



On THE Road

Allentown

September 12, 2019

Join us for a day of both editorial and advertising training at Muhlenberg College in Allentown on Thursday, Sept. 12. This convenient, low-cost training is built to serve the local newspaper community by providing actionable training for reporters, editors, advertising sales representatives and advertising sales managers.

Editorial topics include the 2020 election, understanding the Right to Know Law and Sunshine Act, and a trauma workshop.

Advertising topics include tips for successful sales calls, using research and common legal questions.

If you have any questions, please contact Matthew Caylor at matthewc@pa-news.org or 717-703-3040.

Location:

Muhlenberg College
Seegers Union Building
(Rooms 109-110 and 113)
2400 Chew Street
Allentown, PA 18104

Time:

9:00 a.m. – 3:00 p.m.

Registration Fee:

\$35 (includes lunch)

REGISTRATION FORM

Contact Name: _____ Title: _____

Newspaper/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Check here if you have special dietary needs or physical requirements and attach a note outlining your needs. Thank you.

PAYMENT:

Total Registrations: _____ x \$35 = \$ _____ (total due)

Please select your payment method:

- Our check is enclosed. Please make checks payable to PNA.
 Please charge our sponsorship to the following credit card:

VISA Mastercard

Card Number: _____

Expiration Date: _____ CVV Code: _____

Name on the Card: _____

Billing Zip Code: _____

Please return a copy of this form, with payment to:

Matt Caylor

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