

### President's Message

#### Dear members, boards of directors and friends of the Pennsylvania NewsMedia Association,

As we conclude our remarkable 100th anniversary celebration, we invite you to join us for a memorable evening honoring our shared legacy as we look ahead to the future of Pennsylvania's news media industry.

Mark your calendars for the 100th Anniversary Gala, taking place on November 13 at the Hershey Country Club. This special event will feature Nancy Lane, CEO Emeritus, Local Media Association as our keynote speaker, the induction of 25 individuals into the prestigious PNA Hall of Fame, and the presentation of several distinguished honors: the PNA Lifetime Achievement Award and the Benjamin Franklin Award for Excellence, as well as three new honors debuting this year — the News Media Industry Executive of the Year Award, the News Media Industry Innovator of the Year Award and the News Media Industry Emerging Leader of the Year Award.

PNA and our members look forward to taking on the challenges of the next 100 years together with passion, confidence, creativity, and a focus on growing our audience and revenue in new ways to support award winning local journalism across the commonwealth.

This gala marks the grand finale of a milestone year and offers an opportunity for us to celebrate the incredible people and institutions that have made, and continue to make, a difference in local journalism throughout the commonwealth.

On behalf of the teams at PNA, the PNA Foundation and MANSI Media, thank you for being an integral part of our journey. Your continued support, dedication and passion for journalism fuel our mission and vision for the next 100 years.

We look forward to celebrating with you in Hershey.

With sincere appreciation,

William M. Cotter

William M. Cotter











# 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 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/



## Keynôte Speaker



#### Local Media Association's Nancy Lane to be Gala Keynote Speaker

We are pleased to welcome Nancy Lane, CEO emeritus of Local Media Association and Local Media Foundation, as our gala keynote speaker. She was born and raised in Delaware County and started her career at the News of Delaware County as an advertising sales executive. She eventually became publisher of The Phoenix (Phoenixville), The Mercury (Pottstown) and the Daily Local News (West Chester).

Under her leadership at LMA, some of the most important industry initiatives launched: Word in Black (led by 10 of the nation's iconic Black publishers), LMA Covering Climate Collaborative (with 40+ news, science and academic partners), News is Out – National Queer Media Collaborative, The Branded Content Project (more than \$100 million sold to date), the Lab for Journalism Funding (more than \$30 million raised to date), the Local News Fund (more than \$20 million raised for journalism projects) and dozens of other initiatives. Nancy is a champion for underrepresented media, industry collaboration, journalism funded by philanthropy and press freedom.

She lives in St. Augustine and Jacksonville Beach, Florida, with her husband, Dr. Shawn Burton, and their adorable dog Hugo.

PNA Awards

#### Lifetime Achievement Award

Recognizes an individual who has performed an outstanding service and accomplishment spanning a career in journalism. The nominee must be a present or former publisher or senior manager of a Pennsylvania newspaper and have spent a significant part of his or her career working in Pennsylvania. Nominations may only be made by current or former owners or employees of Pennsylvania NewsMedia Association members. The goal is to recognize a track record of excellence and service to newspapers and journalism.

#### Benjamin Franklin Award for Excellence

Celebrates an individual who has performed an outstanding service to his/her newspaper, to the news media industry in general, to his/her local community, or to the Pennsylvania NewsMedia Association that reflected positively on the news media industry in Pennsylvania. Nominees may include news media owners and employees, legislators, community leaders, business leaders and university/college administrators.

#### Hall of Fame Award

Salutes individuals who have performed outstanding and distinguished service on behalf of the news media industry in the commonwealth. Hall of Famers have supported PNA, the PNA Foundation and/or MANSI Media, making a positive impact on the mission of these organizations through personal, professional and financial contributions.

#### News Media Industry Executive of the Year Award

Honors a distinguished executive whose leadership, innovation and strategic vision has had a profound and lasting impact on the news media industry.

#### News Media Industry Innovator of the Year Award

Recognizes an individual whose groundbreaking ideas and forward-thinking strategies have made a significant, measurable impact on the news media industry in Pennsylvania.

#### News Media Industry Emerging Leader of the Year Award

Honors an exceptional individual who is making a meaningful impact in Pennsylvania's news media landscape and shows outstanding promise as a future leader in the industry.







#### **PRESENTING SPONSOR**

\$7,500 Investment | One sponsorship available

This package includes exclusive presenting sponsor status, eight tickets to remarks, and sponsor signage at each table and more!



#### **RECEPTION SPONSOR**

\$6,000 Investment | One sponsorship available

This package includes exclusive reception sponsor status, four tickets to the commemerative program, up to three-minute welcome remarks and sponsors.



#### PREMIERE SPONSORS

\$5,000 Investment | Three sponsorships available

This package includes a half-page ad in the commemorative program, your logo in the program, four tickets to the gala and sponsor signage at each table.

#### **SUPPORTING SPONSORS**

\$2,500 Investment | Four sponsorships available | Two Sold

This package includes a quarter-page ad in the commemorative program, your logo in the program, two tickets to the gala and sponsor signage at each table.

#### ANNIVERSARY SPONSORS

\$1,000 Investment | Five sponsorships available

This package includes sponsor signage at each table, your logo in the program and one ticket to the gala.

For more information or custom sponsorship packages, contact John Derr at johnd@mansimedia.com



#### Donate, Bid, Win!

During the 100th Anniversary Gala, attendees can bid on a variety of items. All contributions will benefit PNA Foundation training programs and statewide contests. Support through the private auction will help the sustainability of local news through training and recognition of professional and student journalists.

#### Please consider making a donation

Items large and small are needed. Donate a stay at a vacation home, tickets to a pro sports game, an autographed book, a framed print, a case of local wine, or provide monetary donations for curated gifts, all for a good cause.

All donated items for the auction are needed by October 31.

#### Celebrate PNA or a Hall of Fame Inductee with a congratulatory ad!

Reach Pennsylvania news media executives and Hall of Fame inductees with a message of congratulations in the full-color, glossy commemorative program distributed at the 100th Anniversary Gala and beyond. An ad in this publication is an excellent way to announce your support for the great work PNA has done for the cause of journalism and free speech over the past century. It's also a great opportunity to honor a special PNA Hall of Fame inductee or the entire class!

*Full-page Ad* 7.25" × 10.25" | **\$795** 

**Half-page Ad** 7.25" x 5" | \$495

**Quarter-page Ad** 3.5" x 5" | \$295

**Please provide finished ads at sizes above in PDF format.** If you need PNA to build your advertisement, please provide all copy, high-quality photos (jpeg or png), and relevant logos (png or eps) one week prior to deadline. **Submission deadline is Oct. 16.** 







#### **PNA Gala Event Committee**

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