



## **96<sup>th</sup> GENERAL MEMBERSHIP MEETING**

November 10, 2020 · 10:00 a.m.

Video Conference

# **MINUTES**

### **I. Call to Order and Approval of Minutes**

- PNA President Mr. Brad Simpson welcomed members in attendance and reviewed the link to materials and voting procedures.
- PNA Board of Directors Chairman Ms. Lisa Hurm called the meeting to order, highlighted the past year and the important role local journalism plays in each community. She also thanked PNA for its steadfast support of media and remarkable work of the staff during the pandemic.
- Ms. Hurm opened the floor to questions or discussion regarding the minutes from 2019, as distributed. None were put forward.

Mr. Michael Joyce made a motion to approve the October 24, 2019, General Membership Meeting Minutes as written. The motion, seconded by Mr. George Lynett, Jr., passed without objection.

### **II. Membership Report**

- Ms. Hurm reviewed the 2020 Membership Report, as distributed.

Mr. Lynett made a motion to approve the membership report as presented. The motion, seconded by Mr. Fred Scheller, passed unanimously.

### **III. Financial Report**

- Ms. Hurm recognized Ms. Diane Brinser, Vice President of Finance, PNA.
- Ms. Brinser presented the consolidated financial report for PNA and MANSI for the nine months ending September 30, 2020, as distributed. No questions were put forward.

Mr. Mike Joyce moved to accept the financial reports as presented. Ms. Jennifer Bertetto seconded the motion, which was unanimously approved by voice vote.

### **IV. Foundation Report/Foundation Fellows**

- Mr. Craig Staudenmaier, PNA Foundation Chairman, presented a brief overview of Foundation activities during 2020, thanking PNA staff for keeping the programs going, but also coming up with innovative ways to support members. He also reported the following:
  - 1) Due to the pandemic, training sessions were switched to webinars. Through those webinars, the Foundation trained more 700 members.
  - 2) The Foundation received five applications for its second year of the Fellows Grants program. Mr. Staudenmaier reviewed the Fellows program and its purpose.
  - 3) The Foundation assisted more than 60 news organizations through the COVID-19 grants. They were able to fund all requests to help news organizations through the pandemic economic crisis.
  - 4) More than 1,100 award certificates were distributed. 2021 Contests are underway.

- 5) Once again, the PA Bar Association purchased the Foundation fundraising ad campaign. Thank you to the 62 newspapers who donated the space for the quarter page ad.
- 6) Mr. Staudenmaier recognized all who support the PNA Foundation through the Foundation Fellows program.

#### **V. Legislative Report**

- Ms. Hurm recognized Ms. Holly Lubart, PNA Director of Government Affairs.
  - 1) Ms. Lubart noted that COVID-19 changed a lot legislatively and thanked PNA Media Law Counsel Melissa Melewsy, Legislative Counsel Catie Gavenonis, and the PNA Legal/Legislative Intern for their help. Ms. Lubart communicated with the Wolf Administration to stress the importance of newspapers being essential and was able to arrange exclusive calls with Health Secretary Rachel Levine.
  - 2) Ms. Lubart continues to cultivate relationships at the national level.
  - 3) Ms. Lubart noted the Right to Know win with Act 77 of 2020, which demanded that the administration answer Right to Know requests. She also reviewed several other pieces of legislation she is tracking, noting that PNA was able to get some positive movement on a few bills and some success in stopping a few negative bills.
  - 4) Representative Kerry Benninghoff was awarded the Advocate of the Year Award for his work regarding transparency.
  - 5) During National Newspaper Week, PNA created a second Real News Newspaper which was distributed, along with a newsprint-inspired mask, to legislators at the Capitol to remind them of the important work newspaper provide in their communities.

#### **VI. Audit Committee Report**

- Ms. Hurm recognized Ms. Brinser who reported that the PNA received a clean audit for 2019. The audit was performed by Kreischer Miller and the detailed results were presented at recent board meetings. She noted the 2020 audit will begin soon.

#### **VII. PNA Update**

- PNA President Mr. Brad Simpson thanked participants for joining the membership meeting and noted the following:
  - 1) Due to issues surrounding COVID-19, the protests and the election, the Legal Hotline continues to be a well-used resource.
  - 2) PNA launched PNACoronaNews.org to highlight how members covered the pandemic, published multiple promotional spotlights, and pulled it all together in the Little Book of Coronavirus Coverage.
  - 3) Part of PNA's strategic plan for 2020 was to get out and visit members. Once the pandemic shut everything down, PNA pivoted to virtual roundtables with publishers, ad managers, editors and vendors. They have been extremely popular and many people who don't usually attend events in person were able to attend the roundtables and share ideas which generated revenue.

#### **VIII. PNA Bylaws Amendment**

- Mr. Simpson presented the amendment to Section 6.3 Number of Directors, which would allow a seated director who no longer represents a member company to finish out his or her term, barring objection from the member company. He noted the amendment was approved and adopted by the PNA Board of Directors at the January 2020 meeting and explained the purpose is to maintain knowledge, passion and board continuity.

- Mr. Joe Wingert made a motion to adopt the bylaws amendment as presented. The motion, seconded by Ms. Cate Barron, was approved by voice vote.

#### **IX. PNA 2021 Resolutions**

- Ms. Hurm reviewed the PNA Resolutions for 2021, noting that they have not changed from 2020.

Mr. Joye made a motion to approve the Resolutions as presented. The motion, seconded by Mr. Lynett, passed unanimously.

#### **X. Memorial Tribute Resolution**

- Mr. Simpson recognized those association members who passed away in 2020, as listed in the Memorial Resolution.

Mr. Wingert made a motion to accept the memorial tribute as presented. The motion was seconded by Ms. Hurm and passed unanimously.

#### **XI. Benjamin Franklin Award for Excellence**

- Mr. Simpson recognized Mr. Ed Kruger, publisher of the Altoona Mirror, as the recipient of the Benjamin Franklin Award for Excellence and shared excerpts from the nomination letter. The award will be officially presented at a later date.

#### **XII. Lifetime Achievement Award**

- Mr. Simpson recognized Mr. Joe Suple, former publisher of the Press And Journal, as the recipient of the Lifetime Achievement Award and shared excerpts from the nomination letter. The award will be officially presented at a later date.

#### **XIII. Election of Officers and Directors**

- On behalf of Mr. Lynett, Mr. Simpson presented the Nominating Report.

Mr. Joyce made a motion to elect the slate as presented. The motion, seconded by Ms. Bridget Wingert, was unanimously approved by voice vote.

#### **XIV. Installation of Officers**

- On behalf of Mr. Lynett, Mr. Simpson recognized the officers for 2021.
- New Chairman Mr. Winger made a few remarks about moving into 2021 and announced that the next General Membership Meeting is scheduled for September in Pittsburgh.

#### **XV. Announcements and Adjournment**

- Mr. Simpson reminded attendees that the Thought Leaders Forum begins at 11:15 and the Civic Science session begins at 12:05, both with different login links.
- Melinda Condon, Executive Director of the PNA Foundation, announced the winners of the Foundation's online raffle, which raised about \$2,600.
- Ms. Hurm made a motion to adjourn the meeting, which was seconded by Mr. Staudenmaiers. The motion passed by voice vote.