



97th GENERAL MEMBERSHIP MEETING

November 16, 2021 · 9:30 a.m.

Video Conference

MINUTES

I. Call to Order and Approval of Minutes

- PNA Board of Directors Chair Mr. Joe Wingert welcomed members in attendance and called the meeting to order.
- Mr. Wingert opened the floor to questions or discussion regarding the minutes from 2020, as distributed. None were put forward.

Mr. Michael Joyce made a motion to approve the November 10, 2020, General Membership Meeting Minutes as written. The motion, seconded by Ms. Jen Bertetto passed without objection.

II. Membership Report

- Mr. Wingert reviewed the 2021 Membership Report, as distributed.

Mr. Joyce made a motion to approve the membership report as presented. The motion, seconded by Ms. Bertetto, passed unanimously.

III. Financial Report

- Mr. Wingert 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, 2021, as distributed. No questions were put forward.

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

IV. Foundation Report/Foundation Fellows

- On behalf of PNA Foundation Board of Trustees Chairman Mr. Craig Staudenmaier, PNA Foundation Executive Director Melinda Condon recognized Mr. Staudenmaier's service for the past two years and presented a brief overview of Foundation activities during 2021. She also reported the following:
 - 1) Training sessions continued to be virtual and on a variety of topics. Through those webinars, the Foundation trained more than 620 members. She noted that the legal and editorial topics are well attended. Webinars are recorded and can be accessed at any time.
 - 2) Through a donation from the Calkins Foundation, the PNA Foundation launched the Leading Local diversity series.
 - 3) During 2021, the Foundation managed more than 3,700 contest entries and recently announced the News Organization of the Year Awards. Ms. Condon recognized Ms. Teresa Shaak for her work in managing the contests.

- 4) The Foundation continues to partner with other organization to fulfill its mission to education. In March, the Foundation worked with several other organizations to produce a two-part series on Defending Democracy. In October, the Foundation provided sponsorship money to a summit focused on guarding against the spread of misinformation.
- 5) The Foundation recognized Media Literacy Week by creating several flyers and campaigns for organizations to share with readers and advertisers.
- 6) Fundraising continues with a Donate Now button on all training registration pages. The Foundation is also, once again, hosting an online raffle.
- 7) Ms. Condon recognized all who support the PNA Foundation through the Foundation Fellows program.
- 8) Foundation Funds were used in the following ways:
 - To support two interns at the Pennsylvania Capitol
 - To support Spotlight PA's diverse source database and source auditing program. Pennsylvania is the first state with this type of database; it is being replicated in New Jersey.
- 9) The Foundation received five applications for Fellows Grants. Recipients will be announced in December.

V. Legislative Report

- Mr. Wingert recognized Ms. Holly Lubart, PNA Vice President Government Affairs.
 - 1) Ms. Lubart noted that it's been a busy legislative season.
 - 2) PNA was able to celebrate both Sunshine Week and National Newspaper Week with resolutions.
 - 3) National Newspaper Week was also recognized with a third annual Real News Newspaper and a Day on the Hill event.
 - 4) After years of work, Act 65 of 2021 was signed, which brings additional transparency.
 - 5) PNA testified at four legislative hearings – Right-to-Know Law, public notices, Sunshine Act, and the media's role elections.
 - 6) Ms. Lubart launched legislative interviews as a way for legislators to put their views on issues out to PNA members.
 - 7) Ms. Lubart continues to build relationships and promote PNA members to legislators.

VI. Audit Committee Report

- Mr. Wingert recognized Ms. Brinser who reported that the PNA received a clean audit for 2020. The audit was performed by Kreischer Miller and the detailed results were presented at recent board meetings. She noted the 2021 audit will begin soon.

VII. PNA Update

- PNA President Mr. Brad Simpson thanked participants for joining the membership meeting and thanked Ms. Condon and Ms. Lubart for their reports. He noted the following:
 - 1) Overall, PNA is in good standing. MANSI has faced some economic challenges as a result of the pandemic.
 - 2) MANSI made some structural changes early in the year with the goal of increasing sales.
 - 3) Despite the pandemic and virtual nature, engagement with PNA has been fantastic.
 - The roundtables have been a great way to connect with members across the state.
 - PNA held its first Advertising Symposium. Attendance was spectacular and resulted in a great educational week.

- PNA also held its first Community Newspaper Forum, focused on issues facing local newspapers.
- 4) PNA commissioned its first Economic Impact Report. It is a great report to give to legislators to highlight the economic impact of newspapers and the role they place across Pennsylvania.
 - 5) PNA published the third annual Real News Newspaper, which was distributed not just to legislators, but also to high schools and colleges across the state.
 - 6) The Legal Hotline has never been busier.
 - 7) PNA continues to provide member service programs, such as big book editions, seasonal sales flyers, marketing sheets and advocacy promotional ads.
 - 8) The PNA Board of Directors has authorized putting the building up for sale. The three companies only use a fraction of the building, and, since the pandemic, going to a hybrid model has worked well. There has been some interest in the building, and the sale will provide a great financial foundation moving forward.
 - 9) PNA is planning to launch strategic planning mid-2022 with a focus on five areas – advocacy, member services, legal, revenue and engagement. The hope is to have participation from key areas of organizations.
 - 10) The PNA Board of Directors has formed a new Governance Committee to review the bylaws. They plan to clean them up and make a few key changes to be adopted at next year's meeting.
 - 11) The public notices website is being upgraded with new backend software. PNA is working with Column and members will be receiving information about switching.
 - 12) PNA is working with John Newby and 360 Media Alliance to plan an in-person meeting for October 2022. In addition to the annual meetings and awards, it will also include training.
 - 13) PNA is planning to restore the pre-COVID publisher dinners later in the year. Two dinners were held before the COVID shut-down and were a great way to meet and network in a casual setting.

VIII. PNA 2021 Resolutions

- Mr. Wingert reviewed the PNA Resolutions for 2022, noting that they have not changed from 2021.

Ms. Bertetto made a motion to approve the Resolutions as presented. The motion, seconded by Mr. Shane Fitzgerald, passed unanimously.

IX. Memorial Tribute Resolution

- Mr. Wingert recognized those association members who passed away in 2021, as listed in the Memorial Resolution.

Mr. Joyce made a motion to accept the memorial tribute as presented. The motion was seconded by Mr. Harry Deitz and passed unanimously.

X. Benjamin Franklin Award for Excellence

- Mr. Wingert recognized Ms. Bertetto, publisher and CEO of Trib Total Media, as the recipient of the Benjamin Franklin Award for Excellence. Ms. Bertetto shared how thankful she was to receive the award, which will be officially presented at a later date.

XI. Lifetime Achievement Award

- Mr. Wingert recognized Mr. Rod Doss, publisher of The New Pittsburgh Courier as the recipient of the Lifetime Achievement Award. Mr. Simpson shared that he spoke with Mr. Doss who is very honored to receive the award, which will be officially presented at a later date.

XII. Election of Officers and Directors

- Mr. Wingert presented the Nominating Report, as shared.
Ms. Bertetto made a motion to elect the slate as presented. The motion, seconded by Mr. Joyce, was unanimously approved by voice vote.

XIII. Installation of Officers

- Mr. Wingert recognized the officers for 2021.
- New Chairman Mr. Hartman made a few remarks about moving into 2022 and announced that the next General Membership Meeting is scheduled for October.

XIV. Announcements and Adjournment

- Mr. Joyce made a motion to adjourn the meeting, which was seconded by Mr. Wingert. The motion passed by voice vote.