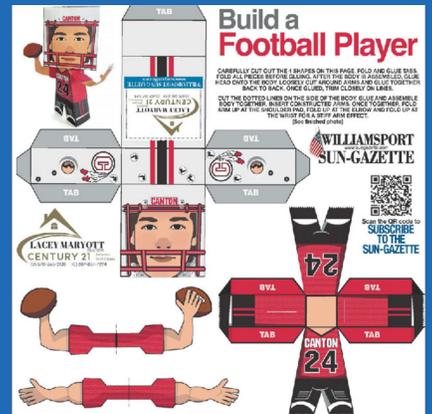
First Place – [Bedford Gazette](#) | Playoff Power Picks - Print & Online

Second Place – [Press Enterprise, Bloomsburg](#) | Find the Pickle

## DIVISION IV

First Place – [Williamsport Sun-Gazette](#) | Lycoming College / Local Sports

Second Place – [Williamsport Sun-Gazette](#) | Long Island Pizza / Progress Edition



# SPECIAL EVENT / VENDOR SUPPORT IDEA

## DIVISION I

First Place – [PA Media Group, Harrisburg](#) | Best & Brightest 2024

Second Place – [Pittsburgh Post-Gazette](#) | Alzheimer's Association Tab: Walk to End Alzheimer's

Honorable Mention – [PA Media Group, Harrisburg](#) | High School Sports Awards 2024

## DIVISION II

**First Place** – **TheBurg, Harrisburg** | Driving Engagement & Community Support: A Special Event & Vendor-Backed Campaign for HYP 20 in Their 20s

**Second Place** – **The Almanac, McMurray** | South Hills Home Show - Program

## DIVISION III

**First Place** – **Bedford Gazette** | Paint the Town Pink for Breast Cancer Awareness

**Second Place** – **Observer-Reporter, Washington** | All For Her

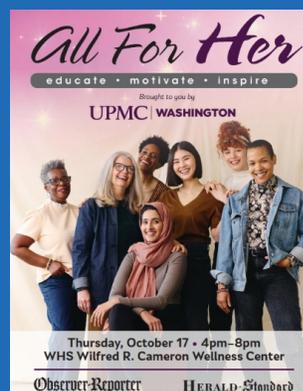
**Honorable Mention** – **Observer-Reporter, Washington** | Best of the Best - Event Program

## DIVISION IV

**First Place** – **Herald-Standard, Uniontown** | All For Her

**Second Place** – **Herald-Standard, Uniontown** | Greater Pittsburgh Food Truck Festival

**Honorable Mention** – **Herald-Standard, Uniontown** | Founding Day



## SPECIAL SECTION / NICHE PUBLICATION

### DIVISION I

**First Place** – **PA Media Group, Harrisburg** | The A&E Guide

**Second Place** – **Pittsburgh Post-Gazette** | Aging Guide

**Honorable Mention** – **PA Media Group, Harrisburg** | Holiday Greetings 2024

### DIVISION II

**First Place** – **The Almanac, McMurray** | South Hills Living

**Second Place** – **TheBurg, Harrisburg** | Bringing Art to Life: TheBurg's July Pull-Out Mural Map Brochure

**Honorable Mention** – **The Almanac, McMurray** | Best of Sports

## DIVISION III

**First Place** – [Observer-Reporter, Washington](#) | First Federal - 100th Anniversary Magazine

**Second Place** – [Bucks County Herald, Doylestown](#) | Bucks Family

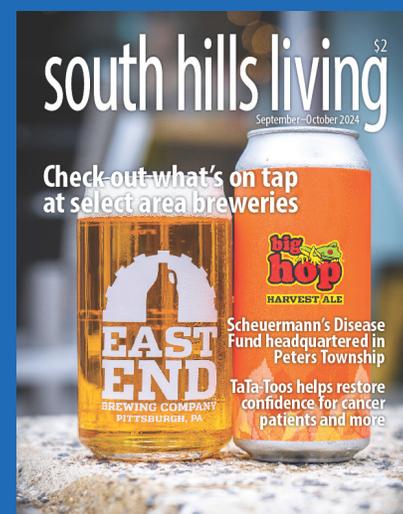
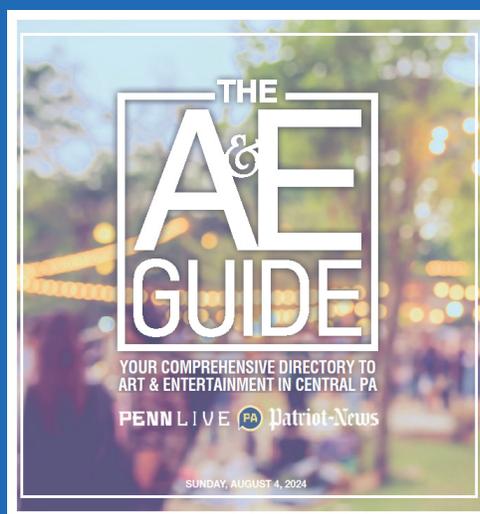
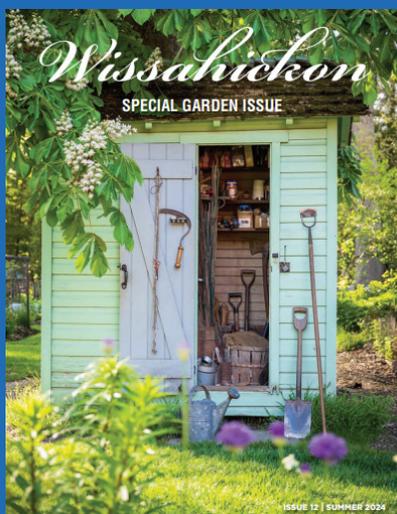
**Honorable Mention** – [Observer-Reporter, Washington](#) | SWPA Business Journal Magazine

## DIVISION IV

**First Place** – [Chestnut Hill Local, Philadelphia](#) | Wissahickon Magazine - Garden issue

**Second Place** – [The Times News, Lehighton](#) | Cookbook

**Honorable Mention** – [The Indiana Gazette](#) | Taste of the Towns 2024



## BEST BRANDED CONTENT ADVERTISING

### DIVISION I

**First Place** – [PublicSource](#) | YWCA confronts race, power, privilege and leadership

**Second Place** – [Pittsburgh Post-Gazette](#) | 6 Places to Find Mouth-Watering Bakery Treats in Pittsburgh

**Honorable Mention** – [PA Media Group, Harrisburg](#) | Lebanon Valley College Engineering Physics Degree

### DIVISION II

**First Place** – [TheBurg, Harrisburg](#) | Engaging Young Minds: A Sponsored Burg Junior Puzzle Page That Entertains & Educates

**Second Place** – [TheBurg, Harrisburg](#) | Raising Awareness & Promoting Prevention: A Sponsored Content Campaign on Melanoma

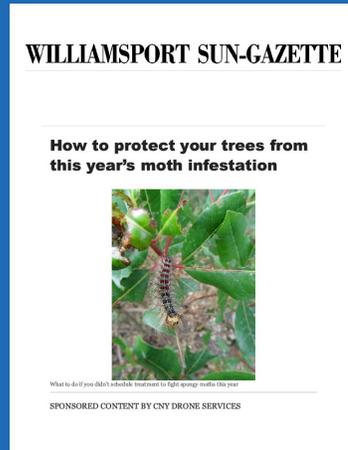
**Honorable Mention** – [The Almanac, McMurray](#) | South Hills Auto - 50 Years of Driving Community Forward

## DIVISION III

First Place – [Press Enterprise, Bloomsburg](#) | Expert Advice Series

## DIVISION IV

First Place – [Williamsport Sun-Gazette](#) | CNY Drone Services/Spongy Moths



## SELF PROMOTION ADVERTISING

### DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | Sunday PG Food Section Promotional Print and Digital Ads

Second Place – [PA Media Group, Harrisburg](#) | It's a hit!

Honorable Mention – [Pittsburgh Post-Gazette](#) | 60th Annual Golden Quill Awards Program Ad

### DIVISION II

First Place – [TheBurg, Harrisburg](#) | Wearing Community Pride...

Second Place – [The Almanac, McMurray](#) | Reimagine Main Street - Search Results

Honorable Mention – [TheBurg, Harrisburg](#) | Celebrating 15 Years of Community Impact...

### DIVISION III

First Place – [Bucks County Herald, Doylestown](#) | Bucks County Herald Foundation - Giving Tuesday

Second Place – [Bucks County Herald, Doylestown](#) | Rivertowns Magazine Subscription Ads

### DIVISION IV

First Place – [Mon Valley Independent](#) | Stay in the Game with the Mon Valley Independent

Second Place – [The Times News, Lehighon](#) | NIE-Newspaper In Education

Honorable Mention – [Williamsport Sun-Gazette](#) | Williamsport Sun-Gazette

# BEST BUSINESS–BUILDING IDEA

## DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | Iconic PGH

Second Place – [Pittsburgh Post-Gazette](#) | Downtown Holiday Hop

Honorable Mention – [Pittsburgh Post-Gazette](#) | Pittsburgh Pizza Passport

## DIVISION II

First Place – [The Almanac, McMurray](#) | SWPA Coupon Book & Gift Guide

Second Place – [TheBurg, Harrisburg](#) | Strengthening Community Support...

Honorable Mention – [The Almanac, McMurray](#) | St. Clair Health - Anniversary Magazine

## DIVISION III

First Place – [Press Enterprise, Bloomsburg](#) | Front Page Non-Stickers

Second Place – [Butler Eagle](#) | Can-Am Police-Fire Games Daily Sections

## DIVISION IV

First Place – [Chestnut Hill Local, Philadelphia](#) | Home & Garden / Spring promo

Second Place – [Herald-Standard, Uniontown](#) | GO Xplore

Honorable Mention – [The Indiana Gazette](#) | Indiana Gazette and Blairsville Dispatch Weekly Football Contest

CHESTNUT HILL Home + Garden FESTIVAL

Don't miss the Chestnut Hill Local's 2024 Festival Guide!

To advertise, contact your rep by April 28th.  
Businesses in Philadelphia, contact Leslie Cerf at 215-248-8816 or email [Leslie@ChestnutHillLocal.com](mailto:Leslie@ChestnutHillLocal.com)  
Businesses in Montco, contact George Ward at 215-248-8133 or email [George@ChestnutHillLocal.com](mailto:George@ChestnutHillLocal.com)

Coming May 2nd

Chestnut Hill Local Named 2023's Best Weekly Newspaper in Pennsylvania Mt. Airy Local

PRESS ENTERPRISE

FOR COLUMBIA COUNTY

MCGAW FOR STATE REP

TERRIFYING TRAVEL: 'TIS THE SEASON FOR SPOOKY TRIPS PAGE 18

CLARK, DETRICK, FERRIS, NOSS AND RHEAM OBITUARIES PAGE 4

THURSDAY, OCTOBER 31, 2024 \$2

September 28th

CELEBRATE ALL THINGS PITTSBURGH AT THE TERMINAL MARKET

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# NEW! MOST IMPROVED AD

## DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | Eastern Refinishing

Second Place – [Pittsburgh Post-Gazette](#) | Tri-Boro Federal Credit Union

Honorable Mention – [PA Media Group, Harrisburg](#) | James Craft Now Hiring Plumbers

## DIVISION III

First Place - **Observer-Reporter, Washington** | Tri State Neuropathy

Second Place - **Butler Eagle** | Western PA Model Railroad Museum

Honorable Mention - **Bedford Gazette** | Everett Spotlight Before/After

## DIVISION IV

First Place - **Mon Valley Independent** | Candelore's Barking Beauties

Second Place - **The Times News, Lehighton** | Hager Furniture

Honorable Mention - **The Times News, Lehighton** | Cheng Law

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**Barb M**  
I am 100% better and looking forward to starting to go for walks again.

**Wayne L**  
I am back cutting the grass, walking through the neighborhood and doing more things.

**Dr. Michael Scarton**  
Chiropractic Physician

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## BEST AUTOMOTIVE / TRANSPORTATION AD

### DIVISION I

First Place - **Pittsburgh Post-Gazette** | Moon Township Honda - Print

Second Place - **PA Media Group, Harrisburg** | 133 Reasons Why LB Smith Ford Lincoln

Honorable Mention - **Pittsburgh Post-Gazette** | Moon Township Honda - Digital

### DIVISION II

First Place - **TheBurg, Harrisburg** | Accelerating Engagement...

Second Place - **The Almanac, McMurray** | Auto Directory - South Hills Living

## DIVISION III

First Place – [Press Enterprise, Bloomsburg](#) | Slide In to Ken Pollock Ford

Second Place – [The Tribune-Democrat, Johnstown](#) | Memorial Highway Chevrolet

Honorable Mention – [Press Enterprise, Bloomsburg](#) | Jack Metzger Auto Group

## DIVISION IV

First Place – [Herald-Standard, Uniontown](#) | Ford of Uniontown - Memorial Day Sale

Second Place – [Herald-Standard, Uniontown](#) | Ford of Uniontown - Summer Ad

Honorable Mention – [The Times News, Lehighton](#) | Schlier's Towing and Mini Mart

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## BEST REAL ESTATE / BUILDERS / RENTERS AD

### DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | North Shore Flats

Second Place – [PA Media Group, Harrisburg](#) | Hochstetler Open House

Honorable Mention – [PA Media Group, Harrisburg](#) | Garman Builders Parkway Farms

### DIVISION II

First Place – [The Almanac, McMurray](#) | Jeff Selvoski EXP Realty - Football Preview Ad

Second Place – [TheBurg, Harrisburg](#) | Finding Home: TheBurg's Best Real Estate Ad for Midtown Property Management

## DIVISION III

**First Place** – **Bucks County Herald, Doylestown** | Keller Williams Luxury

**Second Place** – **Bedford Gazette** | Melinda

**Honorable Mention** – **Bedford Gazette** | Homewood at Spring House Estates Christmas

## DIVISION IV

**First Place** – **Chestnut Hill Local, Philadelphia** | Berkshire Hathaway agents

**Second Place** – **Chestnut Hill Local, Philadelphia** | The Sivel Group

**Honorable Mention** – **Dillsburg Banner** | Berkshire Hathaway

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Peters Township School District is accepting applications for the following positions:	
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<b>Part Time</b> - Paraprofessionals, Cafeteria Food Service Workers, Van and Bus Drivers	
Substitute Teachers	
E.O.E.	
	To see job details, scan the code or visit: <a href="http://www.ptsd.k12.pa.us/Employment.aspx">www.ptsd.k12.pa.us/Employment.aspx</a>

## BEST RECRUITMENT OR COMMERCIAL AD

### DIVISION I

**First Place** – **Pittsburgh Post-Gazette** | Peters Township School District

**Second Place** – **PA Media Group, Harrisburg** | Leer Electric NFPA 70E Compliance

**Honorable Mention** – **PA Media Group, Harrisburg** | James Craft Mechanical Estimator

### DIVISION II

**First Place** – **TheBurg, Harrisburg** | Building Careers, Changing Lives: TheBurg's Best Recruitment Ad for Dauphin County Prison

## DIVISION III

First Place – [Observer-Reporter, Washington](#) | Jeff Selvoski EXP Realty - SWPA Cookbook

Second Place – [The Daily Item, Sunbury](#) | Join Our Team

Honorable Mention – [Bedford Gazette](#) | Bayada Recruitment

## DIVISION IV

First Place – [Chestnut Hill Local, Philadelphia](#) | Occasionette recruitment

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& TREATMENT SPECIALISTS  
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GOODS & GIFTS  
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YORK	CARLISLE
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JUNE 27 - JUNE 29  
PRIDE PARKING IN AN ARENA  
Soldiers Grove - Harrisburg, PA  
September 2024 Issue \$10

## WILD CARD CATEGORY

### DIVISION I

First Place – [Pittsburgh Post-Gazette](#) | Holiday Cookie Challenge

Second Place – [PA Media Group, Harrisburg](#) | Saint Vincent Email, Together We Rise

Honorable Mention – [Pittsburgh Post-Gazette](#) | PG Store Filler Ads: Fan-Cave Essentials

### DIVISION II

First Place – [TheBurg, Harrisburg](#) | Introducing TheBurg's Pride Guide: A New Community Resource for 2024

Second Place – [The Almanac, McMurray](#) | Welcome to Our Community E-Blast

### DIVISION III

First Place – [Press Enterprise, Bloomsburg](#) | Custom Wrapping Paper

Second Place – [Press Enterprise, Bloomsburg](#) | Halloween Mask Coloring Contest

Honorable Mention – [Bucks County Herald, Doylestown](#) | Bucks County Herald Media Kit

### DIVISION IV

First Place – [Herald-Standard, Uniontown](#) | Welcome to the Neighborhood E-Blast

# 2025 AUDIENCE DEVELOPMENT PERSON OF THE YEAR AND NEWSPAPER HERO OF THE YEAR

Realizing that audience development is key to gaining and retaining readers, and in recognition of the vital role this plays in the news media business, the PNA Foundation created two new awards this year to honor an [Audience Development Person of the Year](#) and [Newspaper Hero of the Year](#).

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## AUDIENCE DEVELOPMENT PERSON OF THE YEAR

Winner – [Devon Stout, publisher](#) – The Meadville Tribune

## NEWSPAPER HERO OF THE YEAR AWARDS

Winners – [Morgan Phillips, photographer](#) – Butler Eagle, and [Margaret Weaver](#) – Sample News Group

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# 2025 JOHN G. LEESER, JR. SCHOLARSHIPS

Since its founding in 1928, the Interstate Advertising Managers' Association (IAMA) contributed over \$100,000 in scholarship funds to college or university students. Later, the Pennsylvania Advertising Managers' Association (PAMA) carried on the tradition of awarding scholarships to students at Pennsylvania colleges or universities majoring in advertising, more recently renaming the scholarship to the [John G. Leeser, Jr. Scholarship](#), for his dedication to the organization and the sales profession.

The PNA Foundation is proud to continue with this time-honored tradition and are recognizing two Pennsylvania college students majoring in advertising or related major with an award of \$1,500 each.

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Winners – [Logan Crossett](#), Elizabethtown College, and [Aliyyah Gonzalez](#), Chestnut Hill College



# Be a part of a once-in-a-century Celebration

Join industry leaders, colleagues and friends for an unforgettable evening of inspiration, recognition and connection. The festivities include a compelling keynote speaker, the induction of 25 PNA Hall of Fame honorees and the presentation of other prestigious awards. **Secure your seat today and celebrate with us.** Have a party of eight or more? Contact [teresas@pa-news.org](mailto:teresas@pa-news.org) to reserve a full table.

**4:30 P.M.** – Private event for the  
PNA Hall of Fame recipients

**5:30 P.M.** – Cocktail reception  
and PNA Foundation auction

**7:00 P.M.** – Dinner and program

**Nov. 13, 2025 | Hershey Country Club**  
**1000 E. Derry Road, Hershey, PA 17033**

*A limited number of overnight rooms at the Hotel Hershey are available at \$285 + tax.*

To purchase tickets for the gala and reserve an overnight room, please visit: [panewsmedia.org/events/pna-100th-anniversary-gala/](http://panewsmedia.org/events/pna-100th-anniversary-gala/)