



Keeping the Vision 2020

This year's ONMA convention contains tons of must-attend sessions, including:



- **Dayton Strong: Covering the Oregon District Shooting** – Is your news organization prepared to cover a local tragedy?
- **How to Succeed with Event Marketing** – Learn from newspapers who earn big money by creating events for readers
- **Ohio Politics 2020** – With Republican Larry Obhof, President of the Ohio Senate, and Democratic Party Chair David Pepper
- **How a Community and Competitor Saved Our Newspaper** – An inside look at the Tribune Chronicle/Vindicator project
- **Legal Update on Employment Issues** – Mike Zinser on new wages rules
- **How to Ensure People Keep Seeing Your News as Credible**
- And much more!

**February 6 & 7
Renaissance Columbus
Westerville-Polaris Hotel**

A MESSAGE FROM YOUR ONMA PRESIDENT

Welcome to the 2020 Ohio News Media Association Convention. I hope you enjoy our outstanding convention and the many dining, shopping and entertainment options in the Polaris area.

The theme of this year's convention is "Vision 20/20" and I am happy to say Ohio newspapers are continually proving they have the vision needed to both thrive and grow in the 2020s. Newspapers in Ohio are experimenting with new revenue, circulation, distribution and reporting models. This year's convention sessions will be touching on some of these along with showcasing other innovative work being done by Ohio papers.

Don't forget to bid at our Silent Auction or take part in our popular Wall of Wine Raffle, both of which help raise money for the Ohio News Media Foundation and pay for the college and high school scholarships.

Be sure to take part in our new After Hours Cuisine and Conversation on Thursday evening. This is a great opportunity to network and talk with your peers in the Ohio media. See page 6 for more information.

As always, if you have any thoughts or questions feel free to contact me.



Monica Nieporte

Monica Nieporte
President and Executive Director
The Ohio News Media Association



Registration and Name Badges

For any special needs contact one of the staff members at the ONMA Registration Desk in the main foyer. Name badges are required for admittance to all sessions and meal functions.

Looking to network? Look for someone whose colored dot on their name badge matches yours — the dots are color-coded by newspaper profession. See page 6 for more info.

Convention Social Media Feeds

For real-time comments and thoughts about the convention, please go to **Twitter.com/Ohio_Media**. You can also share your own thoughts and view convention photos on Twitter using the hashtag **#OhioNews20**.

Check out Silent Auction, Buy Tickets for Our Wine Raffle

This year's convention is offering attendees two ways to have fun and support the Ohio News Media Foundation, with all money raised benefitting Foundation activities.

The first is our popular Wall of Wine, with winners announced during the Thursday evening cocktail reception. The first ticket drawn will allow the winner to select three bottles from our Wall of Wine. All tickets drawn after that will allow the winners to select one bottle each. Tickets for the raffle are \$5 each. Tickets may be purchased at the registration table or from any ONMA staff member.

We're also offering a silent auction featuring many exciting items to bid on. Silent auction bids will be accepted through 9 am on Friday, Feb. 7, with the winners announced after that time's general session. You don't have to be present to win but you do have to be present to place a bid.

Exhibits

Don't forget to check out our exhibits, including:

- Photos from the Hooper & Collegiate Competitions
- The newspaper sharing table
- Student journalist resumes

COSI Tickets and Voting for Best Science Museum

The Center of Science and Industry (COSI) in Columbus is one this year's convention sponsors and has donated two tickets to COSI for each attendee. COSI is also a USA Today Reader's Choice Award nominee for the country's best science museum. Voting for the winner is now open through February 17. Go to www.cosi.org to learn more and vote.



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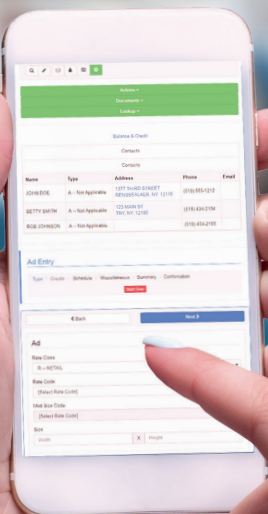
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THURSDAY, FEBRUARY 6

9:00 - noon

Portrait Photographer

Come early to the convention and get a professional portrait taken for free by Portrait America!

9:00 - 11:15 (Compass Room)

Ohio League of Home Dailies

10:00 - 11:15 a.m. (Admiral C)

Breakout Session: Generating Revenue Through Relationships

Growing revenue is all about growing relationships with subscribers and future subscribers. Lon Haenel, president of Local News ROI, will show you how to profit by pushing long-tail revenue across your subscription sales channels. The session will also examine how to mix and match your sales tactics and predict revenue from your new subscribers' first and second years. You will walk away with emerging themes and trends to move your digital audience forward.

Breakout Session: Hooper/Collegiate Awards (Admiral A)

11:15 - 11:30 a.m.

Vendor Meet and Greet

11:30 a.m. - 2:15 p.m. (Admiral AB)

Luncheon Session

sponsored by  Center of Science and Industry

The luncheon will include remarks from ONMA President Monica Nieporte and Stephen White of the Center for Science and Industry (COSI), with the latter discussing several of COSI's new initiatives of interest to newspapers. Also featuring the presentations of the Carrier of the Year Awards, OCOG's Champion of Open Government Award, and the overall winners of the Hooper Newspaper of the Year and the Collegiate Frank E. Deaner Awards. (continued on next page)



Lon Haenel



Jana Collier



Stephen White



Jessica Graue

11:30 a.m. - 2:15 p.m. (Admiral AB)

Luncheon Session (continued from previous page)

The luncheon will also feature the panel **“Dayton Strong: Covering the Oregon District Shooting.”** Journalists must make quick decisions in times of tragedy. Is your news organization prepared to make those decisions? The panel will present five members from Cox Media Group Ohio including Jana Collier, Cox’s vice president of content; Jim Bebbington, editor of the Dayton Daily News; Amelia Robinson, reporter and columnist for Dayton Daily News; Tim Wolff, director of digital for Cox Media Group Ohio; and moderator Jessica Graue, a journalism professor at Sinclair Community College.



Amelia Robinson

2:15 - 2:30 p.m. sponsored by

Beverage Break



Kerry Loeffler

2:30 - 3:55 p.m. (Admiral A)

Breakout Session: Weekly Roundtable

Don’t miss this opportunity for people at weekly newspapers to share with their peers the issues they’re facing and the best recent ideas they’ve executed.

Breakout Session: Networking and Mentoring with Collegiate Members (Compass Room)

This exciting new session is an opportunity for students at ONMA member college newspapers to network and be mentored by publishers and editors from across Ohio. If you’re looking to hire or be hired, this is for you!



Andrea Lewis

Breakout Session: Changes in Delivery Frequency and Methods (Admiral C)

This circulation panel will examine the pros and cons of different changes in newspaper delivery frequency and methods, featuring real-life examples of what to do and avoid. Circulation panelists include Len Blose from Ogden, Kurt Franck from The Toledo Blade, and Mark Shorts from The Athens Messenger.



Carole DeAngelo

4:00 - 5:00 p.m.

Breakout Session: Recruiting and Retaining a Super Sales Staff (Admiral C)

Kerry Loeffler will show you how to recruit and retain your sales staff by focusing on organizational health and well-being, using assessment sciences for selection and development, and enhancing employee engagement. Loeffler is the founder of Talent Trust, a Cincinnati leadership development firm.

Breakout Session: How to Succeed with Event Marketing (Admiral A)

Your newspaper already has strong connects with your community and an existing audience. This panel will show you how to use event marketing to both increase revenue and increase connections with your community and audience. Panelists include Andrea Lewis, Ohio University student media internship manager at The Post; and Carole DeAngelo, director of advertising and events at the Observer-Reporter in Washington, PA.

5:30 p.m. - 7:00 p.m. Wall of Wine Raffle and Reception

sponsored by 

Join us for cocktails, hors d'oeuvres and musical entertainment while connecting with friends and colleagues and taking part in the drawing for the Wall of Wine raffle. Please note reception is a fundraiser and included with full convention registrations and all-day Thursday registrations. Guests, collegiate/Hooper attendees and Friday registrants are still welcome to attend for \$35.

7:30 p.m. After Hours Cuisine & Conversation



BRU Burger Bar
691 N Cleveland Ave
Westerville, OH 43082

Do you want to meet other industry professionals who share your responsibilities to talk about industry challenges and opportunities? Then don't miss these four separate after-hours cuisine and conversations for convention attendees at BRU Burger Bar. Simply go to the restaurant and find the group matching the color dot on your nambe badge.

- Publishers/GMs (After Deadline, red dot)
- Editorial staff (News and Brews, blue dot)
- Circulation staff (Starts & Hops, yellow dot)
- Advertising staff (Sales & Spirits, green dot)

Everyone pays their own way but it's a great opportunity to meet new people and add them to your resource list. This could be your chance to get your next big idea!

FRIDAY, FEBRUARY 7

7:45 a.m. (Admiral AB)

Breakfast sponsored by **recruitology**

The annual ONMA Business Meeting will be held during breakfast.

8:00 - 9:00 a.m. (Admiral AB)

General Session: Ohio Politics 2020

David DeWitt of the Ohio Capital Journal, a new non-profit digital publication covering Ohio political and state government news, will share information about their venture and tell ONMA members how they can utilize the content produced by their three fulltime journalists. Then Republican Larry Obhof, President of the Ohio Senate, and Democratic Party Chair David Pepper will discuss what to expect during the 2020 election year, with insight into Ohio's role in the presidential race and how ad spending may play out in the state.



Larry Obhof



David Pepper

9:00 - 10:00 a.m. (Admiral AB)

General Session: How a Community and Competitor Saved Our Paper

An inside look at the Tribune Chronicle/Vindicator project, which kept Youngstown from becoming the largest city in the United States without a newspaper. The panel includes Ogden General Manager Ted Snyder, Editor Brenda Linert, and Ogden Newspapers' Regional Circulation Director Len Blose.



Mike Centorani



Jim Bebbington



Brenda Linert



Mike Zinser

10:00 - 10:15 a.m.

Beverage Break sponsored by  Interlink

10:15 - 11:15 a.m. (Admiral C)

Breakout Session: Legal Update on Employment Issues

Mike Zinser of the Zinser Law Firm will give an update on the ever-changing Federal and state employment laws, including the new wage and hour requirements and rules regarding independent contractors.

10:15 - 12:15 p.m. (Admiral A)

Double Breakout Session: Increase Sales by Stopping the Hard Sell

Mike Centorani will show you how you can increase your sales by stopping your traditional sales push. Learn techniques on how to end the feature/benefit spiral that only results in your customers increasing their resistance to buying advertising. Instead, he will show you how to get your customers to tell you their story and show you how customers want to be sold. Centorani is the Director of Sales Training for Gannett and brings over 25 years of traditional media experience combined with over 15 years of digital expertise.

11:15 - 12:15 p.m. (Admiral C)

Breakout Session: Distinguish Yourself from Fake News

In today's world of "fake news" and attacks on both the media and journalism itself, it is essential that newspapers take a pro-active approach to ensuring their readers see them as a credible news source. This session will be lead by Matt Skibinski, the general manager of NewsGuard, an online rating system which helps fight false news, misinformation, and disinformation.

12:20 p.m. (Registration Area)

Drawing for Business Card Lottery

Drop your business card into our drawing anytime during the convention to be eligible to win a \$200 Visa gift card. One lucky winner will be drawn at the end of the convention. Must be present to win.

Thank you to the companies and industry suppliers that are sponsors at the ONMA Convention. This is an excellent opportunity to network, to hear about what's new in newspaper industry goods and services, and perhaps do your own on-the-spot negotiating. Sponsor exhibits are in the main foyer.

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CONVENTION COMMITTEE

Karmen Concannon, The Sentinel-Tribune, Bowling Green (Convention Chair)

Anne Chlovechok, The News-Leader, Caldwell

Kirk Dougal, Adams Publishing Group, Athens

Lori Figurski, Ogden Newspapers, Inc.

Mary Huber, Archbold Buckeye

Jessica Graue, Sinclair Community College, Dayton

ONMA staff liaisons: Monica Nieporte and Sue Bazzoli

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Lori Figurski, Ogden Newspapers, president

Terry Bouquot, Cox Media Group, treasurer

Monica Nieporte, Ohio News Media Association, secretary

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Monica Nieporte (President), Ohio News Media Association (NV)

George Rodrigue, (Chair) The Plain Dealer, Cleveland

David Marburger (Counsel), Cleveland (NV)

Lou Colombo, Baker Hostetler, Cleveland

Mike Curtin, former state representative and former editor at The Columbus Dispatch

Kirk Dougal, The Lima News

Jamie Justice, ABC 6/FOX 28, Columbus

Beryl Love, Enquirer Media, Cincinnati

Bruce Wings, retired editor, Akron Beacon Journal

ONMA staff liaisons: Sue Bazzoli and Jason Sanford

Student News Bureau

A long-standing convention tradition to showcase young journalists continues with this year's student news bureau staffed by students from Cedarville University.

We gratefully acknowledge Jeff Gilbert, assistant professor of journalism and Cedars adviser, for his assistance as the student media adviser.

We are pleased to welcome the following students:

- Carrie Bergan (carriiebergan@cedarville.edu)
- Michael Cleverly (mcleverley@cedarville.edu)
- Maddy Mosher (madeleinermosher@cedarville.edu)
- Josh Stevens (joshuatstevens@cedarville.edu)

These students are based near the ONMA registration desk. They will be providing news, photo and video coverage, real-time Twitter updates from @Ohio_Media and their own special Bulletin design to be published as a special electronic edition of the ONMA Bulletin on Feb. 14.

Please introduce yourselves to these young journalists and ask for resumes. This is an excellent opportunity for recruiting.

Follow their tweets:

Twitter: @Ohio_Media

And follow the action, and share your own tweets,
with the hashtag #OhioNews20

Watch your inbox for the daily schedule and convention highlights, brought to you by our student news bureau and Steel City.



Speaker Biographies

Jim Bebbington

Jim Bebbington is the editor of the Dayton Daily News and oversees all aspects of shared content for the Cox Media Group newspapers in Ohio. Bebbington has worked in journalism for more than 25 years, including as the managing editor of the Springfield News-Sun, editor of the West Chester Pulse Journal, and as a reporter for the Dayton Daily News. He earned a masters in journalism from Columbia University and a BA in communications from Purdue.

Len Blose

Len Blose is Ogden Newspapers' regional circulation director, where he assists the company's 52 newspapers in 16 states from the Tribune Chronicle offices in Warren. Len heads up the company's major circulation initiatives, forecasting and marketing projects. He is a graduate of the American Press Institute where he eventually returned as an instructor. Prior to this position Blose served as The Tribune Chronicle general manager for more than 17 years and before that he was the Vice President of Circulation for two of Thompson newspapers Strategic Marketing Groups. Len resides in Cortland with his wife, Janet.

Mike Centorani

Mike Centorani is the Director of Sales Training for GateHouse Media (now Gannett). Centorani brings over 25 years of traditional media experience combined with over 15 years of digital and search engine marketing expertise. He was chosen by Google to offer sales training to their Google Premier SMB Partners in 2011 and was also a "Google Certified Speaker" in 2016. Centorani has worked with 46 media companies in 22 countries as a sales process and sales management consultant and is a frequent speaker at many newspaper conferences as well as the Local Media Association and BIA Kelsey conferences. Centorani is credited for bringing the "Selling in the Real World" sales process to GateHouse Media in 2017.

Jana Collier

As Vice President of Content for Cox, Jana Collier leads the news and digital teams that produce the region's biggest media brands, including WHIO-TV,

WHIO.com, Dayton Daily News, Springfield News-Sun, the Journal-News and Dayton.com. A seasoned journalist who's worked for Cox for 31 years, Collier has lead Cox's efforts to converge its television, radio, print and digital newsgathering operations into one. Collier started working for Cox in 1988 as a reporter for the Waco (Texas) Tribune-Herald, then a Cox newspaper. She moved to Dayton in 2001. She and her husband, Mike Wallace, live in Kettering and have two grown daughters.

Carole DeAngelo

Carole DeAngelo is the director of advertising and events at the Observer-Reporter in Washington, PA, where she oversees and is responsible for creating and coordinating events that have regional appeal. Prior to joining Observer Publishing Company she worked as a general manager for large shopping complexes, including for the Waterfront Shopping Center Company and the Galleria of Mt. Lebanon. She also worked as an on-air radio personality and had a talk show early in her career. DeAngelo attended West Virginia University and Wheeling Jesuit University.

David DeWitt

David DeWitt is the editor of the Ohio Capital Journal, a nonprofit news organization and part of the States Newsroom network dedicated to connecting Ohioans to their state government and its impact on their lives. An award-winning journalist with over 15 years experience covering Ohio politics and policy, DeWitt has worked for the National Journal, The New York Observer, The Athens NEWS and Plunderbund.com covering topics such as education, health care, crime and courts, poverty, government, business, labor, energy, environment and social issues.

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Kurt Franck

Kurt Franck was appointed executive editor of The Blade in January 2010. In April of 2017, he took on additional responsibilities of general manager and executive vice-president. In January of 2018 he was appointed President/General Manager and Executive Editor. Before being promoted to executive editor, Franck was the newspaper's managing editor since September 2000. During his time at The Blade, he helped direct the paper's "Coingate" coverage and the 2004 Pulitzer Prize winning series on atrocities by Tiger Force, an elite U.S. Army platoon, during the Vietnam War. Before joining The Blade, Franck worked for 16 years at the South Florida Sun-Sentinel in Fort Lauderdale. He is a native of Newark, Ohio, and he graduated with distinction with a Bachelor of Arts degree from Bethany College in West Virginia. He and his wife, Lynn, have two children, Kurt III, Sophia, both students at The University of Toledo.

Jessica Graue

Jessica Graue is a journalism professor at Sinclair Community College, where she also the advisor for the student newspaper The Clarion. Prior to becoming a professor at Sinclair, Graue worked was a journalist for Cox Media, where she was in charge of WHIO's social media accounts and helped build WHIO and Dayton Daily News' websites. She has a M.A. in English Composition and Rhetoric and a B.A. in mass communications, both from Wright State University.

Lon Haenel

Lon Haenel is the founder and president of Local News ROI, a customer retention marketing company in Ohio. Haenel is a former newspaper executive who was named Digital Innovator of the Year in 2014 by the Local Media Association. Haenel earned a B.S. from the University of Wisconsin-Whitewater and lives in lives in Dublin, Ohio, with his wife Sarah and two daughters Hannah and McKenna.

Andrea Lewis

Andrea Lewis is the Student Media Sales Internship Manager at Ohio University. A large part of her role is to mentor students pursuing sales and marketing degrees to support the business operations of, The Post. The Post, is the independent student newspaper at Ohio University which covers both

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the campus and surrounding community. Prior to this she was the Events & Marketing director for APG Media of Ohio, and the content and design editor of Mirror Magazine. Andrea has over 15 years of event planning experience ranging from small scale wine tastings, and intimate dinners to multi-day sporting events.

Brenda Linert

Brenda Linert is the editor of the Tribune Chronicle and has worked as a journalist for the Tribune for over 20 years, including in the positions of business editor and metro editor. She first joined the newsroom full time in 1995. Linert has won multiple Associated Press statewide awards, including first place awards in investigative reporting, enterprise reporting and business reporting. She has a bachelor's degree in journalism from the University of Pittsburgh at Johnstown and received a Masters in Communications from Kent State University. She resides in Austintown with her husband, Ross, and their two sons, Anthony and Ross.

Kerry Loeffler

Kerry Loeffler is founder of Talent Trust, a Cincinnati leadership development firm. She established Talent Trust to serve organizations and executives eager to enhance their leadership capabilities and improve performance. Coaching and consulting services include employee selection, leadership skills, team building and strategic planning. Loeffler began her coaching firm after serving as vice president of Human Resources at the Greater Cincinnati Health Council, a regional trade association for hospitals and health care providers. Her work with the Health Council focused on developing and implementing collaborative initiatives to improve member organizations' staff recruitment, retention and education efforts. In addition to her Bachelor of Arts degree from Miami University, Loeffler is the past president of the Greater Cincinnati Chapter of the Association for Talent Development.

Larry Obhof

Larry Obhof serves as President of the Ohio Senate for the 133rd General Assembly. Prior to his election as President of the Senate, he served as both President Pro Tempore and as Majority Whip. Obhof has received numerous honors in recognition of his work, including several "Legislator of the Year" awards. Among others, these include being named Watchdog of the Treasury by the United Conservatives of Ohio; Friend of Agriculture by the Ohio Farm Bureau Federation; Legislator of the Year by the Public Children Services Association of Ohio; Guardian of Small Business by the National Federation of Independent Business; and Small Business Advocate of the Year by the Greater Cleveland Partnership/Council of Smaller Enterprises. In 2015, he received the Outstanding Legislator Award from the Ohio Society of Certified Public Accountants. In addition to his legislative duties, Obhof is an attorney, and he has taught courses on civil procedure and legislation as an adjunct law professor. He graduated with degrees in Economics, History, and Political Science from The Ohio State University and earned his law degree from Yale Law School. Obhof resides in Medina with his wife, Nicole, and their three daughters.

David Pepper

David Pepper was unanimously elected Chairman of the Ohio Democratic Party on December 17, 2014 and began his term on January 1, 2015. He was unanimously re-elected on June 5, 2018. Born and raised in Cincinnati, Pepper is a fifth-generation Cincinnati. Pepper was first elected to public office in 2001 when he served on the Cincinnati City Council, finishing first out of a

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field of 26 candidates, and was reelected for a second term in 2003. In 2006, he was elected to the three-member Hamilton County Commission. He served as the Commission President from 2009-2010. During Pepper's tenure at the County, Hamilton County won 19 National Association of County Awards for outstanding management practices, more than all other Ohio counties combined. Pepper earned his B.A. magna cum laude from Yale University, where he was Phi Beta Kappa, and later earned his J.D. from Yale Law School. Pepper also teaches election and voting rights law as an Adjunct Professor at the University of Cincinnati College of Law. He is married to Alana (Swartz) Pepper and have two children, Jack and Charlie. Pepper is also the author of *The People's House*, an Ohio-based political thriller, and its sequel, *The Wingman*.

Amelia Robinson

Amelia Robinson is a reporter, columnist and podcaster for the Dayton Daily News and Dayton.com. Amelia is an Oregon District resident who has been covering the Dayton community for 20 years. She covers topics including dining, nightlife, entertainment and the people, places and things that make Dayton a great place to live, work and play. She is the host of the National Association of Broadcasters Marconi award-nominated podcast "What Had Happened Was ..." about the people and places of Dayton. She has been the author of the Smart Mouth column for the Dayton Daily News for 15 years. The column, which appears in Sunday's Dayton Daily News Life and Arts section, was recognized as the best newspaper column in Ohio in 2019. Amelia appears on WHIO Radio's "Miami Valley Morning News" every Friday. Amelia is also president and a founding member of the Greater Dayton Association of Black Journalists.

Mark Shorts

Mark Shorts is the Director of Distribution and Audience Development for APG Ohio.

Matt Skibinski

Matt Skibinski is the general manager of NewsGuard, which uses journalism to fight false news, misinformation, and disinformation. Before joining NewsGuard, Skibinski was a member of the founding team at Press+, a digital subscription platform for news publishers. Since leaving Press+ after its merger with Piano Media in 2015, he served on the Board of Directors and in various operational roles at an education nonprofit, The Future Project, and has worked

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with a range of prominent newspapers, magazines and digital news publishers on digital strategy and subscription strategy as a consultant. Skibinski advises The Lenfest Institute, a journalism nonprofit, on digital benchmarks and best practices for news, and is frequently invited to present on the topic at industry conferences and events. Skibinski graduated from Tufts University in 2009, where he majored in political science and served as the editor-in-chief of The Tufts Daily.

Ted Snyder

Before his current position, Ogden General Manager Ted Snyder worked for more than three decades for The Tribune Chronicle. Snyder began delivering newspapers at age 11 and after graduating high school he got a job in the Tribune Chronicle circulation department. In 1982 he accepted a district manager position, a position he held until 1996 when he was named distribution director. In 2000 he was named Circulation Director. Snyder also worked for four years at The Plain Dealer, where he held a variety of roles, including distribution center manager and single copy manager. Snyder and his wife Ann have two grown children, Cory and Allison.

Stephen White

Stephen White Esq. is the Vice President of External Affairs, Strategic Initiatives, and Business Development, and serves as In-House Counsel at the Center for Science and Industry (COSI). He previously served as the General Counsel and the Central Ohio Director for U.S. Senator Rob Portman where he was instrumental in establishing and cultivating critical relationships that positively impacted several key areas, including workforce development, K-12 education, career technical education, college attainment, and public-private partnerships in Ohio. He also previously worked at the Ohio Supreme Court, the Ohio Senate, and the law firm of Taft Stettinius & Hollister LLP. White earned three degrees, all from The Ohio State University, including his B.A. in English and Political Science, J.D. from the OSU Moritz College of Law, and his M.A. in Public Policy and Management from the OSU John Glenn College of Public Affairs. He resides in Dublin, Ohio with his wife Theresa, son, and golden retriever.

Tim Wolff

Tim Wolff is Director of Digital at Cox Media Group Ohio, where he leads digital strategy, technology, experimentation and innovation across 3 television stations, 3 newspapers, 3 radio stations and Dayton.com. Prior to this position he worked as an Assistant News Director at WHIO-TV, as executive producer for WHAS-TV, along with positions at other stations. He has a masters in journalism from the University of Missouri-Columbia and a B.A. from St. John's College.

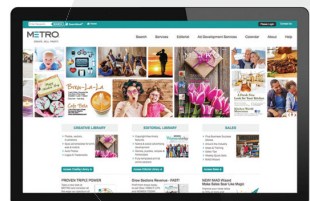


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Michael Zinser

Michael Zinser is the founder of The Zinser Law Firm in Nashville, Tennessee. The Zinser Law Firm has a heavy concentration of clients in communications media, representing over 250 newspapers. He is an honors graduate of the University of Cincinnati and received his law degree from Vanderbilt University School of Law in 1975. He is a member of the Antitrust, Labor Law, and Litigation Sections of the American Bar Assn. Zinser is listed in the Bar Register of Preeminent Lawyers for Labor and Employment Law, the national legal directory that rates lawyers. He is a member of the ABA's standing committee on Practice and Procedure under the National Labor Relations Act. He is also a member of the Employee Relations Committee of the Newspaper Association of America. Since 1975, Michael has spent the great majority of his time representing communications companies and industry trade associations. His more than four decades of practice has, in particular, focused on labor/employee relations and circulation legal issues.

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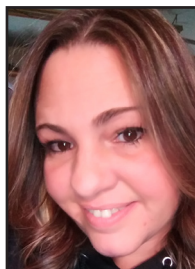
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Carrier of the Year

Mandy Windle, The Athens Messenger

(Under 10K Circulation)

Mandy Windle is a 38 year old housewife and mother of two. She currently delivers two motor routes serving 305 customers and a store bundle route for the Athens Messenger. When Mandy is not delivering papers for the Messenger she enjoys spending time with her children who are very active in sports and 4-H.



Mandy Windle

Colleen Miller, The Lima News

(10-25K Circulation)

Colleen Miller delivers The Lima News to around 250 customers and her customers praise her for not only placing their newspaper where it is easy for them to reach, but also being a friendly face that looks out for them. "Colleen just doesn't deliver the paper, she makes a connection," says Tina Bowers, who has been subscribing to The Lima News for 68 years. Colleen simply says, "I just treat people the way I would want them to treat me."



Colleen Miller

Joe Szyperski, The Press Newspapers

(Over 25K Circulation)

Joe Szyperski has delivered The Press Newspaper in six different decades for an astounding total of 43 years. He started when he was a young boy and has stuck with it ever since. He has always taken great pride in never missing a week and getting his 340 papers delivered the right way, regardless of the weather, or his own personal adversities. He's continued to accomplish this high level of delivery over the last seven years despite being on daily chemo treatments after he was diagnosed with metastatic melanoma. It's so rare to find someone that delivers through such adversity and someone who takes such pride in completing the job. In his free time Joe enjoys tending to his garden and volunteering at St. Jerome Church. He has worked in the landscaping industry most of his life and as a wrestling coach in the Toledo area for the last 39 years.



Joe Szyperski

Carrier of the Year Runner-ups

Justin Brown, The Times-Gazette

(Under 10K Circulation)

Justin Brown has been a motor route carrier for nearly 10 years. Currently, Justin delivers approx 220 papers to home subscribers and he also drops papers to several nursing homes in the Ashland area.

Kage Moss, The Marysville Journal Tribune

(10-25K Circulation)

Kage Moss has been a newspaper carrier for 5 1/2 years and has 92 customers. Kage is in the 8th grade at Bunsold Middle School and serves on the student counsel.

Zuhirah Uqdah, The Dayton Daily News

(Over 25K Circulation)

Zuhirah Uqdah has been a carrier for over twelve years with three routes in the Kettering, Centerville and Washington township areas. She delivers over 10,000 newspapers a month. She is the mother of seven adult children, fourteen grandchildren and four great grandchildren.

Champion of Open Government Award

(presented by the Ohio Coalition for Open Government)

Karl Idsvoog

Karl Idsvoog is a tenured faculty member in the School of Journalism and Mass Communication at Kent State University and the co-author of *Access with Attitude*, an advocate's guide to freedom of information which emphasizes practical skills in using Ohio's Public Records Act. A long-time investigative broadcast journalist, Idsvoog has completed highly successful media development and training missions for the U.S. Department of State, the International Center for Journalists, Internews, Radio Free Asia and IREX. He's also conducted a range of journalism training in the Republic of Georgia, Azerbaijan, Armenia, Botswana, Kenya, Egypt, Tunisia, Syria, Hong Kong, Taiwan, Cambodia and Myanmar. Idsvoog has a BA and MA in journalism from the University of Wisconsin – Madison and was a Nieman Fellow at Harvard University. Idsvoog is a widower with two adult children and two fabulous grandchildren, Eve & Crosby.



Karl Idsvoog

About the Ohio News Media Association

Established in 1933, the Ohio News Media Association formally consolidated the activities of two loosely-knit groups of publishers which had existed since the late 1800's – the Buckeye Press Association for weekly newspapers and the Associated Ohio Dailies. These forerunner organizations banded together to share trade information and to jointly sell advertising.

From these roots has evolved a strong state trade association which represents all of Ohio's daily newspapers and weekly newspapers which qualify for periodicals class mail privileges. ONMA administers a full program of member services that include: government relations and lobbying, publications, seminars and employee training, legal assistance, group insurance, and advertising services.

To learn more about the Ohio News Media Association, go to www.ohionews.org.



**1335 Dublin Rd., Suite 216-B
Columbus, OH 43215**