



99th GENERAL MEMBERSHIP MEETING

Nov. 15, 2024 · 12:30 p.m.

The Hotel Hershey & Virtual

I. Call to Order

- PNA Board of Directors Chairwoman, Jennifer Bertetto, welcomed members in attendance in person and virtually and called the meeting to order.

II. Approval of October 4, 2023, General Membership Meeting minutes

- Ms. Bertetto opened the floor to questions or discussion regarding the 2023 minutes, as provided. None were put forward. Ms. Eddy moved to approve the minutes from the October 4, 2023 General Membership Meeting, seconded by Mr. Southern, passed unanimously by voice vote.

III. 2024 Membership Report

- Ms. Bertetto reviewed the 2024 Membership Report, as provided. Mr. Southern moved to approve the Membership Report, seconded by Mr. Binda, was passed unanimously by voice vote.

IV. Financial Report & Audit Committee Report

- Ms. Bertetto recognized PNA's Vice President of Finance, Diane Brinser.
- Ms. Brinser presented the consolidated financial report for PNA and MANSI through September, 2024, as provided. No questions were put forward. Mr. Binda moved to approve the Financial and Audit Committee Reports as provided, seconded by Mr. Southern and unanimously passed by voice vote.

V. Foundation Report

- On behalf of the PNA Foundation Board of Trustees, PNA President & CEO, Bill Cotter, and the PNA Foundation's Executive Director, Tanya Henderson, presented a brief overview of Foundation activities during 2024, including:
 - The three pillars – sustainability, diversity and media literacy
 - Events including the three 100th Anniversary Kickoff Events, On the Road training and the recent Professional Keystone Media Awards celebration which drew 230 attendees alone
 - Fundraising efforts – revising and increasing pushes for the PNA Foundation Fellows program

VI. Legislative Report

- Ms. Bertetto recognized Ms. Melissa Melewsy, Media Law Counsel for PNA
- Ms. Melewsy reviewed the Legislative Report that was provided

VII. PNA Update

- PNA President and CEO, Bill Cotter, shared the following updates at PNA:
 - Engagement with members has increased this year with at least 75 member visits across the state
 - Monthly training and roundtables were done throughout the year – Women in Leadership, Weekly and Small Community groups, Advertising, and Publishers

- PNA’s social media is contracted to Ms. Gabby Pogel, who has our social media presence everywhere and relevant
- MANSI Media has not met the ambitious budget set for the year and are seeking ways to generate more revenue

VIII. PNA Bylaws – Officer Term Bylaw change

- Ms. Bertetto and Ms. Melewsy reviewed the proposed change to section 7.2 of the current PNA Bylaws, whereby adding that a second one-year term for officers may be voted on annually. Mr. Binda moved to accept said change to the Bylaws, seconded by Mr. Geiger and Mr. Nalepa, it was unanimously passed by voice vote.

IX. PNA 2025 Resolutions

- Mr. Cotter reviewed the PNA Resolutions for 2025 as presented. Mr. Binda made a motion to accept the Resolutions as put forth, seconded by Mr. Bailey, and unanimously passed by voice vote.

X. Memorial Tribute Resolution

- Ms. Bertetto recognized those association members who passed away in 2024, as listed on the Memorial Resolution, adding Vernon Wise, owner of the Butler Eagle, who just passed away yesterday.

XI. Election and Installation of Officers and Directors

- Ms. Bertetto presented the Nominating Report, as shared.

OFFICERS

ChairwomanJennifer Bertetto, Trib Total Media, Pittsburgh
 Chairman-ElectBob Geiger
 Vice-ChairwomanSharon Sorg, CNHI
 TreasurerBrad Bailey, Press-Enterprise, Bloomsburg
 SecretaryLawrance Binda, TheBurg, Harrisburg
 Immediate Past Chairvacant

BOARD OF DIRECTORS

First Term Ending in 2027:

Matt Martin, Erie Times-News
 Kerry Miscavage, Times Leader
 Brian Nalepa, Sample News Group
 Suzanne Parillo, The Philadelphia Inquirer
 Paul Ross, Media News Group

Second Term Ending in 2027:

Justin Bucks, Lancaster Farming
 Carrie Pauling, NorthCentralPA.com, Williamsport
 Denice Schaeffer, Reading Eagle

- Mr. Binda made a motion to elect the slate as presented. The motion, seconded by Ms. Eddy, was passed unanimously by voice vote.

XII. Questions

- No questions were put forward.

XIII. Announcements and Adjournment

- Ms. Bertetto reviewed the list of meetings and events already scheduled for next year.
- Ms. Bertetto adjourned the meeting.