



## **FOR IMMEDIATE RELEASE**

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### **Trib Total Media President and CEO Jennifer Bertetto Honored with PNA Benjamin Franklin Award for Excellence**

HARRISBURG, Pa. (Nov. 18, 2021) — The Pennsylvania NewsMedia Association is proud to present the 2021 Benjamin Franklin Award for Excellence to Jennifer Bertetto, president and CEO of Trib Total Media. The Benjamin Franklin Award was established in 1998 to recognize outstanding service that reflects positively on the news media industry in Pennsylvania.

“It is an honor to join the list of esteemed past recipients for this award,” Bertetto said.

During her seven years leading Trib Total Media, Bertetto has remained focused on the goals of the company to ensure that it remains a vital partner with the community. “We all know the importance of news media organizations,” Trib Total Media Chief Revenue Officer Matt Miller said. “We defend freedom of the press and freedom of speech, help facilitate public debate, hold those in power accountable, take a stand on complex issues and combat disinformation. These are the primary goals of our company, but we have had to evolve to support this business. We have a diversified portfolio through Jennifer’s leadership, including media, gaming, health care, events, artificial intelligence, and more. Jennifer has built a company poised to thrive, long term, despite the challenges of our industry.”

Bertetto has also built a company that remains true to its mission to strengthen communities. In April 2020, as the pandemic created financial hardships for local businesses across the county, Bertetto help to create Trib Total Media’s Shop Local Marketing Grants, initially providing \$250,000 in advertising grants to local businesses. “Just seven hours after the application portal opened, requests for matching grants exceeded the initial \$250,000 earmarked for the program,” Miller said. “Jenn didn’t blink an eye in raising our contribution to \$1 million. To date, our grant program has helped nearly 500 local businesses.”

Bertetto added, “We have continued the program through the end of this year. To date, we have provided over \$2.5 million to locally owned businesses through this program. But, the pandemic isn’t over. And now, our customers are facing challenges with inventory shortages and fighting to keep their businesses staffed. It is our role as community members to help these businesses through this challenging time, and it is mutually beneficial to our organization as well.”

“Jennifer leads with integrity and passion,” said Trib Total Media Executive Editor Luis Fabregas. “She listens. She communicates. She isn’t afraid to make tough decisions. And above all, she fosters a creative working environment.”

“Jennifer Bertetto is a visionary and inspiring leader for the news media industry,” Miller said. “I cannot think of someone more deserving of PNA's Ben Franklin Award for Excellence than Jenn. She is an amazing boss, colleague and leader for our company, but most importantly, she is a spectacular human being that I am proud to call a friend.”

Bertetto was recognized during PNA's annual General Membership Meeting on Nov. 16, 2021. The award will be presented to her at a later date.

**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. PNA has more than 300 newspaper and media-related members, including daily, weekly and collegiate newspapers and online news publications.