ASSOCIATE MEMBERSHIP

The S.C. Press Association is 170 years old and represents and serves South Carolina’s newspapers.

The objectives of the SCPA, as set out in our charter, are to:
- Promote the welfare of the newspaper profession
- Elevate its standards and enlarge its usefulness
- Foster friendly relationships among its members

This flyer gives you an overview of the services and programs the Press Association provides to Associate Members. If you’d like more information, visit scpress.org or contact Jen Madden, co-executive director, at jmadden@scpress.org.

Associate Members are a valued division of the S.C. Press Association. Membership provides an ongoing avenue to connect your organization with the newspaper journalists in our state.

One of the biggest values of membership is the ability to network with our members at meetings and events. This will help you learn more about the newspaper industry and put a face with a name when it comes to journalists you work with.

SCPA can also help secure member journalists and media/FOI experts to speak at your organization’s events.

We can help get your message out by offering you four free statewide eReleases, a $240 value! Just email us your press release and we’ll send it to our daily and weekly editors almost instantly. Our contact list is always up-to-date. Associate Members receive discounted pricing on any additional eReleases.

As an added value, SCPA will produce an annual profile of your organization for our eBulletin newsletter, which reaches nearly 1,000 engaged readers weekly. We also offer Associate Members discounted rates to advertise in our eBulletin and annual S.C. Media Directory.

In cooperation with our advertising arm, the S.C. Newspaper Network, we are happy to provide consultation on your media relations and marketing/advertising plans. Associate Members also receive discounted rates for SCNN’s print and digital advertising services.
ANNUAL MEETING AND AWARDS

- Earn prestigious recognition for your publications while competing against other associate and individual members in SCPA’s annual contests. The 2022 Contest is open through Dec. 2, 2022. Awards will be presented in mid-March 2023 at the SCPA Annual Meeting in Columbia.
- Network with the leadership at SCPA’s 100 member newspapers.

SCPA FOUNDATION

The SCPA Foundation is a non-profit, tax-exempt education foundation financed by member donations.

The Foundation sponsors:
- An internship program that provides promising S.C. journalism students to member newspapers at no cost. Last summer we awarded three internships worth $12,000.
- Scholarships to outstanding collegiate journalism students.

TRAINING

SCPA hosts a variety of meetings and workshops throughout the year. Associate Members receive discounted registration fees to workshops, networking events and more. Past topics have included social media, photography, writing and computer-assisted reporting. A schedule is available at scpress.org.

OTHER BENEFITS

- Receive SCPA’s annual Media Directory (a $40 value), which has detailed information on S.C. newspapers including contact information, key personnel listings, circulation figures, advertising information and deadlines. Associate Members get a free listing in the guide, which is sent to every S.C. newspaper and ad agencies across the state.
- Receive SCPA’s weekly eBulletin to keep you informed of industry news.
- Promote your organization through sponsorship of SCPA events.