



2024 PENNSYLVANIA NEWSMEDIA ASSOCIATION **MEMBER BENEFITS**

ADVOCACY • TRAINING • NETWORKING • CONTESTS • REVENUE





**Melissa
Bevan
Melewsky**

Media Law Counsel
melissam@pa-news.org
717-703-3048

LEGAL

PNA attorneys provide extensive media-related legal services to our members through:

The PNA Legal Hotline's unlimited free counseling, available on demand 365 days a year.

- Draft and edit Right-to-Know Law requests and appeals.
- Pre-publication review of advertising, news and editorial content.
- On-the-record commentary.
- Legal research and advice on background.
- Outreach to, and liaise with, government agencies on members' behalf.

Free training.

Provide unlimited education/training sessions along with a webinar library on legal issues relating to the Right-to-Know Law; Sunshine Act; First Amendment; Wiretap Act; Clean Slate Law; Medical Marijuana Act; Unified Judicial System of Pennsylvania Public Access Policy; defamation; invasion of privacy; advertising, fair housing and employment; open courts; tobacco, alcohol and cannabis ads; trademark and copyright, and more.

Amicus briefs and litigation referral services.

- Members involved in litigation can request amicus participation from PNA and partnering media organizations at no cost.
- PNA media law counsel works with a broad network of highly skilled media law attorneys across the commonwealth and can connect members with experienced pro-bono legal service organizations, attorneys and law firms.



**Barbara
Hough Huesken**
Director,
Legislative Affairs
barbarah@pa-news.org
717-703-3031

LOBBYING

The PNA legislative affairs department works tirelessly in Harrisburg and across Pennsylvania to:

Advocate for public policy serving the business interests of the news media industry.

- Keeping public notice in newspapers is a priority.

Champion legislation fostering essential, robust, compelling journalism.

- Monitor all bills moving through the Legislature.
- Fight for improvements and updates to the Right-to-Know Law and Sunshine Act.
- Protect First Amendment freedoms.
- Collaborate with other statewide groups on issues promoting government accessibility and transparency.

Build productive relationships with state legislators.

- Meet with officials in Harrisburg and in their home districts.
- Educate lawmakers about the importance and power of local journalism.
- Emphasize local news media's essential role in strong, engaged communities and a healthy democracy.

Communicate legislative initiatives to members.

- Provide updates via weekly newsletters, individual outreach and op-eds.

Activate members for legislative success.

- Rally participation in Day on the Hill, National Newspaper Week and Sunshine Week events.
- Tap members for critical legislative visits.
- Enlist members for Government Affairs Committee, issue-focused task forces and editorials.

MARKETING & COMMUNICATIONS

PNA provides our members with information and tools to keep you up to date on industry happenings and support your revenue goals. This includes:

Marketing resources.

- Advertising sales support flyers: Information that highlights the benefits of print and digital newspaper advertising, identifies consumer purchase intentions, or showcases how adults of all ages engage with news media are available to download.
- Big Book Educational Series: Proven and successful ideas from PNA members and industry experts.
- Political advertising resource center: Detailed information about candidates, special interest groups and political action committees as well as targeted marketing flyers and a customizable PowerPoint presentation.
- Sales and Marketing Hotline: Answers to your advertising-and-marketing-related questions that give you a sales advantage when prospecting for new business or engaging with current advertisers.
- Statewide advertising campaigns: Print and digital advertising campaigns that highlight news media's role in providing information communities want and need while touting local news outlets as the most trusted source of information, are available to download.

Member communications.

- Headlines & Deadlines: PNA's member e-newsletter, delivered on Tuesday, contains association and industry news and information.
- Headlines & Deadlines Legislative and Legal Update: PNA's weekly e-newsletter, devoted to legal and legislative topics, is distributed on Thursday.
- Panewsmedia.org: For all the latest member-related information, from training sessions and legal resources to advocacy updates and revenue-generating ideas, visit our newly redesigned website.
- PNA Member Directory: PNA maintains an updated member directory with current contact information for those in key positions. Email marketing@pa-news.org to request a copy.



Jane Hungarter
Director,
Marketing
& Membership
janeh@pa-news.org
717-703-3041

MANSI MEDIA

MANSI Media works with advertising agencies and direct clients throughout Pennsylvania and across the U.S. to plan and place print and digital advertising buys in news media outlets, including PNA member publications. It is distinguished through:

Increased revenue to Pennsylvania newspapers.

MANSI Media continues to place a large volume of advertising business in and on our members' print and digital properties.

New client acquisition.

The MANSI Media sales team actively engages with nearly 200 local and regional prospects and clients each week to ensure the continual flow of print and digital business to Pennsylvania newspapers.

Pennsylvania newspaper presentations.

PNA members are encouraged to present your offerings to our media buying team, either in person or virtually, so we are familiar with all your products. Contact us to schedule your presentation.

Social media engagement.

MANSI Media posts industry-related and original content each month on LinkedIn and Facebook to engage and educate our clients and prospects on the value of print and digital media. Follow us today.



Bob Schnarrs
Vice President, Operations
bobs@mansimedia.com
717-703-3059



John Derr
Director of Sales and
Strategic Partnerships
johnd@mansimedia.com
717-703-3074



Tanya Henderson
Executive Director,
tanyah@pa-news.org
717-703-3002

PNA FOUNDATION

This nonprofit organization provides professional resources and recognition for PNA members, develops the next generation of readers and journalists, and educates the public on the importance of the First Amendment through:

Valuable training and events that educate, engage and encourage media leaders.

- Offer monthly webinars on advertising and revenue-generating ideas, audience development, editorial basics, legal issues and legislative priorities.
- Work with PNLA, I-SCMA, PAMA, NMA and the Society of Professional Journalists Keystone Chapter on various training sessions.
- Coordinate PNA On the Road regional workshops in western, eastern and central Pennsylvania with tracks for advertising sales and editorial sessions focused on local government coverage.
- Facilitate monthly PNA Women in Leadership Roundtables. Lead bi-monthly virtual meetings for publishers as well as roundtables for weeklies.
- Plan an annual fundraising golf outing and special PNA 100th Anniversary events including a Gala set for Nov. 14, 2024.
- Collaborate with PAMA for a spring advertising conference in Williamsport.

Prestigious contests that celebrate excellence and recognize outstanding efforts across all facets of the news industry.

- Coordinate annual Keystone Media Awards contest for both student and professional journalists. Hundreds, out of more than 3,500 entries, are recognized during awards luncheons in April and October.
- Manage the Advertising Contest as well as the Newspaper Carrier of the Year awards.
- Honor News Organization of the Year winners, determined from points accumulated through various contests each year.

Grants that support journalism initiatives and enhance local news projects.

- Since 2019, awarded more than \$46,000 in Fellows Grants to help fund podcasts, internships, special freelance coverage, database training, diversity efforts, climate reporting and audience growth products across the state. Applications from newsrooms across Pennsylvania are accepted each quarter.
- Established a new fund to support scholarships for young journalists.



William Cotter
President & CEO
bcotter@pa-news.org
717-703-3076



Diane Brinser
Vice President,
Finance
dianeb@pa-news.org
717-703-3064

CONNECT WITH US

address:

4000 Crums Mill Road, Suite 101
Harrisburg, PA 17112

website:

www.panewsmedia.org



Facebook:
@PNAnews



Twitter:
@pnanews



LinkedIn:
@pnanews