

Foundation Fellows

FUND FOR THE FUTURE

The roots of today grow the leaders of tomorrow...

The Fund for the Future designates monies to be used to advance the mission of the PNA Foundation. Each year, the Foundation Board of Trustees identifies a project(s) to meet a critical need or grow a key function of the Foundation. Since 2012, we've...

...initiated a **grant program to assist PA newsrooms** in starting new initiatives or enhancing current projects. Two grants were awarded in 2019. In 2020, four grants, totaling \$6,000, were presented. Please see the enclosed sheet for more details on this year's recipients and the progress they are making to date.

...awarded grant monies to Spotlight PA in **support of the creation of a database of diverse sources** for newsrooms across the state. Additional funds were recently given to them to establish a **formal newsroom platform for tracking sources** allowing for comparisons and auditing while improving inclusive sourcing practices.

...used a special grant to the Fellows Fund from the Calkins Foundation to **design the training series *Leading Local: The Media's Impact on Diversity, Inclusion and Equity*** focusing on systemic racism and how news media companies can combat it through hiring, news coverage, product design and advertising. Webinars, special programming and resources continue to be produced and shared with PNA members as well as other state press associations.

...supported **two 2021 Pennsylvania Legislative Correspondents Association interns** who are spending 12 weeks working at the state Capitol and reporting for Spotlight PA, PennLive, The Morning Call, PA Capital-Star, The Caucus and Capitolwire.

...created the **Capitol Crash Course**. Delayed in 2020 due to COVID-19, this program brings six to ten PA college students to the State Capitol in Harrisburg for 2½ days of hands-on learning about state government. Mentored by working journalists, they visit legislators, attend sessions, meet lobbyists and work on a story project. In November 2020, we held a five-hour virtual version with more than 20 college students and advisers meeting with and learning from Capitol experts.

...twice held regional **ethics workshops** for journalists with nationally-recognized Poynter Institute trainers and coordinated a cutting-edge **podcasting workshop**.

...presented a **daylong workshop focusing on trauma awareness** and peer support for reporters featuring leading PTSD authority Dr. Frank Ochberg.

...helped to produce **the documentary "Strong Newspapers, Strong Communities"** showcasing the vitality and strength of news organizations in Pennsylvania.

...purchased video equipment and **enhanced PNA conference room** facilities.

...twice sponsored a **PA college journalist's involvement in the annual NNA's News Fellows** program where a handful of young journalists visited the nation's capital for 2½ days to cover an issue of national importance, writing stories on the impact on their local communities.

...held various **training events for collegiate news staffs and advisers** including a student Hackathon at America East.

Thanks to PNA Foundation Fellows, our commitment to the future continues...



Foundation Fellows

Peter Barbey
Charles Baum
David Beihoff+
Andrew Bickford+
James Blaine+
Jack Buckwalter
Mark Contreras
Lucy Northrop Corwin#
James Dible+
Joseph Donnelly
Michael Donnelly+
Ruth Eddy
Brandon Eyerly#
Paul R. Eyerly, III
Dale A. Duncan
Charles Fancher
Bill Flippin
Robert H. Fowler
Donald J. Fryday
Sara Glines
F. Wallace Gordon
Raymond Gover+
Stephanie Grubert
Matthew Haggerty
Sandra Hardy+
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Robert Higdon
John Kirkpatrick+
Fred Knecht
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Edward Lynett Jr.+
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Robert Lynett
W. Scott Lynett
William R. Lynett+
Robert Manganiello
Dave Martens+
Ralph Martin
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John Mason
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Connie McNamara
Edward M. Mead
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Mike Mead+
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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
Gary K. Shorts
Charles Smith
David Snyder
Richard Snyder
Kaj Spencer
Craig Staudenmaier
William E. Strasburg+
James Towner
Paul N. Walser
Jim Webb
Timothy Williams+
Joseph G. Wingert
Vernon Wise, Jr.
Joseph Zerbey

As of Julne 25, 2021..

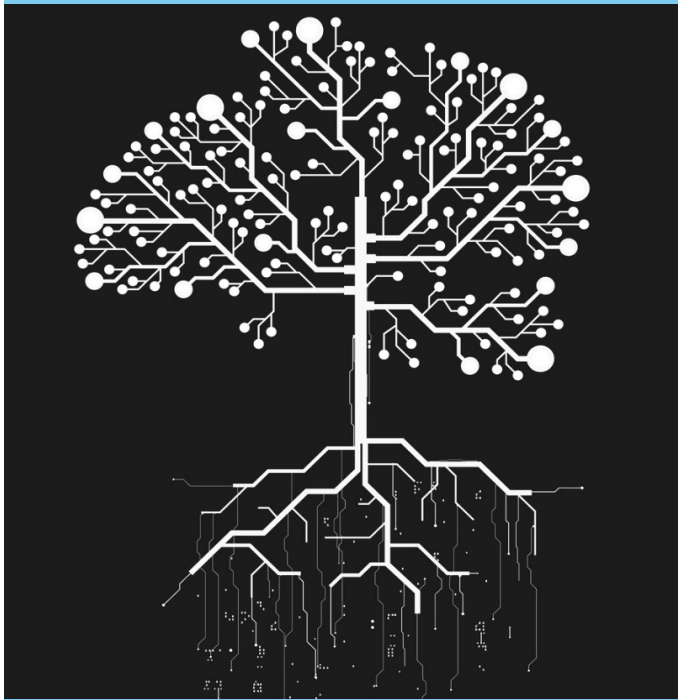
+ Renewing Fellow

Sustaining Fellow

S Strasburg Sustaining Fellow

Interested in becoming a Fellow and supporting the PNA Foundation through a tax-deductible donation? Contact Melinda Condon at melindac@pa-news.org for more information. The PNA Foundation is a 501 (c)(3) nonprofit organization; a portion of your donation may be tax deductible. The official registration and financial information of the PNA Foundation may be obtained from the PA Department of State by calling toll-free from within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.





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*2021 Fellows Grants
Preliminary Reports*

\$1,500 was awarded in December 2020 to four news companies. Notes from their April 2021 preliminary reports include:

1. CENTRE DAILY TIMES – ENHANCEMENT OF THEIR SPORTS PODCAST

Soon after receiving the funds, we researched the best equipment for our needs and purchased a two-person podcast recording kit with mixer and boom arms. We also purchased mic isolation shields and a one-year subscription to Adobe Audition for the audio editing process. We also held brainstorming sessions about how to best expand the audience for the podcast and how to effectively use it as a tool to drive digital subscriptions. We decided to broaden the scope of the podcast so that it's no longer limited to discussing Penn State football. For that, a name change was in order and we decided on "Lions' Lair" for the name of the revamped podcast to focus on Penn State football and other Penn State sports.

While we planned for a soft launch of Lions' Lair in mid-March, we experienced a sudden change in our sports department with the departure of reporter Parth Upadhyaya. With just Jon Sauber covering sports, we were forced to postpone the launch of the revamped podcast. Reporter Kyle Andrews will join the team on May 3 and has podcast experience that he is eager to bring to Lions' Lair. We now plan the soft launch for early summer and are working on promos and house ads.

We plan to use the remaining funds to hire correspondents to fill coverage gaps once Jon and Kyle start work on the podcast.

2. THE CHESTNUT HILL LOCAL – CREATION OF WISSAHICKON MAGAZINE

In November 2020, eight months into the devastating pandemic and amid another COVID-surge, the Chestnut Hill Local produced the inaugural issue of Wissahickon Magazine.

Wissahickon Magazine was a quarantine baby. Though we had not planned to launch a new glossy magazine in 2020, it became part of a strategy to move forward with new initiatives, if we could, so they would be established and poised for success on the other side of the crisis.

Our criteria for the magazine was it would be produced primarily by our reduced staff plus independent correspondents and photographers. The production of a new magazine was not in our budget for the year, so another mandate was the magazine needed to at least break even for the first issue.

The expense side included paying our editor a stipend for overseeing a new project and a set amount to pay the correspondents and photographers. We had also decided Wissahickon Magazine would target the most affluent households in Northwest Philadelphia and the bordering communities in Montgomery County that comprise the Wissahickon Valley. So, we identified over 5,000 households with incomes of over \$250,000. We would mail directly to those households and to all of our subscribers, regardless of household income. In total, we printed 9,000 copies of Wissahickon Magazine. We made some of the remaining copies available to Real Estate offices and other businesses and shops.

There is a great amount of upfront expense associated with producing a magazine. Before advertising revenue is collected, the correspondents are paid. The post office is paid (even though the magazine sat at the Philadelphia BMEU for about 6 weeks, and we are sure that many of the intended recipients never received their issue.)

The timely grant from the PNA Foundation allowed us to move forward with this critical project with the confidence that we would be able to meet our financial obligations. We earmarked this grant to content generation for the magazine – we were able to secure the quality writers and photographer we needed to produce a stellar magazine for the first issue.

The Chestnut Hill Local itself is somewhat landlocked. We are able to sell advertising to businesses within reasonable proximity to the area but not far enough outside to be lucrative. Creating a new magazine that lays claim to the entire Wissahickon Valley area and distributing it outside the immediate Chestnut Hill neighborhood of Philadelphia is vital to our survival. Unless we can grow our footprint, we will always be, at best, just getting by.

Wissahickon Magazine is just the first product under this new “Wissahickon” brand. We hope to produce Wissahickon Pets, Wissahickon Woman, Wissahickon Homes, etc. But first, we need to make a success of this first magazine.

Our revenue for the first issue barely eclipsed our expenses, with total costs of \$15,441 and total income of \$16,120. Without the grant, we would not have broken even. The second issue of Wissahickon Magazine was published in late April with an expected profit of \$4,000.

3. PUBLICSOURCE – SUPPORT OF A REPORTER COVERING HIGHER EDUCATION IN THE GREATER PITTSBURGH REGION, IN PARTNERSHIP WITH OPEN CAMPUS

In November 2020, we were pleased to welcome Naomi Harris as our reporter for this beat. Previously, Naomi was the K-12 education reporter for The Capital Gazette newspaper in Maryland. Her reporting there focused on inequities in education, services for students with disabilities, discrimination, racism and hate incidents in schools. She has also written for The DC Line and the Washington Afro-American newspaper. She graduated from the University of Maryland, College Park, in 2017 with a dual bachelor’s degree in journalism and anthropology. While in college, she was a scholar with the White House Correspondents’ Association. In addition to her specific experience reporting on an education beat, Naomi was chosen for this position in part because of her deep passion for local reporting and belief that journalism can connect communities to one another. She has demonstrated the desire to have her work elevate voices of the underrepresented and marginalized. We found this perspective to be very much in line with PublicSource’s efforts to incorporate awareness of and responsiveness to fault lines among the communities we cover.

Naomi believes that “the partnership between Open Campus and PublicSource will offer a window into the vast landscape of higher education. The city I cover has dozens of universities and colleges that are integral to the culture and community of Pittsburgh. I am able to navigate a complicated beat because I know I have a supportive and creative team behind me.”

Working with editors from both PublicSource and Open Campus, Naomi has already produced several important stories on higher education in the area, including a story outlining University of Pittsburgh library workers’ concerns around COVID-19 safety practices, a story on international students’ experiences among rising anti-immigrant sentiment, and a story on how local universities braced for a return to classes for the spring 2021 semester amid the ongoing pandemic. She has also covered how students and universities are responding to the mental health effects of increased isolation, and what the process of choosing a college or university looks like for high school seniors while COVID-19 restrictions are in place. Most recently, she worked in partnership with Pittsburgh Magazine to produce a story on the far-reaching impacts of student debt, as told by the people of the region. She appeared on local TV station WPXI to talk about her reporting and her stories have been republished by The New Pittsburgh Courier and Patch.com.

We are pleased with Naomi’s work to highlight the pressing challenges, innovations and uneasy solutions of higher education during these unprecedented times, and look forward to publishing her future stories on this major economic driver for our region.

4. TIOGA PUBLISHING COMPANY – ENHANCEMENT AND IMPROVEMENT OF THEIR PODCAST “WHAT WE HEAR IN THE NORTHERN TIER” (ORIGINALLY BEGUN LAST YEAR USING FELLOWS GRANTS FUNDS)

“What We Hear in the Northern Tier” is a weekly podcast where reporters interview people in the community. Tioga Publishing was looking to expand and improve not only the podcast but its online presence. They planned to use the funds for portable microphones, iPads and soundproofing the room where the podcasts are typically recorded. In addition to the podcast, the equipment could be used with video which would be incorporated into routine coverage of athletic events, meetings, community events and posted on their website and social media accounts. Unfortunately, they had some delays in acquiring the equipment due to back ordering. By mid-June they had received most of the equipment and were beginning their upgrades.