



Lawmakers make day-to-day decisions about your business. You need to have a relationship with your legislators **before** a potential crisis is brewing in the legislature that impacts newspapers. As business owners, advocacy is an extremely important aspect of your job. If the legislature is getting ready to make a decision that threatens to shut down your business, **you must be at the table**. Reach out to your legislators to either start, build or blossom a relationship.

Educate
Advocate
Participate



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Leveraging **Legislative** Relationships



**It's Time for You
to Meet with Your
Local Legislators
About Your Business**



Helpful tips to building legislative relationships

Make it a priority to meet with your local legislators at least quarterly.

The goal is for you to become a trusted source, so they can reach out to you proactively when there is a bill that impacts newspapers.



Stay in touch and include them in events.

Invite them to your facility for a tour, partner with your local chamber to host legislative policy meetings, ask them to call you when an important event/story is happening, offer them an editorial slot.

Keep it all business

Even if you do not agree with their personal political beliefs, put your beliefs aside to discuss what is important to your business. Your newspaper is a local presence that tells stories about impacts on local people and the community.

Do your research on them.

What is their background? What committees do they serve on? Have they endorsed or opposed our position in the past?

Legislators come from all different backgrounds.

They are looking for experts, lobbyists and people like you to help educate them on the potential impact of legislation. No one else knows your business like you do – there is no better advocate!

PNA IS HERE FOR YOU.

PNA provides several resources and opportunities to help you meet with your local legislators and stay apprised of pending legislation.

In-District: PNA is happy to set up and attend an in-district legislative meeting with you.

Day on the Hill: Each year, PNA coordinates meetings with legislators at the Capitol in Harrisburg.

Government Affairs Committee: PNA is always looking for active volunteers to participate on our committee and provide guidance.



TOPICS OF DISCUSSION

Public notices

Public notices inform citizens about life-changing events planned by local governments, including tax increases, home foreclosures, zoning changes and much more, before those actions are taken. PNA opposes any bill that would remove public notices from newspapers of general circulation and place them on government websites.

Right to Know Law

PNA has been actively involved in Right to Know Law (RTKL) reform efforts, playing a significant role in the 2002 amendments and 2008's comprehensive overhaul of the Law. We continue to advocate for additional reform and greater transparency in government.

Sunshine Act

PNA believes that additional reform of the Sunshine Act is necessary. Pennsylvania's newspapers are filled with examples of agencies improperly excluding the public, and very few examples of meaningful enforcement.

Strategic Lawsuit Against Public Participation (SLAPP)

The PNA generally supports bills that would expand Pennsylvania's anti-SLAPP (Strategic Litigation Against Public Participation) law.

Local Government Transparency

The PNA will continue to work with legislators, their staff and representatives from local government organizations to promote transparency provisions embedded in various local government codes and to preserve these provisions that foster public trust and accountability.

Taxes

PNA opposes the taxation of advertising and newspaper circulation. Sales and circulation taxes stifle the free flow of information, with a high administrative cost and limited return. Taxing advertising adversely impacts businesses, consumers and the economy.