

who we are

The Pennsylvania NewsMedia Association is the official trade association representing print and digital news organizations across the commonwealth. For more than a century, PNA has worked to protect the freedom of the press, strengthen local journalism, and support the business operations of its member organizations.



WHAT WE DO

- **Legal Support and Guidance** - Providing members with timely legal information, resources, and support related to press freedom, public records, advertising, and newsroom operations.
- **Advocacy and Government Relations** - Representing members' interests at the state Capitol and monitoring legislation affecting news organizations and public access to information.
- **Marketing Services** - Supplying statewide advertising campaigns, complimentary children's content, and revenue-generating sales tools to help grow your business and promote the news media industry.
- **Membership Support** - Maintaining consistent communications with members through in-person and virtual visits, the weekly Headlines & Deadlines e-newsletter, and annual membership directory.

The Pennsylvania NewsMedia Association Foundation is the charitable and educational arm of PNA. The Foundation is dedicated to supporting the sustainability of local news through philanthropy and fundraising, professional training and recognition, and the cultivation of future news leaders.

**PENNSYLVANIA
NEWSMEDIA
ASSOCIATION
FOUNDATION**

WHAT WE DO

- **Training and Professional Development** - Offering conferences, workshops, webinars, and coaching to support journalists, publishers, and news professionals at every stage of their careers.
- **Student Internships** - Expanding access to paid internships that help develop the next generation of journalists.
- **Member Recognition** - Hosting a range of statewide contests and awards that celebrate excellence.
- **Grants** - Providing financial support for innovative projects that strengthen local journalism and newsroom sustainability.



MANSI Media

WHAT WE DO

- **Advertising Services** - Offering turnkey print and digital advertising programs, including local, regional, and national campaigns.
- **Strategic Consulting** - Crafting research-based advertising recommendations tailored to clients' goals.
- **Industry Support** - Educating advertisers about the value and effectiveness of incorporating print and digital newspaper into comprehensive marketing plans.

MANSI Media is a PNA-affiliated service organization that assists clients with planning and placing print digital advertising campaigns.

HOW WE WORK TOGETHER

PNA, the PNA Foundation, and MANSI Media operate as a coordinated network - advocating for press freedom, investing in the future of journalism, and providing practical tools and services to help member news organizations succeed.