



Tanya Henderson, Executive Director, PNA Foundation

Lab for Journalism Fundraising wraps up with outstanding community projects.



“On July 13th the divide that had silently been poisoning Butler County painfully surfaced with the crack of a lone gunman’s rifle.”

Project: *Civics & Civility*

Tracy Leturgy, Newsroom
Assignment Editor, Butler Eagle



“Our reporting shows that in Chester newborn babies are dying at a higher rate than any other municipality in the commonwealth of Pennsylvania.”

Project: *Infant Mortality*

Julie Flandreau, Associate Editor,
The SPIRIT Newspaper



“Students don’t feel that we know or care about their lives ...young women feel underrepresented...minority students do not feel heard.”

Project: *Content Creators*

Kevin Ditzler, Director of Regional
Philanthropy, Pennon (formerly WITF)

Having experienced this lab for the very first time, I am in awe of the dedication, thoughtful projects and moving presentations that culminated at Chicago at LMA Fest. Twelve members from a first-of-its-kind statewide 16-week lab pitched their presentations to five judges. The projects ranged from health and literacy to Title IX and downtown revitalization.

Amongst the judges, three pitches stood out for not only their projects but their passion.

- Butler, Pennsylvania has been thrust into the national spotlight after an attempted assassination, loss of life in their community and the emotional toll left behind. The Butler Eagle is looking to heal a divided community.
- The sobering infant mortality statistics from The SPIRIT newspaper caught the judges’ attention along with their commitment to solutions that include maternal healthcare and inequities in their community.
- Twenty student paid content creators will co-create a media literacy curriculum and platforms alongside the Pennon education team to address the erosion in youth news consumption.

These three organizations will be awarded \$20,000 each from PNA’s Foundation at our 100th Anniversary gala in November. Although a great kick-starter to their projects, the real prize from this lab is the continued learnings, camaraderie and collaboration that will continue amongst this group.