



# On THE Road

## Allentown

September 12, 2019

### 9:30 a.m. – 11:00 a.m.

#### **Editorial Track: Living at the epicenter of Election 2020: Perspectives on Pennsylvania's role in next year's election**

As we near one of the most highly anticipated elections in recent American history Pennsylvania is poised to be at the center of the campaign. President Trump's narrow victory in the Commonwealth in 2016 was a key component of his Electoral College success. If Trump is to win reelection in 2020 it is highly likely that he will need to repeat his success here. In this session Chris Borick will examine the factors that will determine if Donald Trump will become the first Republican to win Pennsylvania twice since Ronald Reagan in 1984 or if the Democrats regain control of the state as they had between 1992 and 2012, and share tips on how to successfully cover the political season.

#### **Advertising Track: Using research information to increase advertising sales**

Recent research studies confirm what we already know – news media organizations have a lot to celebrate. In this session, we will discuss the findings of key research reports that tout the strengths of newspaper readership and advertising. Information from Nielsen Scarborough and AdMall will be shared, and participants will work in small groups to develop an advertiser presentation utilizing the data. You'll walk away knowing that there's never been a better time for you, or your customers, to benefit from the power of advertising in newspapers.

### 11:15 a.m. – 12:30 p.m.

#### **Editorial Track: Journalism trauma workshop**

Reporters and photographers are first responders on major stories. But while police and firefighters and other fellow first responders have developed initiatives to prepare for and debrief after difficult events, newsrooms often overlook the importance of trauma awareness and supporting peers. How can news gatherers reach out to editors or trusted coworkers before, during or after challenging stories? Are those in the newsroom ready for these conversations? This session will focus on newsroom culture building to prepare for the big story as well as the wear and tear from coverage of challenging, soul-wrenching daily stories. Jim McClure, retired editor of the York Daily Record and Atlantic Group editor for the USA Today Network, was senior on-site editor for Digital First Media teams in coverage of the mass shooting at Sandy Hook Elementary in Newtown, Conn.

#### **Advertising Track: Common legal questions for advertising departments**

Advertising sales professionals are always happy to accept new pieces of business, however, there are rules that must be followed when it comes to running certain types of ads. PNA's Media Law Counsel, Melissa Melewsy, will share important information about the requirements surrounding CBD products, Medical Marijuana Act, vaping and e-cigarettes, tobacco and required health warnings, alcohol advertising, fair housing laws, fair employment laws and guns and ammunition.

### 12:30 p.m. – 2:00 p.m. Lunch

### 2:00 p.m. – 3:15 p.m.

#### **Editorial Track: Understanding the Right to Know Law (RTKL) and Sunshine Act – and more!**

Join PNA's Media Law Counsel, Melissa Melewsy, as she provides an overview of the Right to Know Law and the Sunshine Act - including security update and proposed legislation. She will also discuss some of the most commonly asked Legal Hotline questions including defamation and invasion of privacy, Wiretap Act and FAA drone basics.

#### **Advertising Track: Practical tips to ensure a successful sales call**

Whether you're new to advertising sales or a seasoned veteran, preparing for and executing a successful sales call can be daunting. With so many media options available, advertisers are looking for more than someone to sell them advertising space – they are seeking an educated media partner who has their best interest at heart. Proven strategies for identifying the best business prospects for your newspaper, preparing the right information and the right set of materials to bring on your sales call, and tips on how to ask provocative questions, be an attentive listener and learn how to overcome objections, will be presented in this session.