This year’s ONMA convention contains must-attend sessions for Ohio publishers, GMs, editors, reporters, ad directors/reps, and circulation managers.

Sessions include:

- **Keynote speech by Erin Moriarty from 48 Hours**

- **Advertising Road Show for ad managers and reps** – Featuring five sessions covering different ways to increase your sales!

- **Legal boot camp for editors and reporters** – Including tips and info on searching cases, understanding legal terms, and how to talk to judges and lawyers who by court rules can’t always freely speak their minds.

- **Ohio Politics 2022** – Learn about recent changes to sunshine, open government and public notice laws and also where legislative trends in these areas might go.

- **Networking and roundtables** – Reconnect and exchange great ideas with colleagues.

- **And much more!**
The 2022 Ohio News Media Association Convention promises to be our best convention in years with plenty of great ideas you can immediately put into place in your community. The program starts on Thursday morning and adjourns around noon on Friday, making it easy to travel and beat traffic.

Full registration for Thursday and Friday is $195 first attendee from an ONMA-member newspaper, $160 for each additional attendee from same paper, or $135 for Thursday-only registration.

For more information and to register, go to the events section of www.ohionews.org.

Connect with your industry and your peers!

The 2022 Ohio News Media Association Convention returns to the Renaissance Columbus Westerville-Polaris Hotel, which received rave reviews from members in previous years. Members especially loved the quality of food and service at the hotel, the convenient location on Columbus' north side, WiFi, and the free parking!

Just a one-night stay brings you the entire convention program with a valuable opportunity to learn from industry experts and network with your Ohio news media colleagues. With the low price you can bring key staffers. And we’re near Polaris Fashion Place with tons of great shopping and restaurant opportunities. For more on shopping at Polaris go to polysfashionplace.com. And don’t forget to check out the IKEA just down the street!

Donate to support our silent auction!

We’re asking ONMA members to consider a donation for the silent auction that is held at the ONMA convention. All proceeds from the silent auction benefit the Ohio News Media Foundation scholarship program. Possible donations include:

- tickets to attractions and sporting events.
- vacation packages.
- restaurant gift certificates.
- hotel stays.
- gourmet food or beverage baskets.
- cash donations so ONMA staff can purchase auction items are also welcome.

If your paper is interested in donating, contact Chana Powell at 614-486-6677 ext 1025 or by email at cpowell@ohionews.org for more information.
CONVENTION LINEUP

THURSDAY, FEBRUARY 10

Note: Session times are subject to change. Check convention program for final times.

10:00 - 11:30 a.m.  Convention Opens
Breakout Session: Understanding Ohio Advertising Legal Issues
*** Advertising Road Show! ***
You and your staff must understand the legal issues around different types of advertising in Ohio and the laws related to raffles and bingos, alcohol, marijuana and political advertising. Erin E. Rhinehart, a managing partner with Faruki and the ONMA's general counsel, will provide an overview of the advertising legal pitfalls to avoid and how to keep your paper on the right side of the law.

Breakout Session: Hooper/Collegiate Awards

11:45 a.m. - 1:45 p.m.  Lunch and Luncheon Session, including Keynote Speech
The luncheon will include remarks from ONMA President Monica Nieporte along with presentations of the Carrier of the Year Award along with the overall winners of the Hooper Newspaper of the Year and the Collegiate Frank E. Deaner Awards. Luncheon will also feature a keynote speech by Erin Moriarty, a CBS News journalist who has been a correspondent on “48 Hours” since 1990. In addition, Moriarty’s work is featured on all CBS News broadcasts and platforms. Moriarty is also the host of the true-crime podcast, “My Life of Crime.”

1:45 - 3:15 p.m.
Breakout Session: Inserting Digital into Your Sales Call
*** Advertising Road Show! ***
Digital advertising plays an ever-increasing role in the life of a newspaper salesperson. During this training, we will be discussing how to include digital in your sales call, drive more revenue and improve the overall understanding of the product. This session will cover:
- Why do we care about digital?
- The language of digital.
- How does digital advertising work?
- From discover to close, how to insert digital into the call.

Presented by Matt Caylor, Director of Strategic Services at the Pennsylvania NewsMedia Association and Jane Hungarter, Director of Marketing at the Pennsylvania NewsMedia Association and MANSI Media.

Breakout Session: Networking and Mentoring with Collegiate Members
This exciting 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!

3:30 - 4:45 p.m.
Breakout Session: Practical Tips to Ensure a Successful Sales Call
*** Advertising Road Show! ***
Hitting the street to become a successful newspaper advertising salesperson is no easy feat, but thousands of men and women across the country do it every year. Matt Caylor and Jane Hungarter of the Pennsylvania NewsMedia Association and MANSI Media have compiled a collection of tips from newspaper salespeople, advertisers and internal staff to help you become an effective and successful newspaper advertising salesperson. Leave this training with 16 new tips you can employ starting tomorrow.

Breakout Session: Ohio Politics 2022
Dan Jones and Dan Hurley of Capitol Consulting will discuss recent changes to sunshine, open government and public notice laws and also where legislative trends in theses areas might go.

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 ideas they’re executing these days.

5:30 p.m. - 7:00 p.m.
Welcome Reception
Join us for cocktails, hors d’oeuvres and musical entertainment while connecting with friends and colleagues and taking part in the silent auction. See page 2 for more info on the silent auction.
FRIDAY, FEBRUARY 11

Note: Session times are subject to change. Check convention program for final times.

7:45 a.m.
Breakfast / ONMA Business Meeting

8:30 - 9:30 a.m.
General Session: How to Cover Divisive Issues Without Becoming Part of the Controversy
This panel discussion will cover how the media can provide balanced coverage without compromising journalistic ethics in situations where one side of a divisive story is telling lies, sharing disinformation, or making threats. The panel will feature Amelia Robinson, opinion and community engagement editor of The Columbus Dispatch; Jeremy Speer, publisher of The Courier in Findlay, The Advertiser-Tribune in Tiffin, and The Review Times in Fostoria; Bella Czajkowski, editor-in-chief of the OSU The Lantern, and other Ohio editors.

9:45 - 11:15 a.m.
Breakout Session: Legal Boot Camp for Editors and Reporters
The pressure on editors and journalists to report on a variety of topics in a short amount of time presents a challenge when facing complex topics such as Ohio’s legal system. To prepare journalists for the duties of covering courts, locally and statewide, this short bootcamp offers insights on how to navigate the legal landscape including tips on searching cases, understanding legal terms, and how to talk to judges and lawyers who by court rules can’t always freely speak their minds. The panel is presented by Dan Trevas, chair of the Ohio State Bar Association Media Law Committee. Trevas is a former journalist turned lawyer with extensive public relations experience in the public and private sector.

Breakout Session: Selling Against Programmatic
*** Advertising Road Show! ***
For salespeople operating in the local space, a common rejection heard from advertisers is the lure of low-cost programmatic advertising. Be it directly through Facebook’s highly-targeted ad engine or focused self-service tools available to SMBs, it is often the discussion of rate (generally lower) and reach (generally wider) that raises questions. In this session, Matt Caylor and Jane Hungarter of the Pennsylvania NewsMedia Association and MANSI Media will help newspaper advertising salespeople position their owned and operated products in the most effective way possible and discuss the critical points involved in the sales of O&O, including:

- Authentic local content
- Quality platforms
- Local sales teams
- Programmatic struggles

Double Breakout Session: Circulation Roundtable
Don’t miss this opportunity for circulation managers and staff to share with their peers the issues they’re facing and the best ideas they’re executing these days. This double session runs until 12:30 p.m.

11:15 - 12:30 p.m.
Breakout Session: Advertising Manager Roundtable *** Advertising Road Show! ***
The ad managers’ roundtable offers an excellent opportunity for news media leadership to come together and discuss the issues facing their organizations in a casual setting.

Breakout Session: Editorial Roundtable
The editor’ roundtable offers an excellent opportunity for editorial managers and staff to come together and discuss the issues facing their organizations in a casual setting.

To register, go to www.ohionews.org/annual_convention.