Member Benefits

Power of the Press

Our theme for 2026 is Power of the Press. Through programming, legislative advocacy, connections and strategic work, we work to help our members take advantage of opportunities and combat the challenges facing the industry. How can we create spaces that inspire your work, spur innovation and keep you informed?

Stay involved with your association – contact Rebecca Snyder, executive director (rsnyder@mddcpress.com, 443-768-3281) or Kevin Berrier, marketing director (kberrier@mddcpress.com, 443-508-1936)

Planned for 2027:

Content Sharing Platform powered by PluckyWire. Members can share and pick up content.

Earn your Press Pass. Online, self-paced curriculum to help train your staff. Editorial and sales modules are available.

Potter Digital Ambassador Program. Five Digital Ambassadors will be placed in newsrooms across the region for one week in January 2027 to help solve a technological program.

Need to Know Benefits in 2026:

- **Fractional sales efforts.** MDDC Ad Services can supplement your sales force on a temporary or long-term basis. From prospecting to direct sales, we can help you reach your revenue goals.
- **In-market sales and training events**. We can jump-start your sales efforts and generate new business and revenue (only one slot per quarter available). We will work with you to map out logistics, conduct customized sales training and implement the program with a sales blitz that includes cold call appointment setting, needs discovery and in-market four-legged sales calls.
- **AI Games Sales Training**. Help your sales staff use AI to make their sales pitches more effective.
- **News Media Connect** monthly Zoom call the 1st Tuesday of each month (12:30 – 1:30 pm ET) to create a space for members to connect and discuss different topics.
- **Independent journalist membership**. MDDC connects independent and freelance journalists to our organizational members.

- **Press Passes.** Press passes issued to individual members and the staff of member organizations as requested.
- **Member directory** connects our members by sharing publication and contact details so you can reach out to one another.
- MDDC Press Foundation acts as a **fiscal sponsor** for Baltimore Brew.
- **A-Mark Investigative Journalism prize**. Cash prizes for Maryland, Delaware and the District for the best investigative journalism, awarded at the Annual Conference (submission through the Annual Contest).

Continuing our existing services, we evangelize and advocate for the news media industry in everything we do.

- **Legislative advocacy** in Maryland, Delaware and the District
- **Strong voice for journalism and news media** to legislators, business leaders and in the community.
- **Reporter resources**, such as the Journalists Guide to the Courts, Sunshine Week, National Newspaper Week and other resources.
- **Legal hotline** through Ballard Spahr providing pro-bono legal advice.
- **Affinity programs** such as Walterry libel insurance, Stevenson University Online tuition discounts, and more.
- **Professional development** training through webinars and other resources.
- **Preferential media buying** from MDDC Ad Services. MDDC puts money directly in the pockets of members through ad purchasing for our advertising clients.
- **Internship program** places promising young journalists in host newsrooms each summer for paid internships.
- **Readership Survey program** provides a white label readership survey that focuses on editorial topics and reader buying habits (alternating years).
- **Convener** for related news media organizations locally and nationally.
- **Actionable information** to steer your business through white label readership surveys, informative webinars and ad hoc consulting.
- **Regional public notice** aggregation. MDDC pulls together all members' public notice in one online platform.
- **Active social media presence** advocating for and celebrating local media.

- **Weekly Planner** connects members to one another by sharing critical information and celebrating your wins.
- **Five Dubs podcast** shines a weekly spotlight on topics of interest as well as member spotlights.
- **Contest honoring work in 2025.** Put your best work forward in the MDDC contest.
- **Annual Conference & Awards Program** is Friday, May 8th. Don't miss this opportunity to meet in person and learn from one another during our popular conference. Do you have a suggestion for a conference topic? Let us know here: https://mddcpress.com/call-for-topics-and-speakers/