

A large, stylized leaf graphic in dark blue and black, set against a yellow background. The leaf is positioned diagonally, with its base at the bottom left and its tip pointing towards the top right. The leaf's veins are highlighted in yellow, creating a strong contrast with the dark blue and black of the leaf itself. The background is a solid yellow color, with some dark blue and black geometric shapes in the upper left corner.

2025 PNA EXCLUSIVE MEMBER BENEFITS

Supporting Local News
Media Organizations in
the Commonwealth
for 100 Years

PENNSYLVANIA
NewsMedia
ASSOCIATION

LETTER FROM THE PRESIDENT

Dear PNA members,

As a member of the Pennsylvania NewsMedia Association, all employees of your organization have access to a wealth of benefits designed to support and enhance the success of your local news operation. PNA provides legal assistance, legislative advocacy at the state Capitol, training and coaching on innovative topics, marketing resources to increase advertising revenue, recognition opportunities through contests and awards and networking opportunities that foster collaboration and an exchange of ideas.

PNA is proud to be the largest state press association in the U.S. Our executive leadership team of eight professionals – each with decades of news media industry experience and knowledge – works closely with our support staff to ensure we are providing best-in-class service and resources to our members.

The PNA Board of Directors includes members from across the commonwealth who represent daily, nondaily and digital news media organizations.

Whether you work in management, editorial, advertising, production or circulation, PNA is here to support you.

Sincerely,



WILLIAM M. COTTER
PRESIDENT & CEO

BCOTTER@PA-NEWS.ORG 717-703-3076

PENNSYLVANIA NEWSPAPER INDUSTRY

BY THE NUMBERS

The newspaper industry in Pennsylvania plays a significant role in the state's economy, contributing to job creation, business development and community engagement. As an integral part of local and regional media, newspapers generate revenue through advertising, subscriptions, public notices and event sponsorships that support thousands of jobs in journalism, printing, distribution and administration.

THE ECONOMIC IMPACT OF THE
NEWSPAPER INDUSTRY IN
PENNSYLVANIA IN 2023 WAS

OVER \$1 BILLION

INCLUDING

\$427.8 MILLION
IN LABOR INCOME.*

\$40.2 MILLION

STATE AND LOCAL TAX IMPACT OF THE
NEWSPAPER INDUSTRY IN PENNSYLVANIA

THE PENNSYLVANIA NEWSPAPER INDUSTRY
SUPPORTED AND SUSTAINED

7,279 JOBS

IT'S ESTIMATED THAT PENNSYLVANIA
NEWSPAPER EMPLOYEES GIVE MORE THAN

\$2.4 MILLION

ANNUALLY IN CHARITABLE DONATIONS AND
VOLUNTEER MORE THAN

65,000 HOURS

VALUED AT \$2 MILLION.

CREATING A COMBINED COMMUNITY
STEWARDSHIP OF

\$4.4 MILLION

IN ADDITION TO THE INDUSTRY'S

MORE THAN

\$1 BILLION

ECONOMIC IMPACT





LEGAL SERVICES



MELISSA BEVAN MELEWSKY

MEDIA LAW COUNSEL

MELISSAM@PA-NEWS.ORG ♦ 717-703-3048

PNA attorneys provide extensive media-related legal services to our members through:

LEGAL HOTLINE

The PNA Legal Hotline (717-703-3080) is available on demand 365 days a year and offers unlimited free counseling.

- Drafting and editing Right-to-Know Law requests and appeals
- Pre-publication review of advertising, news and editorial content
- On-the-record commentary
- Legal research and advice on background
- Outreach to, and liaise with, government agencies on members' behalf





FREE TRAINING

Provide unlimited education/training sessions along with a webinar library on legal issues relating to:

- Right-to-Know Law
- Sunshine Act
- First Amendment
- Wiretap Act
- Clean State Law
- Medical Marijuana Act
- Unified Judicial System of Pennsylvania Public Access Policy
- Defamation
- Invasion of Privacy
- Advertising, Fair Housing and Employment
- Open Courts
- Tobacco, Alcohol and Cannabis Ads
- Trademark and Copyright

AMICUS BRIEFS & LITIGATION REFERRAL SERVICES

- Members involved in litigation can request amicus participation from PNA and partnering media organizations at no cost.
- PNA media law counsel works with a broad network of highly skilled media law attorneys across the commonwealth and can connect members with experienced media law attorneys and law firms as well as pro-bono legal service organizations.





MEDIA INDUSTRY LEGISLATIVE & LOBBYING SUPPORT



JAN MURPHY
DIRECTOR, GOVERNMENT AFFAIRS
JANM@PA-NEWS.ORG ♦ 717-703-3031

The PNA legislative affairs department works tirelessly in Harrisburg and across Pennsylvania to:

Advocate for public policy serving the business interests of the news media industry:

- Modernizing the law to keep public notices in digital and print newspapers is a priority.
- Advocating for a Local Journalism Sustainability Tax Credit program to help newspapers retain and hire employees

Champion legislation that fosters essential, robust, compelling journalism:

- Monitor all bills moving through the General Assembly
- Fight for improvements and updates to the Right-to-Know Law and Sunshine Act
- Protect First Amendment freedoms
- Collaborate with other statewide groups on issues promoting government accessibility and transparency



Build productive relationships with state legislators:

- Meet with officials in Harrisburg and in their home districts
- Educate lawmakers about the importance and power of local journalism
- Emphasize local news media's essential role in strong, engaged communities and a healthy democracy

Communicate legislative initiatives to members

- Provide updates via weekly newsletters, individual outreach and op-eds.



Activate members for legislative success:

- Rally participation in Day on the Hill, National Newspaper Week and Sunshine Week events
- Tap members for critical legislative visits
- Enlist members for PNA's Government Affairs Committee, issue-focused task forces and editorials

In addition to a full-time government affairs director with more than two decades of reporting on Pennsylvania state government, PNA relies on the following to assist in its lobbying and legislative efforts:

- Legislative consultant and former longtime journalist and editor Barbara Hough Huesken
- Three experienced media attorneys, Melissa Bevan Melewsky, Catie Gavenonis and Paula Knudsen Burke
- Four seasoned government relations professionals from Harrisburg-based Novak Strategic Advisors who combined have 80-plus years of lobbying and government experience to help advance our legislative agenda

TRAINING & NETWORKING OPPORTUNITIES

The Pennsylvania NewsMedia Association Foundation provides best-in-class training and networking opportunities to all news media departments through a variety of platforms.

- Hosts educational webinars in the areas of advertising and revenue-generating ideas, audience development, editorial basics, legal issues and legislative priorities
- Coordinates PNA On the Road regional workshops with advertising and editorial tracks
- Facilitates recurring virtual roundtable discussions to encourage dialogue, peer-to-peer learning and engagement
- Presents a series of member events throughout the year, including an annual golf outing, advertising conference, legal and legislative boot camp and gala event in conjunction with PNA's 100th Anniversary





REVENUE-GENERATING RESOURCES

PNA provides a variety of resources to support our members' advertising and marketing efforts and help grow your business.

ADVERTISING SALES SUPPORT FLYERS

Downloadable information that highlights the benefits of print and digital newspaper advertising, identifies consumer purchase intentions, or showcases how adults of all ages engage with news media

DESIGNATED MARKET AREA (DMA) RESEARCH

Relevant local data can help marketers feel more confident about investing their advertising dollars with your news media products. PNA provides industry-leading information from two respected sources: Nielsen Scarborough and AdMall® that can be used in your media kit and to support your advertising efforts.

POLITICAL ADVERTISING RESOURCE CENTER

Secure political advertising dollars by accessing detailed information about candidates, special interest groups and political action committees, as well as targeted marketing flyers and a customizable PowerPoint presentation.

SALES AND MARKETING HOTLINE

Get answers to your advertising-and-marketing-related questions for a sales advantage when prospecting for new business or engaging with current advertisers.





PROFESSIONAL RECOGNITION

PNA and the PNA Foundation host a variety of contests and awards programs, recognizing the outstanding achievements of professional and student journalists, sales staff, carriers and company leaders.

This includes:

KEYSTONE MEDIA AWARDS

Reinforce excellence by individuals in the news media profession by recognizing journalism that consistently provides relevance, integrity and initiative in serving readers and audiences, and faithfully fulfills its First Amendment rights and responsibilities.

STUDENT KEYSTONE MEDIA AWARDS

Recognizes high school and college journalism that provides relevance, integrity and initiative in serving readers.

NEWS ORGANIZATION OF THE YEAR AWARDS

NOY designation recognizes outstanding work across all departments and products, with an emphasis on overall excellence.

PNA FOUNDATION ADVERTISING CONTEST

Recognizes advertising departments across Pennsylvania that continue to produce outstanding printed and digital classified and display ads, campaigns, and special publications.

LIFETIME ACHIEVEMENT AWARD

Honors outstanding service and accomplishment spanning a career in journalism.

BENJAMIN FRANKLIN AWARD FOR EXCELLENCE

Recognizes individuals whose outstanding performance or accomplishments have positively impacted their newspapers, the news media industry, their local communities, or PNA.

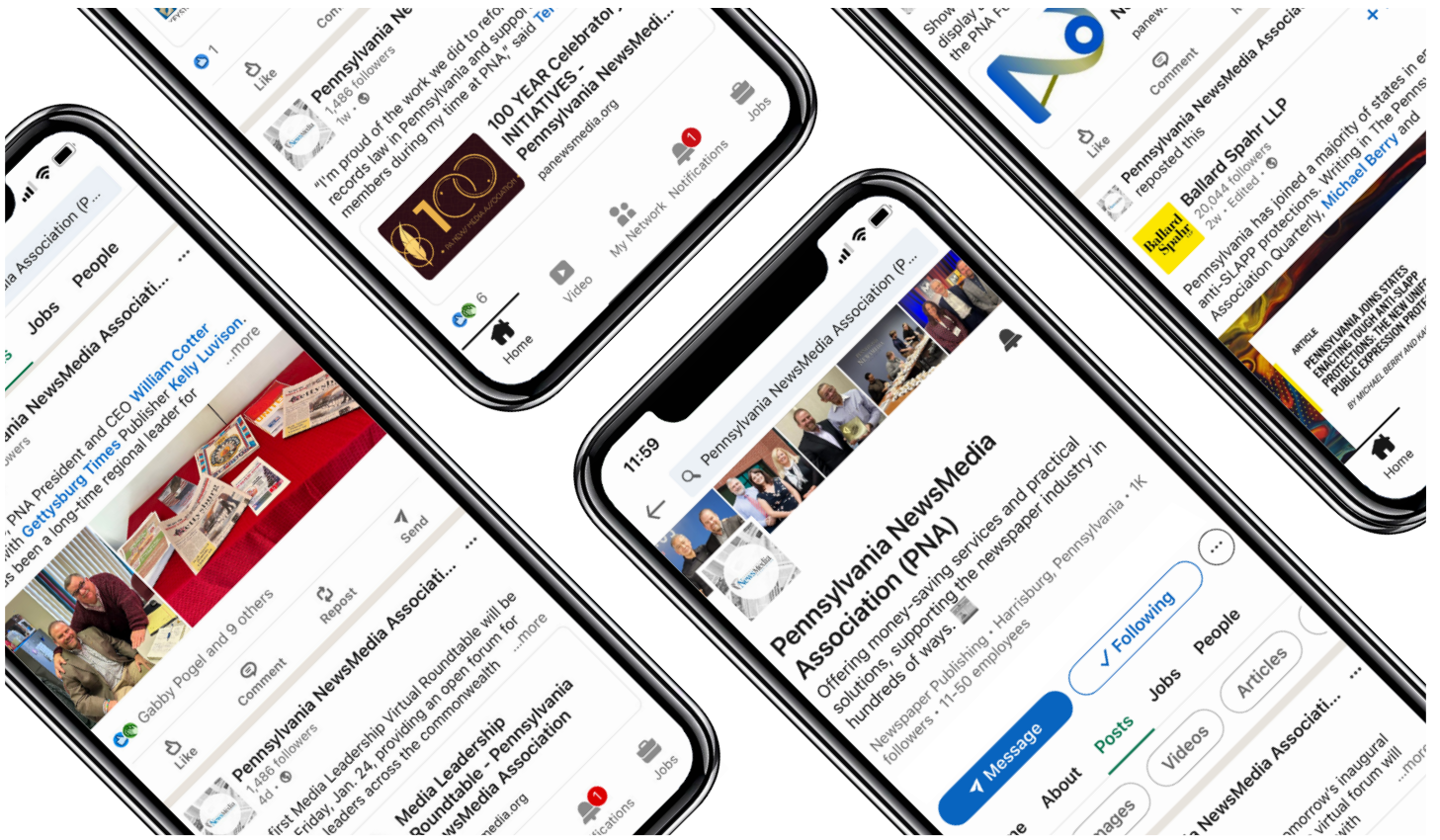
PNA HALL OF FAME

Recognizes individuals for distinguished service on behalf of the news media industry in Pennsylvania.

NEWSPAPER CARRIER OF THE YEAR

This PNA Foundation contest has helped Pennsylvania newspapers recognize the exemplary performance of newspaper carriers of all ages.





ENGAGING COMMUNICATIONS

PNA regularly shares member and industry information through a variety of platforms.

HEADLINES & DEADLINES WEEKLY E-NEWSLETTERS

The Tuesday publication contains association and industry news and information; the Thursday edition is devoted to legal and legislative topics.

PNA WEBSITE

For the latest member-related information, from training sessions and legal resources to advocacy updates and revenue-generating ideas, visit our easy to navigate website, panewsmedia.org.

PNA SOCIAL MEDIA

PNA is active on both LinkedIn (@pnanews) and Facebook (@PNAnews). Be sure to follow us for the latest association, member and industry news and information.

PNA MEMBER DIRECTORY

Contains up-to-date contact information for those in key positions at member organizations.



RESOURCES

PNA's mission is to advance the business interests of Pennsylvania news media organizations and to promote a free and independent press. It is our goal to provide our members with the resources necessary to grow and thrive. Here are some additional items available for your use.

PUBLIC NOTICE WEBSITE

A searchable repository of public notices statewide, publicnoticepa.com, is operated by PNA to serve citizens of the commonwealth, the interests of good government and the mission of our industry.

JOB BANK

PNA members may post help-wanted ads for 30 days at no cost on the PNA website. The job opportunities are also shared in our Tuesday e-newsletter, Headlines & Deadlines.

PENNSYLVANIA PRESS PASSES & HANG TAGS

PNA provides complimentary press passes to each of our members' employees. The PNA Press Pass is recognized by local and state government entities across the commonwealth and can help journalists gain access to press events, accident scenes and other restricted areas, entertainment/sports venues and similar events where media identification is required.

PNA FOUNDATION FELLOWS GRANTS

PNA members may apply for a grant to fund new initiatives or to enhance current projects. Grant funds can be used for hiring correspondents, purchasing equipment and providing staff training, as well as other project expenses.

PNA FOUNDATION FISCAL SPONSORSHIP

PNAF offers management for members' philanthropic projects.

PNA FOUNDATION INTERNSHIP GUIDE

An annual publication for college students listing opportunities at PNA-member news organizations to ensure a pipeline of new editorial talent.

STATEWIDE ADVERTISING CAMPAIGNS

Downloadable print and digital advertising campaigns showcase news media's role in providing information communities want and need while touting local news outlets as the most trusted source of information.

LEGAL HOTLINE
CALL 717-703-3080



ADVERTISING SUPPORT FOR PNA MEMBERS

MANSI Media, PNA's for-profit sister organization, works with advertising agencies and direct clients throughout Pennsylvania and across the U.S. to plan and place print and digital advertising buys in news media outlets and digital networks, including PNA-member publications. Its profits go to help fund PNA efforts and programs. MANSI Media is distinguished through:

INCREASED REVENUE TO PENNSYLVANIA NEWSPAPERS

MANSI Media continues to place a large volume of advertising business in and on our members' print and digital properties.

NEW CLIENT ACQUISITION

The MANSI Media sales team actively engages with nearly 200 local and regional prospects and clients each week to ensure the continual flow of print and digital business to Pennsylvania newspapers.

PENNSYLVANIA NEWS MEDIA ORGANIZATION PRESENTATIONS

PNA members are encouraged to present your offerings to our media buying team, either in person or virtually, so we are familiar with all your products. Contact us to schedule your presentation.



CONTACT THE PNA EXECUTIVE TEAM



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First Amendment

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.



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