



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

Oct. 6, 2022 · 10 a.m.

Video Conference

# **MINUTES**

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

- PNA Board of Directors Chair Mr. Harry Hartman welcomed members in attendance and called the meeting to order.
- Mr. Hartman opened the floor to questions or discussion regarding the minutes from 2021, as provided. None were put forward.

Mr. Ron Vodenichar made a motion to approve the November 16, 2021, General Membership Meeting Minutes as written. The motion, seconded by Mr. James Lewandowski passed without objection.

### **II. Membership Report**

- Mr. Hartman reviewed the 2022 Membership Report, as provided.

The motion to approve the membership report as presented passed unanimously.

### **III. Financial Report**

- Mr. Hartman 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 August 31, 2022, as provided. No questions were put forward.

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

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

- PNA Foundation Board of Trustees Chairman Mr. David Martens presented a brief overview of Foundation activities during 2021. He reported the following:
  - 1) The PNA Foundation has trained more than 700 people through a variety of webinar sessions. In November, four sessions will focus on covering local sports. All training sessions are recorded and archived. Contact the foundation for more information.
  - 2) The Foundation Fellows Grant Program has distributed more than \$21,000 since it began in 2020.
  - 3) During 2022, the Foundation managed more than 3,800 contest entries.
  - 4) The Capitol Crash Course has been a very popular program. This year students from 10 colleges and universities participated along with professional journalists from 14 newsrooms. This was the first year the program was open to professionals.
- Mr. Martens recognized Foundation Fellows who donated \$500 or more per year. Foundation Fellows money funds and supports training programs. Ms. Melinda Condon noted that anyone can become a Fellow by donating \$1,000. She also noted that the Fellows matching program

allows someone to become a Fellow with a \$500 donation, which will be matched by a current Fellow.

## **V. Legislative Report**

- Mr. Hartman recognized PNA President Mr. Brad Simpson, who reported the following:
  - 1) Ms. Lubart left PNA earlier in the year to take a position with News Media Alliance, but she is still consulting with PNA. Dan Haywood and his team at Novak have stepped in to fill the void, along with PNA's Manager of Legislative Affairs Barbara Hough Huesken.
  - 2) PNA recently worked with Public Opinion Strategies to conduct a survey of Pennsylvania voters on their opinions of the industry, public notices and transparency. The results were very positive for the industry.
  - 3) Mr. Simpson and Ms. Sharon Sorg testified in June on a hearing for Right-to-Know expansion bills. PNA is supportive of both bills and is actively following them.
  - 4) Ms. Melissa Melewsy continues to be busy with the Legal Hotline. She is also working with the Reporters Committee for Freedom of the Press and the Pennsylvania Association of Broadcasters on public access and court issues.
  - 5) The PA Connections publication – formerly the Real News Newspaper – is almost finished and ready to be printed. It will be distributed to legislators at the Capitol later this month.
  - 6) Using results from the Public Opinion Strategies survey, PNA is planning a messaging campaign for new incoming legislators at the beginning of 2023. The survey results will also be used for editorials and promotional campaigns for PNA members.
  - 7) PNA continues to follow potential changes to the Clean Slate Law, which has bipartisan support. PNA is concerned about some of the legalities of the changes.
  - 8) Earlier in the year, PNA switch to Column as a new provider for public notice website. The transition went well and has been up and running for about seven months. PNA is now reviewing some of Column's other support tools.

## **VI. Audit Committee Report**

- Mr. Hartman recognized Ms. Brinser who reported that the PNA received a clean audit for 2021. The audit was performed by Kreischer Miller and the detailed results were presented at recent board meetings. She noted the 2022 audit will begin later in the year.

## **VII. PNA Update**

- Mr. Simpson thanked participants for joining the membership meeting and provided the following report:
  - 1) PNA, MANSI and the Foundation are officially moved out of 3899 North Front Street. The sale of the building has been an ongoing process throughout 2022 and settlement was the end of August. Staff will be working in a smaller facility that will work well for the hybrid work schedules.
  - 2) PNA staff have been able to maintain work schedules throughout the move and have continued to provide services and resources for our members. National Newspaper Week resources are available on our website.
  - 3) The upcoming midterms are a big election for Pennsylvania and PNA has been working with John Kimball and his group for sales support information. PNA has also created some sales flyers to assist members.

- 4) The roundtables, which began during covid, will get a makeover for 2023 and will return possibly as more issue-based gatherings. A new Women in Leadership roundtable was established and was very successful.
- 5) PNA and the PNA Foundation are working with 360 Media Alliance and Editor & Publisher to host the News Media Business Summit in Harrisburg. John Newby at 360 Media Alliance has coordinated all the logistics and secured a great list of speakers and sessions. The Keystone Award Brunch will be Wednesday, Oct. 12 with more than 160 registered attendees. PNA’s Annual Dinner will be Thursday, Oct. 13 where three years of award winners will be honored. This year’s Lifetime Achievement Award will be presented to Scoop Sample. The Ben Franklin Award for Excellence will be presented to Bridget Wingert.
- 6) The Media Lawyers Conference will also be held on Thursday. To date, 25 people are registered to attend.
- 7) MANSI Media has been trending ahead of budget for the past few months and into the fourth quarter. MANSI has spent a lot of time this year on marketing and new client growth with a campaign targeting ad agencies in other states. The campaign, which includes direct mail, email and phone calls, has resulted in some success, specifically in the pacific northwest. The campaign will continue into 2023.
- 8) MANSI has also done some outreach to political campaigns and advocacy groups with a similar marketing campaign. The sales team is also reaching out to direct advertisers.

**VIII. PNA 2021 Resolutions**

- Mr. Hartman reviewed the PNA Resolutions for 2023, noting that they have not changed from 2022.

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

**IX. Memorial Tribute Resolution**

- Mr. Simpson recognized those association members who passed away in 2022, as listed in the Memorial Resolution.

A motion to accept the memorial tribute as presented passed unanimously.

**X. Election of Officers and Directors**

- Mr. Hartman presented the Nominating Report, as shared.

**OFFICERS**

Chairman .....Fred Scheller, The Daily Item, Sunbury  
 Chairman-Elect .....Jennifer Bertetto, Trib Total Media, Pittsburgh  
 Vice-Chairman .....Bob Geiger, PennLive/The Patriot-News, Harrisburg  
 Secretary/Treasurer .....Sharon Sorg, The Herald, Sharon  
 Immediate Past Chair .....Harry Hartman, Gettysburg Times

**BOARD OF DIRECTORS**

First Term Ending in 2025:

Brad Bailey, Press Enterprise, Bloomsburg  
 Ashley Johnson, New Pittsburgh Courier

Second Term Ending in 2025:

Lawrence Binda, TheBurg, Harrisburg  
Ruth Eddy, The Sentinel, Lewistown  
Bernie Oravec, State College  
Ron Vodenichar, The Butler Eagle

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

#### **XI. Installation of Officers**

- Mr. Simpson noted that the Installation of Officers will occur during the Annual Dinner on Thursday, Oct. 13.

#### **XII. Invitation to the 2023 Annual Meeting and Convention**

- On behalf of new board chair Mr. Fred Scheller, Mr. Simpson announced that next year's Annual Meeting will again be held virtually in October.

#### **XIII. Questions**

- Mr. Martens recognized that, despite the building serving PNA, MANSI and PNA Foundation well during the past 20+ years, selling the building was the right decision. He commended everyone involved on a job well done.
- Ms. Cate Barron asked if any items from the building could be auctioned off. Mr. Simpson acknowledged that there are several pieces of artwork and photos that won't be used in the new office space due to lack of space. The idea to auction those items will be considered.

#### **XIV. Announcements and Adjournment**

- Mr. Hartman adjourned the meeting.