The Pennsylvania NewsMedia Association supports news media organizations and the communities they serve across the Commonwealth by offering the latest in industry-focused solutions. Association services, resources and networking capabilities are available to any employee of a member organization.

**MEMBER BENEFITS**

**EDUCATION**
The PNA offers affordable and convenient trainings, seminars, workshops, webinars and other educational opportunities, designed to sharpen and hone the skills of news media personnel.

**NETWORKING**
Each year, the PNA hosts a variety of events designed to connect industry leaders and staff across the commonwealth to share ideas and experiences.

**REPRESENTATION**
From the Capitol to the classroom, the PNA represents our members and highlights the positive influence they have on every aspect of life in Pennsylvania.

*Nearly 7 in 10 Pennsylvania adults* read a newspaper in print or online each week.¹

¹Source: 2020 Release 1 Nielsen Scarborough Report. Copyright 2021 Scarborough Research. All rights reserved.
ADVOCACY
Protect your rights through lobbying efforts.
Advocating for the interests of news media organizations is a critical part of the PNA’s mission. Our government affairs team works tirelessly to improve open meeting, open records and public notice laws, and closely monitors every bill going through the state capitol that could impact your business.

Promote your organization and the industry.
In addition to advocating at the state and federal levels, the PNA also provides you the resources to promote professional journalism and real news to your community. Through ad campaigns and topical editorials, the PNA supports and celebrates the work of local journalists.

LEGAL ASSISTANCE
Obtain complimentary legal advice. The PNA’s Legal Hotline offers members the opportunity to talk with our on-staff legal team about a variety of topics that impact our industry. PNA attorneys provide members with advice on HIPAA, open records, the state Sunshine Act, use of independent contractors, libel, telemarketing, copyrights, the Pennsylvania Shield Law and legal advertising.

RESOURCES
Stay apprised of industry information. The PNA produces several publications that provide updates on member news, legislative updates, advertising and marketing trends, and the latest happenings in the news media industry.

Events & Training. The PNA and PNA Foundation provide a variety of educational and engaging training opportunities. From roundtable discussions to the inaugural Advertising Symposium and new Community Newspaper Forum, the PNA develops the training and events that allow members to gather ideas, share experiences and learn new techniques to maintain and grow audience and revenue.

Contests & Awards. Each year, the PNA and PNA Foundation recognize the dedication and excellence of Pennsylvania news media organizations, staff and supporters through a variety of contests and awards, including the Keystone Media Awards, Advertising Contest and News Organization of the Year Awards, along with many others.

Media identification for staff. Pennsylvania press passes and automobile hang tags help you gain access to accident and incident scenes. While a press pass and hang tag is not a government ID, it has been widely publicized to law enforcement agencies as a way to help police and other emergency personnel quickly identify and verify media personnel.

Complimentary Content. A series of no-cost articles available for PNA members to publish in print and online.

Vendor Guide. PNA members now have easy access to a new comprehensive list of more than 50 news media industry vendors who understand the needs of the industry and offer valuable solutions.

LEARN MORE
At the PNA it’s our job to offer money-saving services and practical solutions, supporting the newspaper industry in hundreds of ways.
Learn more about what the PNA can offer at: www.panewsmedia.org