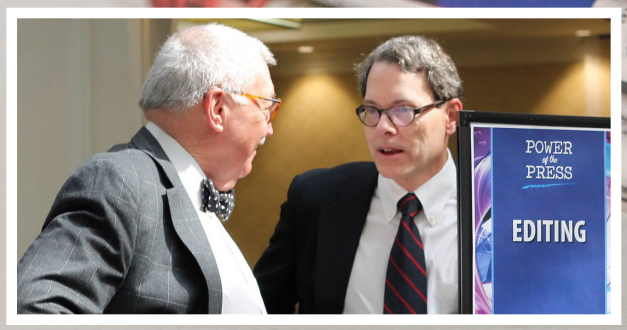
YOUR SCPA MEMBERSHIP



SOUTH CAROLINA PRESS ASSOCIATION

YOUR S.C. PRESS ASSOCIATION

The S.C. Press Association is 174 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 booklet gives you an overview of the services and programs the Press Association and its affiliate sales arm, the S.C. Newspaper Network, provide to member papers.

LOBBYING

Lobbying by the S.C. Press Association is vital to the future of your newspaper. SCPA has fought to keep public notice/legal ads in newspapers, preserved our sales tax exemptions and strengthened the FOIA.

Each year SCPA's lobbying team is on the job for you in Columbia, but as a member, **YOU ARE A VITAL PART** of this team when it comes to speaking up for newspaper interests.

There is strength in numbers. Our lobbying team speaks for our industry, not just one newspaper. Large and small newspapers work together in our lobbying efforts... even when the issue doesn't affect them directly. In every case, the cost of dues is far less than the cost a newspaper would pay for minimal lobbying on a single issue.

SCPA has a strong track record in lobbying that includes:

- Ongoing efforts to preserve public notice/legal advertising
- Work to protect circulation, newsprint tax exemption yearly
- Reporters Shield Law passed in 1993
- Open government protection in Legislature
- FOIA revisions in 1987, 1998, 2000, 2003, 2015 and 2017
- EMT records opened in 2010
- Doctor discipline process opened in 2005
- Veggie Libel defeated in mid '90s (it passed in many states)
- Cameras in the Courtroom adopted in state courts
- Constant monitoring at every level of the process

LIBEL/FOI HOTLINE

As a member, your reporters and ad representatives have access to our telephone and email FOI/legal hotline at no cost. This includes pre-publication review of stories and advertisements.

- We worked to revise FOIA to reduce wait time in 2017.
- We financed a successful effort in 2012 to open Highway Patrol videos and reports.
- We filed an amicus brief in 2010 to fight school board secrecy. The newspaper prevailed. We routinely file briefs before the S.C. Supreme Court on libel and FOI issues, benefiting all S.C. newspapers.
- SCPA underwrote the successful effort to eliminate criminal libel in South Carolina.

ANNUAL MEETING AND AWARDS

- Staff recognition is key to keeping morale and standards high, especially in these challenging times. Membership allows your staff to compete in the prestigious SCPA awards programs. Each year, roughly 3,000 entries are received as SCPA recognizes newspaper staff members for their excellent work.
- SCPA's annual contest which runs annually from October to early December. 2025 awards will be presented at the SCPA Annual Meeting, which will be held March 6, 2026, at the Columbia Metropolitan Convention Center. This event also offers training and networking opportunities. We hope you can join us!
- The PALMY Ad Contest will accept entries in late spring 2026 with awards presented in July.

TRAINING

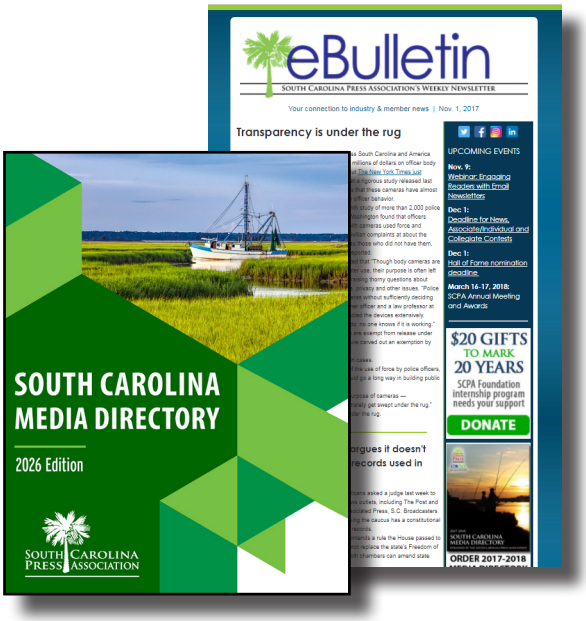
- Full schedule of in-person and virtual workshops for your news and advertising staffs.
- Free in-house and virtual libel, FOI and copyright training.
- In-house and virtual coaching events on photography, writing, management and advertising.
- Free use of "Earn Your Press Pass" virtual training course thanks to the SCPA Foundation.
- Discounted virtual training from industry experts through the Online Media Campus and Local Media Association.

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. This summer we awarded two internships worth $4,480 each.
- Scholarships to outstanding collegiate journalism students. We awarded two $1,000 scholarships in 2025.
- Quality training to newspaper professionals at reasonable costs through Smoak Fund sponsorships.

OTHER MEMBER SERVICES



- Significant savings on AdMall co-op software and training (50% discount for a daily, minimal weekly cost).
- High-quality Press ID cards that are recognized statewide.
- SCPA eBulletin emailed each week to keep you informed on industry news.
- Listing in annual S.C. Media Directory, which is distributed to every ad agency in the state and many throughout the Southeast.
- Web resources for you and your staff, including job listings.
- Publications including FOI guide, libel, advertising and other helpful resources.
- Free SLED criminal background checks (this important service saved members more than $10,000 in the past year).
- Free news and features content on the S.C. News Exchange.

SCNN ADVERTISING REPRESENTATION

Through the S.C. Newspaper Network, the SCPA works as an advocate for our member newspapers and for newspaper advertising in general. SCNN is owned by our member newspapers. We represent you professionally in contacts with clients and potential clients.

- SCNN placed more than $1 million in advertising in S.C. newspapers last year.
- We are the only member-owned sales and placement service working for our members.
- Advertisers often insist on using a placement service and if they do, your member-owned Press Association is there to serve. All profits are plowed back into our efforts on behalf of our member papers.
- One-order, one-bill convenience makes newspapers competitive with the multi-market reach of direct mail and broadcast.
- We call regularly on state agencies. Incremental revenue from state advertising represents business non-members usually do not receive.
- We do not solicit business from your current clients.
- Our commission rate is one of the simplest and lowest among Press Associations. All member newspapers pay the same low commission: 5% on new business and 2% on existing business. Non-member newspapers pay 10% on all business.

AD NETWORKS

Roughly 50 cents of every dollar sold in the SCNN statewide ad networks goes back to participating newspapers, while the remaining dollars finance much of what SCNN and SCPA do on behalf of newspapers across the Palmetto State.

SCPA members benefit from participation in our advertising networks:

- **Statewide Classified Ad Network**
- **Small Space (2x2/2x4/2x6) Display Advertising Network**
- **QuarterPage+ Display Advertising Network**

Our networks returned nearly $300,000 to participating member newspapers last year.

Virtually every SCPA member takes part in SCNN networks. South Carolina has one of the highest advertising network participation rates among Press Associations. Each of our networks reach more than 1.5 million S.C. newspaper readers each week. We appreciate your participation.

THE BOTTOM LINE

Your membership in the South Carolina Press Association serves your newspaper on many levels and makes you a part of the Palmetto State's newspaper community. From the Legislature to the classroom, from ad representation to contests, you'll find that your investment in SCPA membership is a rewarding one.

If you'd like more information, visit scpress.org
or contact Jen Madden at jmadden@scpress.org or (803) 750-9561.