

Ohio Newspaper Association Convention

Solving the Puzzle

February 11-12, 2015

Hilton Columbus/Polaris



Kirk Davis speaks on the state of the newspaper industry and GateHouse Media's advancements during the opening session of the convention.



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VIDEO
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TAYLOR

“We think local is a very big space.”

Kirk Davis, GateHouse Media

GateHouse stays committed to print publications

GateHouse Media is making a profit by diversifying its media content.

Chief Executive Officer of GateHouse Media Kirk Davis has kept his commitment to print publications while pushing the addition of digital media within his company.

“We have suffered like many of our peers over the last five or six years,” he said. “It’s only now that it’s really evident that we are starting to have many, many markets that are showing growth.”

Growth is the real goal of GateHouse, and the key to its growth is producing more products that consumers and advertisers want, he said.

While many newspapers have cut back how often

they publish, it is “clearly evident” to Davis that people still want their news. GateHouse is still committed to its more than 480 newspaper publications, but it is a mixture of media products that keeps it profitable.

“It’s a combination of everything. We have a perspective that we share with investors and our employees, that there are areas of the business that are showing real stability,” Davis said. “The more that we sell our print advertising in combination with the digital product, as opposed to one or the other, we will see even more stability and growth.”

The Design Center that GateHouse opened in Austin, Texas, is an example of

how it combines the two. Not only does the center design print page layouts, it also teaches journalists how to turn their newsrooms into multimedia newsrooms.

“We are very firm believers that (cutting back) is disruptive to the business model, so we are committed to the daily format,” Davis said.

To show its commitment to journalism excellence, GateHouse holds an awards ceremony at the end of every year and offers its journalists opportunities to report on national news.

Davis said he doesn’t think newspapers will be gone in the next five years or so.

“I think we are doing some of the best journalism

that we have in many years now, despite the fact that we don’t have nearly the number of resources we had years ago,” he said.

With that loss of resources he also doesn’t think there is a way to “revive” newspapers. Instead there are ways that newspapers can stabilize, he said.

“You might get your daily breaking news online or in a Twitter feed, but if you really want to know the story behind the story, the story of people’s lives, I don’t think we ever lose an interest in reading that,” Davis said. “I just think it has to be beautifully packaged, well-written, and I think that is a real lifeline.”

by Cameron Teague Robinson



Newspapers still go-to place for Ohio public notices

Digital media will not keep public notices out of newspapers, ONA Executive Director Dennis Hetzel said during a session with General Counsel Lou Colombo on the updates made to public notice legislation.

ONA now runs the official website for public notices in Ohio, PublicNoticesOhio.com. Hetzel said that during a two month period in 2013, "91 notices were posted to the state site, while we posted 29,460 in the same period."

These numbers were instrumental in convincing the state to make PublicNoticesOhio.com the official site for public notices.

However, Hetzel said, print newspapers have nothing to fear. "Newspapers are still where notices belong for the foreseeable future," he said.

One reason is that newspapers are more accessible than websites. Ohio is in the bottom third among states for broadband access.

"The average Internet connection speed in countries such as Romania and Thailand is faster than it is in Ohio," Hetzel said.

Notices in newspapers can reach more people not only because of accessibility, but also because people may not know what they need to look for to find a public notice relevant to them.

Most people don't go looking for notices but spot them while reading the newspaper, Hetzel said.

In dealing with government advertisers, Hetzel stressed the importance of treating them well.

"They don't need beautiful ads, but they do need good customer service," Hetzel said.

Colombo said this extends to rates. "Don't be the big pig," he said. "Be reasonable with the government."

Government advertisers fall into two categories, and each category has a different rate, Colombo said.

"The first question you

have to ask is 'Who's the advertiser?'" he said.

The first category is the state, trustees and trusts, and the courts or similar entities, and they can be charged the same rate as other advertisers for general display advertising, Colombo said. The second category includes counties, cities, townships and smaller municipal bodies and their rate cannot exceed the lowest classified or insert rate.

Essentially, Colombo said, the rule is to charge the lowest rate that any other advertiser would be charged for the same space and amount of advertisements.

Newspapers must also post the notices online for free, as well as upload the notices to PublicNoticesOhio.com. The newspaper website must also link to PublicNoticesOhio.com.

In order to publish public notices, a newspaper must meet a set of requirements, which have been updated recently. The mail permit requirement has been elim-

inated. Now newspapers must be in business at least three years, contain at least 25 percent news, have eight pages minimum, be able to add subscribers to a circulation list, circulate by mail or carrier and publish at least weekly.

Hetzel advised newspapers to be careful about meeting every requirement.

"If you're taking a week off for Christmas, you might be in some danger if you've got a competitor," Hetzel said, advising weekly papers to publish every week.

Hetzel stressed that public notices can be helpful for reporters. "Every government reporter should be told to keep an eye on the notices for sources of great story ideas," Hetzel said.

Finally, Hetzel said language can affect readership.

"Call them public notices, not legal notices," Hetzel said. "It's just a little subliminal thing, they're not boring legal notices."

by Annie Furia

LESSONS *from Kevin Slimp, lecturer and "the News Guru," who gave attendees six lessons he has learned as a customer dealing with customer services at Delta, AT&T and Comcast*

Lesson #1

"Never deceive your customers. It may seem like a good idea at the time, but it will always come back to bite you."

Lesson #2

"Never act arrogant. You're not the only game in town."

Lesson #3

"How we treat our customers has consequences. Treat your customers right and they'll stick with you."

Lesson #4

"Find a way to help a customer in need; they're your most important priority."

Lesson #5

"Don't think problems will go away just because you ignore them."

Lesson #6

"Always be nice to your customers. They can survive without you."

compiled by Annie Furia



Panelists say online access can be profitable

While so many in the newspaper industry are continuing to make the journey toward the ever-evolving online marketplace, the question of how to monetize that content may have more than one answer.

Matt Skibinski, global director of client relations at Piano Media, shared his findings as he made that journey with Press+, a service for publishers designed to help them sell online subscriptions using the metered approach to charging for digital access.

Skibinski said Press+ has reinforced the idea that more traffic isn't always better and that maybe "better traffic is better," referring to audiences that truly value the news content they're consuming online.

"For the first 20 years of publishers being on the Internet, the only thing publishers looked at in terms of their digital audience was

how big is it and how many page views do I have," Skibinski said. "And what we're seeing is a transformation in the industry toward a focus on how I can get readers to value my digital product in a way that they're really engaged in it, that they value it quite a bit, and that they're willing to pay for it."

The metered model allows publishers to specifically ask only those who are most likely willing to pay for the content to do so by measuring their engagement. The amount of new paid subscribers gained for Press+ clients correlated mostly with lower meter limits, Skibinski said.

The Blade in Toledo launched the Press+ model in 2012, but also later introduced a cross promotion with The Washington Post and an "aggressive" pricing plan.

"Digital advertising, at our paper we call it the 'March of

Dimes Report,'" said Dick Fuller, director of circulation at The Blade. He explained that it doesn't earn enough revenue compared to subscriptions gained from the meter, which helps measure the online audience.

"There was an old axiom when I grew up in the industry, 'what gets measured gets managed,'" Fuller said. "Right now, we're still in the early stages of being able to measure website users, what they're doing, where they came from, where they're going after they leave us."

Others have tried a different approach to monetizing their online content. Lorain County Printing and Publishing uses Google Consumer Surveys at their papers, according to Bill Hudnutt, general manager.

Like a meter, the content is blocked as the reader is prompted to fill out a very short survey. After it's completed, the content is avail-

able immediately and free of charge. The client earns 5 cents for each survey response.

Hudnutt said the whole set-up process only took one to two hours at most, but has generated his papers \$10,000-\$14,000 of additional revenue per month from the surveys on their digital product.

Although some readers were initially irked by it, when it was explained that this model was allowing the papers to pay their journalists to deliver the news online for free, many people spoke up to defend it on social media, Hudnutt said.

"We need to be able to deliver what we do to our people the way they want to get it - whether that's print, whether that's digital - who knows, it can be different for everybody," Hudnutt said. "You know that digital is going to be the way of the future."

by Jon Stinchcomb

WEEKLY ROUNDTABLE DISCUSSION HIGHLIGHTS



CHANNELL

Attendees at the editorial table discuss challenges faced by editors.



VIDEO

youtube.com/ohionewspaper

WEBSITE/DIGITAL JOURNALISM: It's important to balance how much of a story's information you put online. You don't want to give your competitors all of your information before it prints, but your readers want to be informed.

ADVERTISING: How can you keep selling ads? It's easier if the ad you're pitching is creative and outside the box.

SPORTS: Flash is not allowed in every situation, and photographers aren't allowed everywhere. Talk with the officials before the game to be sure of what's allowed.

POSTAL ISSUES: The timeliness of delivery is key. If the product is good, but the news is old by the time people get it, they may not remain subscribers for long.

COLLEGIATE: It can be difficult to come up with ideas for stories. Events are common, but the community is really about people and that's what to focus features on.

EDITORS: Papers have had trouble with government entities - particularly county governments and sheriffs' offices - and sunshine laws.

by Kathryn Rubright



"So very proud of my staff! Here, @SchoensteinH and I with the 14 awards they earned."

“The effort to digitize something and make something good or better than what you had before is not a trivial thing at all.”

Michael V. Drake,
president of The Ohio State University

Newspaper changes similar to health care, higher ed

The Ohio State University President Michael V. Drake grew up with newspapers.

During his adolescence he would wake up in the morning to help his brother fold the newspapers that had to be delivered.

“That was before the digital age, so I felt special getting the news first,” Drake said.

He has seen the industry change in the last 10 or 20 years. “I remember when USA Today was the first national newspaper I began seeing,” he said. “I remember advertising becoming a bigger part of daily newspapers.”

Now Drake can get on a flight and read the newspaper on his tablet instead of buying a print copy at the airport. But he does still keep a daily subscription.

“I think the newspapers are a really important part of informing the public,” he said in an interview before his speech. “An informed public is a public that participates well.”

As president of a university and a medical doctor, he was able to compare the newspaper industry to health care and higher education.

Drake specified how the three industries have their different methods for gathering information.

“In each case it requires a revolutionary way in which we are evaluating ourselves and determining how we should move forward,” he said.

He used a class he often teaches as



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Cameron Teague Robinson and Katie Wernke with the Student News Bureau interview Michael Drake, OSU president, prior to his Thursday morning session.

a specific example. Over the years of teaching that course, it has become more and more digital, he said.

“The effort to digitize something and make something good or better than you had before is not a trivial thing at all,” he said, saying digitizing could take up to a year.

As social media becomes more popular, it makes digitizing the news easier. Social media websites like Twitter and Facebook have made it easy to get information to the public, but also make it easy to get false information to the public.

As president of the largest university

in Ohio, Drake has faced scenarios in which false information has been sent out over social media.

He said they have to “let the social media noise be what it is” and put out the accurate information no matter how long it takes.

“The transformation that you all are seeing in the newspaper industry are things that we all witnessed and experienced on a daily basis,” Drake said. “We know there are challenges, but there are also opportunities.”

by Cameron Teague Robinson



VIDEO

youtube.com/OhioNewspaperAssoc



“We like to wear our traditions like a suit of old clothes, not like a suit of armor.”



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Sam Jaudon, district manager for Ohio Valley district of USPS (left), answers a question from the moderator with fellow panelist Brad Hill, president of Interlink. Jaudon is responsible for mail processing, delivery and retail operations for 739 facilities. He oversees an operation that generates \$2 billion of revenue annually. In 2012, Hill was appointed to the National Newspaper Association as a representative to the mailer's technical advisory committee, where he has helped negotiate significant issues.

Delivery problems hurt readership numbers

Poor delivery is the number one reason readership suffers, Interlink President Brad Hill said, and problems with distant delivery for periodicals seem to be increasing.

Hill and Sam Jaudon, United States Postal Service district manager for the Ohio Valley Region, spoke Wednesday afternoon.

"There are things we can do to combat that," Hill

said. "It has never been more important than it is today to take advantage of everything that you can do to ensure delivery is what it should be."

The USPS, Jaudon said, is not where it wants to be yet, but they're taking steps to get there.

"It's very imperative and important to me that we get back up to speed and ramp up quickly," Jaudon said.

"We get our people trained, we get them in the right place, and we provide the service that you all expect."

Loretta Harding, who is in charge of circulation for The Budget in Sugercreek, made a plea to Jaudon about the poor delivery service her paper has experienced.

At least one copy of The Budget goes to every state in the U.S., Harding said.

"I'm about ready to pull

my hair out," she said. "I have subscribers where it takes them a week to get the paper."

Harding said the problems she is facing are taking up much of her time. "The complaints are basically a full time job," she said.

At the end of the session, Jaudon asked Harding to give him her information so he could help her sort out those problems.

by Will Channell

Keith Rathbun, ONA vice president, moderates a session on the relationship between the postal service and the delivery of periodicals. Sam Jaudon and Brad Hill were the panelists.



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What's It Called?

IMB – INTELLIGENT MAIL BARCODE: A barcode used to sort and track letters and flats. Allows snapshot of a piece of mail every step of the delivery process.

NETWORK RATIONALIZATION: A catch-all term used by USPS to describe the process of making the agency more efficient. Has attracted some controversy because of the roughly 15,000 employees who have been affected, some of whom have been laid off.



"What to do about consistent delivery problems? Be persistent. Dig until you get answers and a solution from the postmaster."

Problems covering high school sports in Ohio

Sports writers, editors and publishers got their chance Wednesday to voice concerns about high school sports.

Topics included OHSAA not delivering photos on time, parent sports stringers not being allowed to cover state tournaments and how to work with fewer resources.

Marc Pendleton, the only high school sports reporter at the Dayton Daily News, Tim Stried, director of information services at OHSAA and Mike Throne, regional managing editor at Media Network of Central Ohio, took questions and offered advice to audience members.

REACTION FROM TIM STRIED



PROVIDED

Tim Stried
Director of Information Services
at Ohio High School
Athletic Association

- “It was a great opportunity to hear what all the sports writers are doing and it was great for me, too, to get their feedback and answer some questions.”
- “Any time you can hear back from the writers themselves ... it helps with the policymakers that are trying to have the regulations to help them. It was great feedback.”
- “The sports writers got to hear from each other, too, just as I got to hear from them and they got to hear about what other writers are dealing with.”

NEW TECH TOOL HIGHLIGHTS *from Kevin Slimp*



Apple
MacBook Pro



Software
Adobe Creative Cloud



File Transfer
File Pigeon



Nikon
D750



Windows PC
Dell XPS series



Cloud Storage
Box.com



Web Tools
InDesignSecrets.com/free



Canon
7D Mark II



Using social media as a reporting tool

At the social media session held on Thursday morning, Doug Haddix, director of OSU's Kiplinger Program in Public Affairs Journalism, went over ways in which reporters can use social media and suggested some supplementary sites to help reporters find sources and improve their reporting.

Boolean Search: Haddix emphasized the importance of the Boolean search, which means using keywords such as “and” or “not” to narrow search results. For example, searching “hotel” AND “new york” will yield only results containing those two terms.

Facebook: Haddix stressed use of the advanced search function on Facebook. You can pinpoint possible sources through their interests and what they like. Facebook has also embraced hashtags, which Haddix said should not be forgotten when looking for sources. “I like to think of Facebook as a large database of sources and story ideas,” Haddix said.

Twitter: Haddix underlined the usefulness of this site. You can take advantage of GPS on smartphones, too, he said. He demonstrated by pinpointing a tweet sent just a few minutes before a bridge collapsed. With this, newsrooms can find sources who were at or near news as it happened.

LinkedIn: Not just for looking for jobs and employees, LinkedIn can be used as a tool to find sources as well. “You guys know that the ‘holy grail’ is former employees,” Haddix said after demonstrating how easy it is to find disgruntled workers with LinkedIn accounts.

Twtrland: A site that allows reporters to see the most influential Twitter accounts by market or region.

All My Tweets: Allows Twitter users to compile every one of their own, or anyone else's, tweets. Accounts must be public.

Iconosphere: Instagram's tools for looking at metrics for your account are limited, but Iconosphere allows reporters to get a more in-depth look at statistics regarding their photos.

Echosec: Allows users to focus on one part of a map, then to drag an area across the map. Any social media from phones with GPS turned on in that area will show up.

Hootsuite: A paid service that provides a centralized place for reporters to interact with their social media across most major platforms. The site also provides analytics on how well you are reaching your audience across these platforms.

compiled by Will Channell

*Doug
Haddix*



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“Enjoyed sharing deep digging on social media at #OhioNews15.”

Employees thrive under servant leadership

In 2001, Matt Tenney was a prisoner, having just been busted for attempted fraud against the United States government. On Thursday, Feb. 12, 2015, he was a speaker at the Ohio Newspaper Association convention.

He'd come a long way.

Tenney visited ONA to talk about the concept of mindfulness training and his driving philosophy of "servant leadership," both of which have helped him shake his past and move forward.

Servant leadership, Tenney said, means making your employees feel appreciated when they're at work. This philosophy comes down to one question: "What can we do for you to be happier?"

When people feel at home when working, they do better work, Tenney said. Innovation, he said, comes out of this dynamic.

Tenney cited the company Next Jump as an example of a successful implementation of servant leadership. Aside from doing their employees' laundry, the company gives out "The Avengers Award" to the most helpful employee voted by their peers.



Matt Tenney

"I looked at the eyes of the people in the audience, and there were tears in their eyes," Tenney said. "If you build a culture like this ... people want to be a part of that."

The basis for this philosophy came out of one of the darkest periods of Tenney's life.

In 2001, Tenney arranged for a Los Angeles bank to deliver \$2.7 million to Camp Pendleton, a military base in San Diego County, California. Intending to take the money for himself, Tenney told the bank it was meant to pay a Marine regiment that was about to embark on a tour of duty.

"I told myself, 'if I arrange this delivery but don't go through with it, no harm no foul,'" he said.

After he realized the severity of his crime, he tried to flee

"If you're already contented, if you have what you need, all that's left to do is serve."

Matt Tenney, author of "Serve to be Great"

for Brazil but was arrested before he even made it to the airport.

"How long do you think I could be here?" Tenney later asked his attorney while sitting in prison.

"Your charges total up to 85 years."

After pleading guilty, Tenney was sentenced to nine years, though he served only five years and six months. During this time, he learned how to be content with where he was in life through some books his mother sent him. By focusing on his situation at any given time, he learned that he didn't have it as bad as he thought.

Through this positive thought process, or "mindfulness training," he developed a less pessimistic attitude and learned how to apply it to leadership.

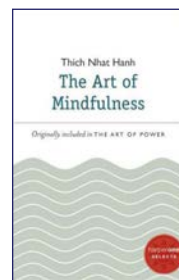
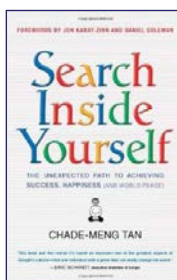
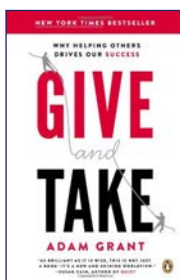
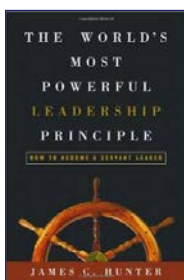
"I was actually happier right there in a military prison than I had ever been in my life," Tenney said.

In an interview after his speech, Tenney said the two philosophies he follows, of being content where one is and fostering innovation through servant leadership, might seem contradictory at first, but are actually complementary.

"If you're already contented, if you have what you need, all that's left to do is serve," he said. "You don't need to do anything for yourself anymore ... you just want to look at what you can do for others."

by Will Channell

BOOK RECOMMENDATIONS



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VIDEO
youtube.com/OhioNewspaperAssoc



"Tenney: A lot of people don't feel loved at home. If we can create that environment at work, that's invaluable."



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evening reception, awards and auction

EXCELLENCE IN COLLEGIATE JOURNALISM



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The winner of the Frank E. Deaner Award for Excellence in Collegiate Journalism, Division B, is Cedars of Cedarville University. Pictured are Frank E. Deaner, Lauren Eissler (editor in chief), Anna Dembowski (managing editor).



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The winner of the Frank E. Deaner Award for Excellence in Collegiate Journalism, Division A, is The Lantern of The Ohio State University. Pictured are Frank E. Deaner, Liz Young (editor in chief), Alex Drummer (Oller special projects reporter).



“Wearing my @CedarsatCU shirt proudly today! #firstplacewin”

NEWSPAPER OF THE YEAR



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The winner of Newspaper of the Year, Division A, is Chagrin Valley Times and Division B is West Life of West Lake. Pictured are H. Kenneth Douthit III and Dennis Hetzel.



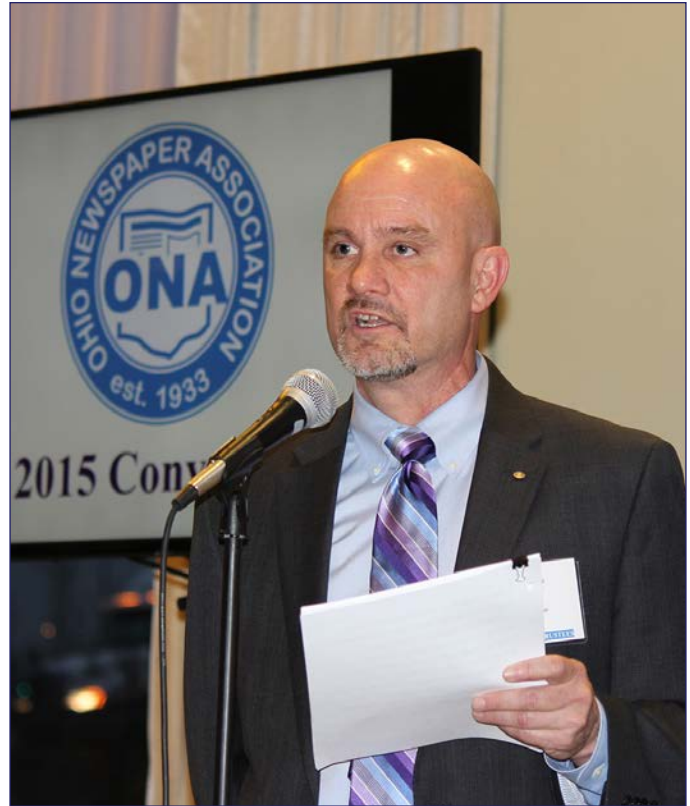
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The winner of Newspaper of the Year, Division D, is Yellow Springs News. Pictured are Matt Minde, Diane Chiddister, and Dennis Hetzel.



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The winner of Newspaper of the Year, Division C, is The Gazette of Jefferson. Pictured are Stefanie Wessell and Dennis Hetzel.



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ONA President Karl Heminger, Findlay Publishing, announces the Newspaper of the Year Awards and the Frank E. Deaner Awards for Excellence in Collegiate Journalism.



HOOPER AWARDS
ohionews.org

ONA PRESIDENT'S AWARD WINNER



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Ohio Newspaper Association President's Award winner is David Dix. Pictured are Karl Heminger, David Dix and Dennis Hetzel. Dix, publisher of the Record Publishing Co., served 16 years on the ONA Board of Trustees and just stepped down as its president.



"Proud to be here as our publisher @DavidDixrpc received the @ONAnews Presidents Award."



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During the last session, Ohio Republican Party Chairman Matt Borges and Ohio Democratic Party Chairman David Pepper disagree. The two discussed the parties' national conventions, political advertising and candidates for office.

Ohio party chairmen debate for first time

David Pepper and Matt Borges agreed on few things at the political party chairs discussion Thursday afternoon, but both expressed disappointment in the morning's news that the 2016 Democratic National Convention will be held in Philadelphia.

"Obviously we were disappointed," said Pepper, Ohio Democratic Party chairman. "(Borges) is going to have a week in Cleveland to get all of Ohio organized and energized around their convention, and we would have loved to have had that opportunity."

The Republican convention will be Ohio's first national political convention since 1936, which was also held by the Republicans in Cleveland.

"What a wonderful thing it would have been for Ohio to have both political conventions here," said Borges, Ohio Republican Party chairman. "Ohio is the epicenter of the political universe, not just in the United States but across the world. All over the world, everybody recognizes Ohio voters as the people who make the decision about who will occupy the White House."

The discussion was moderated by Julie Carr Smyth, The Associated Press statehouse correspondent. She asked whether the convention locations will

give Republicans an advantage in winning Ohio.

"I do think it's a big help to have that week," Pepper said. "We'll make up the difference in other ways."

Candidates will make plenty of visits to Ohio, Pepper and Borges both said.

In a true-and-false format segment of the debate, the two disagreed on every statement.

Smyth posed the statement, "Within the next five years, Ohio will have legal marijuana."

Most states will move toward legal marijuana, Pepper said, and "The big question will be in every state, how do you get there? How do you get there responsibly?"

While medical marijuana may become legal, Borges said, recreational marijuana should not. "Everywhere this has been tried it's already a disaster. It should not come to Ohio. It won't come to Ohio. It's totally unpopular with all voters."

Smyth also offered the statement, "Rob Portman is unbeatable."

Pepper disagreed, citing Portman's "weak" re-election and favorability numbers.

Despite the numbers, Borges said, "We won't take anything for granted,

but I'm looking forward to six more years of Rob Portman in the United States Senate."

The two also talked about political advertising in newspapers.

"I want to just be very honest about something, as someone who's advertised and spent millions. I have never had one person from a newspaper – except for an offhand way as I leave an editorial debate – actually say, 'Hey, will you advertise with us?'" Pepper said. "I've literally never had a newspaper person explain to me why the numbers make sense to do that."

Audience members spoke up to say they have contacted Pepper about advertising in the past. While that may have happened occasionally, Pepper said, in general it does not.

Money is likely to move increasingly to online advertising, Pepper said. TV and radio also get more advertising dollars than newspapers.

Borges, too, said more money is going into digital advertising.

"We're doing so much more trying to appeal to folks online," Borges said. "That would be one area that I would certainly recommend that you are making an appeal to our campaigns."

by Kathrynne Rubright



Interview with MATT BORGES With the Republican National Convention taking place in Cleveland, Ohio Republican Party Chairman Matt Borges is optimistic about the chance to win voters over.

“This is a point in time when folks in those communities are excited about Republicans coming, that the convention is coming to their community, and we need to capitalize on that,” Borges said.

However, he acknowledged that Republicans have a lot of work to do. “We have to demonstrate a different side of the Republican Party,” Borges said. “I think that’s an area of the state that has over the years developed a point of view and an attitude about the Republican Party that we, of course, disagree with. We’ve underperformed there for a long time.”

Still, Borges said, Democrats have performed even worse. “Look at what decades of Democratic rule have done to a lot of those communities,” Borges said.

Because of this, Borges sees an opening for the Republicans to gain support in Cleveland.

“Not just support for this election, which we’d love to have, but support going forward and continuous support for Republicans in future elections,” Borges said.

by Annie Furia



youtube.com/OhioNewspaperAssoc

Interview with DAVID PEPPER The landscape of the Democratic Party is good, Ohio Democratic Party Chairman David Pepper said after the session on Ohio Politics.

“Whether it’s the Columbus mayor’s race or other races around the state ... the last few presidential cycles, Ohio’s been blue.

“I think, you know, Democrats are licking their wounds from a tough November, but I’d say we’re already getting energized about some very good next couple years,” he said.

In particular, Pepper expressed hope for the next U.S. Senate race, which he said is at worst a “toss up.”

Pepper said he did not expect so much of the conversation during his discussion with Republican chair Matt Borges to be about Ed Fitzgerald, last year’s Democratic gubernatorial candidate whose campaign was destroyed by revelations of infidelity weeks before the election.

“I thought it was a little much,” Pepper said. “(Fitzgerald) had issues, but I was surprised by how much time (Borges) spent worrying about a candidate from last year.”

by Will Channell

“So much of our campaign budgeting these days is going to, as David pointed out, to the digital aspect. As newspapers are looking to monetize their ability to advertise online, we’re doing so much more to try to appeal to folks online.”

Matt Borges, chairman
of the Ohio Republican Party



Matt Borges



David Pepper



Julie Carr Smyth

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“Hetzl from@ONAnews: Police body cams are a public records battle waiting to happen.”



VIDEO

youtube.com/OhioNewspaperAssoc

Christine Brennan, USA Today sports columnist and sports commentator, shares stories of her career and views on the changes in journalism.

Brennan also talked about how Title IX continues to be an important piece of legislation, opening doors for women athletes and women journalists.



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“Our obsession with sports knows no end, our love of sports knows no end.”

Christine Brennan, sports columnist and commentator

Sports reporting adapting to social media

As the newspaper industry has changed, so has sports reporting.

Gone are the days when sports sections were filled with games and box scores. Now there is “so much more,” said USA Today columnist Christine Brennan.

“More and more we are seeing sports as a mirror of our society,” she said, citing “increasingly serious stories,” such as those about racial problems, domestic violence and sexual abuse.

Many of those serious sports stories are being reported in different ways due to the increased popularity of social media.

Brennan, who is a native of Toledo, cited Sept. 8, 2014, as an example of

the impact social media can have on the industry.

On that day the second video of Ray Rice’s domestic violence case was released by TMZ, and within a few hours the video was all over the Internet.

Brennan was not near a computer when the story broke, but her editor called her. Brennan was receiving radio and TV interview requests as well. She turned them down because she had not gotten the chance to look at the video, she said.

“That story went from an ember to a forest fire in about an hour” because of Twitter, Facebook and other social media, she said.

Social media has become a key part of journalism in

recent years. It allows journalists to break stories and keep readers updated as the news happens.

“(Twitter) is just the perfect medium for journalists. I think it’s a positive development as long as we don’t misuse Twitter and fire stuff off when it’s not even true,” Brennan said.

Brennan said she doesn’t think it’s a coincidence that sports are gaining more popularity at the same time as social media.

“I do think there is absolutely a correlation with what is going on in the sports world and these important issues ... all these things literally go zero to 60 in a second and a half,” she said. “I think this is great. I think because of the

increased coverage, the increased interest and the fact that anything can go right on Twitter where it’s covered immediately and it can just explode.”

The fact that this generation craves sports all of the time amazes her, Brennan said. “Our obsession with sports knows no end, our love of sports knows no end,” she said. “We want it all of the time.”

Despite making her way throughout her journalism career without social media, Brennan loves it.

“I think anybody who loves news will love this,” Brennan said. “I’m so happy to be in my prime when Twitter is so available.”

by Cameron Teague Robinson



“Asking if women should be in men’s locker room is equal to asking if women should vote, Brennan said.”

FIND MORE ON THE WEB



VIDEO

youtube.com/OhioNewspaperAssoc



PHOTOS

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ANNIE

Furia, a sophomore in multiplatform journalism, is the copy chief of The BG News. She plans a career in reporting or publishing.

KATHRYNE

Rubright, a senior, is the entertainment editor of The BG News. She also works for The Barberton Herald.

KATIE

Wernke, a senior, is the sports director for BG24 News, a sports reporter for the BG News and an intern for 13ABC Toledo.

SARAH

Sanchez, a senior, is vice president of "BG on TV" and emcee for BGSU marketing and communications promotions at athletic events.

WILL

Channell, a senior, is the managing editor of The BG News. He is interviewing for a job with his hometown paper, the Marysville Journal-Tribune.

CAMERON

Teague Robinson, a senior, is the editor in chief of The BG News. He is the first African American editor in chief and is currently looking for a full-time job as a sports reporter.

JON

Stinchcomb, a senior, is an editor at DawgsByNature.com, a site that covers the Cleveland Browns for Vox Media. He is looking for a full-time job as a reporter.

STUDENT NEWS BUREAU from Bowling Green State University

TAYLOR

Thank you to Associate Professor Nancy Brendlinger for coordinating the team and Lecturer Kelly Taylor for designing the newsletter, helping with the reporting, and shooting photographs.



"Love isn't liking someone. It's treating them with kindness and respect and helping them. - Tenney"



In keeping with the 2015 convention theme, Student News Bureau reporters asked presenters what they would say was the key piece to take away from their session for *Solving the Puzzle*.



“The key will be to broaden the perspective with how you remain relevant in the community.”

Kirk Davis, CEO of GateHouse Media



“Doing everything I can to help Ohio newspapers to survive and thrive.”

Dennis Hetzel, ONA executive director



“I think it’s really monetizing local content, whether it be editorial or advertising content, so we need to be that source, print or digital.”

Dick Fuller, director of circulation at The Blade



“We need to be able to deliver what we do to our people the way they want to get it.”

Bill Hudnutt, general manager of Lorain County Printing and Publishing



“(Achieving) for digital what publishers have always had in print, which is a business where people will pay them for quality content.”

Matt Skibinski, global director of client relations at Piano Media



“There is no lower cost option for delivering newspaper, no more reliable option for delivering newspaper than through the Postal Service ... I think that’s where they fit in.”

Brad Hill, president of Interlink



“We are all trying to gather process and share information and all of us working together can continue to do that in the future.”

Michael V. Drake, president of The Ohio State University



“The key is ‘solution selling.’ Don’t tell the customer what to buy, ask them what they need.”

Shannon Kinney, DreamLocal.com



“Keep customers. The best thing to keep customers is to improve customer service.”

Kevin Slimp, lecturer and “the News Guru”



“We need as a society journalism, reporters and those who can disseminate the information. We need these people more than ever.”

Christine Brennan, USA Today sports columnist and sports commentator



“I think a big part of it is making people understand what is journalism versus what isn’t and driving people to the real journalism.”

Julie Carr Smyth, AP statehouse correspondent



VIDEO

youtube.com/OhioNewspaperAssoc



“A big thank you to @ONAnews for having me at #OhioNews15! My only regret is I couldn’t stay with you all longer.”