

# PNA FOUNDATION FELLOWS PROGRAM



*Funding  
the future*  
OF **LOCAL NEWS**  
FOR THE NEXT 100 YEARS



# Why become a Fellow?

## DEAR FRIEND OF PNA AND THE PNA FOUNDATION,

As the Pennsylvania NewsMedia Association prepares to celebrate its 100th anniversary, we are very proud of our past and very excited about our future. Through our Next Hundred Years campaign, we are leading Pennsylvania newsrooms into the future through an emphasis on diversity and equity, sustainability, philanthropy, digital transformation and media literacy.

We know you value local news as much as we do. There is no better way to recognize how far we've come as an industry while paving a path to a brilliant tomorrow than through your generous support of the PNA Foundation Fellows Fund for the Future.

Each year, the foundation provides industry professionals, students and citizens innovative training that educates, engages and encourages nearly 900 people through complimentary webinars; regional On the Road workshops; specialized training for media lawyers; roundtables for women in leadership, publishers and weekly leaders; as well as customized visits to news companies.

The foundation manages more than 3,900 entries in various contests and honors hundreds of student and professional journalists, carriers and advertising departments through luncheon celebrations.

Our 2024 calendar includes monthly webinars on advertising and revenue-generating ideas, audience development, editorial basics, legal issues and legislative priorities. We are hosting six regional workshops across the state and working with the Pennsylvania Advertising Managers Association to produce an advertising conference. We will continue to award grants for newsroom initiatives and internship programs.

The PNA Foundation and the Fellows Fund have impacted news industry individuals for decades. As we pivot with the changing media landscape and look at the next 100 years, your financial contributions are needed more than ever. A variety of levels of support are detailed in this brochure. Please take some time to review the opportunities and consider how you can join us in this drive to support and transform media companies.

Your investment will make a meaningful difference as together we help fund the future of local news.

Thank you for your consideration,

**William M. Cotter**

President & CEO

Pennsylvania NewsMedia Association

**Tanya Henderson**

Executive Director

Pennsylvania NewsMedia Association Foundation



# Fund for the future

The Fund for the Future designates monies to be used to advance the mission of the PNA Foundation.

*Our mission is to provide training and resources to our members, to develop the next generation of readers and journalists, and to educate the public on the importance of the First Amendment and the role of a free press.*

## **FOUNDATION FELLOWS GRANTS MAKE A SIGNIFICANT IMPACT ACROSS PENNSYLVANIA**

The PNA Foundation Fellows Fund for the Future has set aside money for journalism grants to be used by news companies to start new initiatives or enhance current projects. Since 2019, the PNA Foundation has proudly donated more than \$46,000 to 21 different news companies to fund podcasts, internships and student fellowships, special freelance coverage, database training, diversity efforts, climate change reporting, technology enhancements and new audience-growth products. From the northwest to the southeast corners of Pennsylvania, we've supported weekly and small daily publications, online only start-ups, nonprofit newsrooms, statewide programs and even a cyber high school's journalism efforts.





# Distinguished

## **DISTINGUISHED SUSTAINING FELLOW**

### **\$10,000 per year with five-year commitment**

- Naming rights of boardroom or conference room, etc., at PNA headquarters.
- Naming rights of a training program or conference, (example - Northrop Boot Camp).
- Special recognition in the PNA Lab for Local Journalism Funding and the 100 Years, 100 Fellowships program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing for each of the five years.
- Eight tickets to annual dinner each year of commitment.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Distinguished Sustaining Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name, photo and brief biography listed on PNA website under "Distinguished Sustaining Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Distinguished Sustaining Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or Fellow may award the additional five fellows each year during the five-year commitment.

Distinguished Fellow funds can be designated to specific programs or areas of interest of the Fellow's choosing, or will be used to fund internships, foundation grants and training.

## **DISTINGUISHED FELLOW**

### **\$10,000 per year**

- Naming rights of a training program or roundtable (example - The John Smith Publisher's Roundtable) for the duration of your Distinguished Fellow status.
- Special recognition in the PNA Lab for Local Journalism Funding and the 100 Years, 100 Fellowships program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing.
- Eight tickets to annual dinner.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Distinguished Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name, photo and brief biography listed on PNA website under "Distinguished Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Distinguished Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or the Distinguished Fellow may name the additional fellow.

Distinguished Fellow funds can be designated to specific programs or areas of interest of the Fellow's choosing, or will be used to fund internships, PNAF grants and training.



# Visionary

## VISIONARY SUSTAINING FELLOW

### \$5,000 per year with five-year commitment

- Naming rights of an office or room at PNA Headquarters other than the boardroom or conference room.
- Naming rights of a training program or conference for the duration of your Visionary Sustaining Fellow status.
- Special recognition in the PNA Lab for Local Journalism Funding or the 100 Years, 100 Fellowships program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing.
- Four tickets to annual dinner each year of commitment.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Visionary Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name and photo listed on PNA website under "Visionary Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Visionary Sustaining Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or the Visionary Fellow may name the additional fellow each year of the commitment.

Visionary Sustaining Fellow can direct his/her funds to be used exclusively for programs such as grants to news organizations to support new technology or emerging products or revenue streams, and conferences and other training on new technologies, procedures, products.

## VISIONARY FELLOW

### \$5,000 per year

- Naming rights of a training program or conference.
- Special recognition in the PNA Lab for Local Journalism Funding or the 100 Years, 100 Fellowships program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing.
- Four tickets to annual dinner.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Visionary Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name and photo listed on PNA website under "Visionary Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Visionary Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or the Visionary Fellow may name the additional fellow.

Visionary Fellow can direct that funds be used exclusively for programs such as grants to news organizations to support new technology or emerging products or revenue streams, and conferences and other training on new technologies, procedures, products.



# Leadership

## LEADERSHIP SUSTAINING FELLOW

**\$2,500 per year with five-year commitment**

- Naming rights of a PNA Roundtable program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing.
- Two tickets to annual dinner each year of commitment.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Leadership Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name listed on PNA website under "Leadership Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Leadership Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or the Leadership Fellow may name the additional fellow.

Leadership Fellows can direct funds to be used exclusively for programs such as training new industry leaders and leadership roundtables.

## LEADERSHIP FELLOW

**\$2,500 per year**

- Naming rights of a PNA Roundtable program.
- Sponsorship of a new Fellow, an industry leader or future industry leader of your choosing.
- Two tickets to annual dinner.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under "Leadership Fellow" heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name listed on PNA website under "Leadership Fellow" heading.
- Feature in Headlines & Deadlines.
- Feature on PNA social media platforms.
- Exclusive Fellows desk item recognition.

Leadership Sustaining Fellow level may be purchased by an organization on behalf of an individual who has served their company with distinction. The organization or the Leadership Fellow may name the additional fellow.

Leadership Fellow funds will be used exclusively for programs such as training new industry leaders and leadership roundtables.

*“We are exceptionally grateful to have received this grant as it has allowed The Summit to continue its mission of empowering young student writers and leaders and has fostered a sense of community and collaboration in our school.”*

**THE SUMMIT STAFF**

University Scholars Program – PALCS, West Chester



# Fellow

## STEWARDSHIP SUSTAINING FELLOW

**\$1,000 per year with five-year commitment**

- One ticket to annual dinner each year of commitment.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under “Fellows” heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name listed on PNA website under “Fellows” heading.
- Exclusive Fellows desk item recognition.

## STEWARDSHIP FELLOW

**\$1,000 per year**

- One ticket to annual dinner each year.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Special recognition at annual dinner.
- Name listed in annual dinner program under “Fellows” heading.
- Quarterly Fellows newsletter with industry and PNA updates.
- Name listed on PNA website under “Fellows” heading.
- Exclusive Fellows desk item recognition.

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## SUSTAINING FELLOW

**\$500 per year with five-year commitment**

- One ticket to annual dinner each year of commitment.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Name listed in annual dinner program under “Fellows” heading.
- Name listed on PNA website under “Fellows” heading.

## FELLOW

**\$500 per year**

- One ticket to annual dinner each year.
- Invitation to exclusive Fellows reception prior to annual dinner.
- Name listed in annual dinner program under “Fellows” heading.
- Name listed on PNA website under “Fellows” heading.

All levels may be purchased by an organization on behalf of an individual who has served their company with distinction.

Fellow funds will be used for programs such as training, internships and grants.



# Thank You!

*The PNA Foundation is grateful to everyone who has supported its mission through the Fellows program.*

Peter Barbey  
Cate Barron  
Charles Baum  
David Beihoff  
R. Thomas Berner  
Jennifer Bertetto  
Andrew Bickford  
James Blaine  
Jack Buckwalter  
Mark Contreras  
Lucy Northrop Corwin  
James Dible  
Joseph Donnelly  
Michael Donnelly  
Dale A. Duncan  
Ruth Eddy  
Brandon Eyerly  
Paul R. Eyerly III

Charles Fancher  
Bill Flippin  
Robert H. Fowler  
Donald J. Fryday  
Sara Glines  
F. Wallace Gordon  
Raymond Gover  
Stephanie Grubert  
Matthew Haggerty  
Marie Hardin  
Sandra Hardy  
Edward H. Harrell  
Coulston S. Henry  
Robert Higdon  
John Kirkpatrick  
Fred Knecht  
Robert Krasne  
Edward Lynett Jr.

George Lynett  
George Lynett Jr.  
Robert Lynett  
W. Scott Lynett  
William R. Lynett  
Robert Manganiello  
Dave Martens  
Ralph Martin  
Uzal Martz  
Fred Masenheimer  
Scott Masenheimer  
John Mason  
Pamela Mayer  
Arthur E. Mayhew  
William McLean  
Janet McNally  
Connie McNamara

Edward M. Mead  
Kevin Mead  
Mike Mead  
Charles M. Meredith III  
Dave Morgan  
John Northrop  
Thomas Northrop  
William B. Northrop  
Henry Nyce  
Wayne Powell  
Wanda Reid  
J. Fred Rentz  
George Sample  
Marlene Sample  
John H. Satterwhite  
Richard Scaife  
Fred Scheller

Barry Schickling  
Tammy Schuey  
Gary K. Shorts  
Charles Smith  
David Snyder  
Richard Snyder  
Kaj Spencer  
Craig Staudenmaier  
William E. Strasburg  
James Towner  
Ron Vodenichar  
Paul N. Walser  
Jim Webb  
Timothy Williams  
Joseph G. Wingert  
Vernon Wise Jr.  
Joseph Zerbey

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