

WHAT THIS CONVENTION NEEDS IS



MORE COWBELL!

OHIO NEWSPAPER ASSOCIATION

2017 CONVENTION

FEBRUARY 8 & 9

HILTON COLUMBUS/POLARIS

A MESSAGE FROM YOUR CONVENTION CHAIR

When the world turns insane, there's only one answer: **"More Cowbell!"**

The theme of the 2017 Ohio Newspaper Association Convention is based on the famous Saturday Night Live skit where Christopher Walken keeps telling Will Ferrell to play "more cowbell" during the recording of Blue Öyster Cult's classic song "(Don't Fear) The Reaper."

What does "more cowbell" mean for our convention? It means that even though the world has recently taken turns we didn't see coming, and even though the news media is under attack like never before, we won't forget what first excited us about newspapers in the first place.

We are the voices of our community!

We hold the powerful to account!

We dare to tell unpleasant truths even when people scream at us!

More cowbell tells us to enjoy our work and never forget that our best days are yet to come. More cowbell tells us to use events like this convention to learn all we can about new technologies and new strategies. More cowbell tells the world that newspapers are not only central to Ohio's media landscape but also an integral part of our local communities.

At this year's convention you will find plenty of ways to bring more cowbell back to your papers. Among the great sessions are

- An opening keynote and discussion with Ohio Governor John Kasich.
- The session "What clients want," where you'll hear directly from media buyers on what advertisers want and need.
- A must-attend session on "The 2016 election's impact on journalism."

And these are only a few of the sessions we're offering at this week's convention. Add in special speakers like Jim Brady, CEO of Spirited Media and ESPN's public editor, and Kevin Slimp, one of our nation's top newspaper design gurus, and you'll be banging your own cowbell over the greatness that is the 2017 ONA convention.

I hope you enjoy our outstanding convention and the many dining, shopping and entertainment options in the Polaris area. If you have any questions about either the convention program or nearby eating and shopping choices, ask any member of the ONA staff. And don't forget to buy a raffle or 50/50 ticket to help raise money for the Ohio Newspapers Foundation!

To paraphrase Christopher Walken in the cowbell skit, never forget that all of us have a fever. And the only prescription ... is more newspapers!



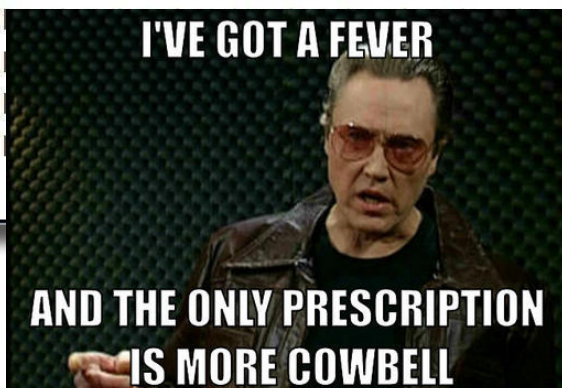
Paul Martin

Paul B. Martin
Elyria Chronicle-Telegram
Convention Chair



Fear the Reaper - Cowbell

Blue Oyster Cult



SPECIAL NOTES

Registration and Name Badges

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

Convention Social Media Feeds

For real-time comments and thoughts about the convention, please go to **Twitter.com/ONANews**. You can also share your own thoughts on Twitter with the hashtag **#OhioNews17** and view convention photos at **www.flickr.com/photos/ohionewspapers**.

Check out the raffle and 50/50 auction

This year's raffle and 50/50 support the Ohio Newspapers Foundation, with all money raised benefitting Foundation activities. 50/50 Tickets are 3 for \$5.00 and 10 for \$10.00, with the drawing to be held at lunch on Thursday, Feb. 9. Raffle tickets are \$5.00 each and 5 for \$20.00. The raffle will close at noon on Thursday, Feb 9, with the drawings during the luncheon that day.

Exhibits

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

- Photos from the Hooper & Collegiate Competitions
- The newspaper sharing table
- The information table at the registration desk. Pick up a flyer from Dave & Buster's Polaris location, which features a special offer for ONA members.

Thanks to our sponsors

We want to take a moment to thank our sponsors. As always, we appreciate their support of ONA. This year we have 14 first-time sponsors! This is the first year we sold out all of our Level A and B sponsor slots. Please stop by all the vendor tables and get to know the sponsors, who offer a number of specialized services and products of interest to the newspaper industry. You never know what they can do for you! Again, thank you for helping to make the 2017 convention a success.



WEDNESDAY, FEBRUARY 8

9:00 a.m., Polaris Foyer
Registration Opens

10:00 a.m. - noon

Ad Directors Roundtable in Gemini A Editorial Roundtable in Gemini C

Don't miss this opportunity for ad directors and editors to share and present with their peers the best recent ideas they've executed. The roundtables will then discuss issues everyone is facing. Discussion leaders: Lori Figurski, regional ad director for Ogden Newspapers, and Peter Bhatia, Pulitzer Prize-winning editor of The Cincinnati Enquirer. The editorial roundtable will also feature Doug Haddix, executive director of Investigative Reporters & Editors, while the advertising roundtable will also feature Walt Dozier and Mitch Colton of AdOhio.



Gov. John Kasich



Lori Figurski

10:00 a.m. - noon, Lyra Boardroom
Ohio Circulation Committee Meeting

10:30 a.m. - 1 p.m., Polaris Ballroom F
Ohio League of Home Dailies Meeting

Noon - 1 p.m., Lunch Break

Be sure to check out the many restaurants in the Polaris area, or stop by the hotel's Gemini Grill for their lunch buffet.



Peter Bhatia

Convention Opens

1:00 - 2:15 p.m., Polaris B&E

Opening Keynote:

Governor John Kasich

Ohio Gov. John Kasich will speak and take questions from ONA members. In addition the winner of this year's Ohio Coalition for Open Government's Champion of Open Government award will be announced.



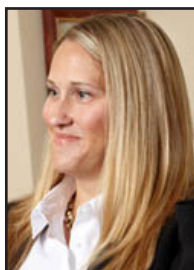
Doug Haddix

WEDNESDAY, FEBRUARY 8

2:20 - 3:20 p.m.

Breakout Session: Your One-Stop Panel for Legal Issues (Polaris C)

This panel will answer common legal issues. Moderated by Erin Rhinehart of Faruki, Ireland & Cox, the panel features Monica Dias of Frost Brown Todd, who will discuss issues around security of your staff and building; Jeff Clark, public records master at the Ohio Court of Claims, who will discuss the new new public records appeals process; and Mike Farrell of BakerHostetler, who will discuss libel issues.



Erin Rhinehart

Breakout Session: Leveraging Social Media (Polaris B&E)

Make your paper's social media accounts great again with these exciting and simple tips and practices to build audiences and grow revenue. Moderated by Kirk Dougal of APG Media of Ohio, the panel features Ashley Bethard of Cox Media; Jackie Reau of Game Day Communications, and C. Lee Smith of SalesFuel.



Monica Dias

3:00 p.m. Break

3:30 - 5:00 p.m.

Breakout Session: What Clients Want (Polaris C)

Hear directly from media buyers on what advertisers want and need from your paper along with the perspectives of a seasoned newspaper ad executive. Panel includes Denise Sandoval, Manager of Account Services at NSA Media; Anna St. Charles, Chief Revenue Officer at Dispatch Media Group; and Melony Rios, Vice President of Group Account Directors at Novus.



Jeff Clark

Breakout Session: Impact on journalism of the 2016 election (Polaris B&E)

The 2016 election will likely be a watershed moment in our country's history, especially for the news media. What can journalists learn from Donald Trump's upset victory



Denise Sandoval

and what can they do to regain credibility and trust? Our panel will be led by Jan Leach of the School of Journalism & Mass Communication at Kent State University. Panelists are Doug Oplinger with the Akron Beacon Journal, Ashley Bunton with the Washington Court House Record-Herald, John Green with the University of Akron, and Curt Steiner with Steiner Public Relations.



Ashley Bethard

5:30 p.m. - 7:00 p.m.

Welcome Reception

Join us for cocktails, hors d'oeuvres and musical entertainment while connecting with friends.

THURSDAY, FEBRUARY 9

7:30 - 8:30 a.m.

Continental Breakfast Opens / ONA Business Meeting ([Polaris ABDE](#))



Jackie Reau

8:30 - 9:40 a.m.

Breakfast Speaker: Kevin Slimp on why print is not dead ([Polaris ABDE](#))

Kevin Slimp, one of our nation's top newspaper design gurus and a popular presenter from previous ONA conventions, knows print isn't dead. Slimp will state exactly why those papers which focus on their communities and on quality reporting and production are primed to excel in the years to come.



Curt Steiner

9:45 - 10:50 a.m.

Breakout Session: Page and Ad Design ([Polaris C](#))

Kevin Slimp continues his sessions at this year's convention with a must-see overview of page and ad design tips your paper can immediately implement to improve sales and keep readers coming back for more.



Kevin Slimp

Breakout Session: Hooper and Collegiate Awards ([Polaris F](#))

See who wins the annual contests for the year's best weekly and college newspapers.

THURSDAY, FEBRUARY 9

10:30 Break

11:00 - 12:20 p.m.

Breakout Session: Weekly Roundtable (Gemini A)

Led by the ONA Weekly Newspaper Committee, this session is an open forum for weekly and collegiate newspaper members to trade ideas and best practices.



Anna St. Charles

Breakout Session: New Digital Products (Polaris F)

Learn about exciting new digital products your paper can offer your readers and advertisers. The panel will be moderated by Karmen Concannon, Publisher and Vice President of the The Sentinel-Tribune, and includes Tim Moore, Executive Director of Clixie Media; D.J. Cavanaugh, Sr. VP of Business Development of CivicScience; and Mark Walker, President of Youneeq.



Melony Rios

12:30 - 1:45 p.m.

Luncheon (Polaris ABDE)

The luncheon will include remarks from ONA President Bill Southern along with the presentations of the Maxwell Award, ONA President's Award, Newspaper of the Year/Frank E. Deaner Awards and raffle winners.



Jan Leach

1:45 - 3:00 p.m.

Lunch Speaker: Jim Brady on the power of digital journalism (Polaris ABDE)

Jim Brady, CEO of Spirited Media and ESPN's public editor, will talk about the power of digital journalism. Brady has also been executive editor of washingtonpost.com, editor-in-chief of Digital First Media, and programming director of news and sports for America Online.



Jim Brady

3:00 p.m. Adjournment

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

We gratefully acknowledge Spencer Hunt, Lantern Director of Student Media at The Ohio State University, for his assistance as the student media adviser.

We are pleased to welcome the following group of students:

- Hailey Stangebye
- Owen Daugherty
- Summer Cartwright
- Lee McClory
- Ashley Nelson
- Sallee Ann Ruibal

These students are based in the Northstar room near the ONA registration desk. They will be providing news, photo and video coverage, real-time Twitter updates from @ONAnews and their own special Bulletin design to be published as a special electronic edition of the ONA Bulletin on Feb. 17.

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

Follow their tweets:

Twitter.com/ONAnews

And follow the action, and share your own tweets, with the hashtag #OhioNews17

View convention photos at www.flickr.com/photos/ohionewspapers.



Tim Moore



D.J. Cavanaugh



Mark Walker



Doug Oplinger



Ashley Bunton



C. Lee Smith



John Green

Thank you to the companies and industry suppliers that are sponsors at the ONA 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.

We encourage you to thank our sponsors for their support.

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Lori Figurski, Times-Leader, Martins Ferry

Karmen Concannon, The Sentinel-Tribune, Bowling Green

David Dix, The Courier, Kent-Ravenna

Kirk Dougal, Adams Publishing Group, Athens

Karl Heminger, Findlay Publishing Co.

Mary Huber, Archbold Buckeye, Archbold

Monica Nieporte, The Messenger, Athens

Bruce Wings, Akron Beacon-Journal

ONA staff liaisons: Dennis Hetzel and Sue Bazzoli

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Ashley Bethard is a digital manager at Cox Media Group Ohio, where she manages food and entertainment verticals content. She's also the brand manager for Dayton.com, a lifestyle site targeting area millennials. She was recently named to News Media Alliance's "Top 30 Under 30" list, which honors young leaders working in all aspects of the news media who are contributing to the future success of the industry. She holds an MFA in writing from Ashland University. In her spare time, she enjoys reading, writing, honing her cooking skills, volunteering in her community, and spending time with family and friends.

Peter Bhatia is a multiple Pulitzer Prize-winning editor who has spearheaded meaningful journalism and digital advances at numerous news sites across the country. Currently editor and vice president of audience engagement at Enquirer Media, Bhatia was previously director of the Reynolds National Center for Business Journalism at Arizona State's Cronkite School of Journalism. His experience includes helping lead newsrooms that won nine Pulitzer Prizes, including six in Portland. He is the first journalist of South Asian descent to lead a major daily newspaper in the U.S., running The Oregonian from 2010 to 2014. Peter lives in OTR with his wife, Liz Dahl, and their two dogs. They have two grown children who live in Portland and San Francisco.

Jim Brady is the founder and CEO of Spirited Media and ESPN's public editor. Brady came to the digital world in April 1995 as sports editor of Digital Ink, the Washington Post's first new media effort. He was on the core team that launched washingtonpost.com in June 1996 and has served as executive editor of washingtonpost.com, general manager of the now-deceased TBD.com, editor-in-chief of Digital First Media and in various executive roles at America Online. During Brady's tenure as executive editor of washingtonpost.com, the site won a number of awards including a national Emmy award for its Hurricane Katrina coverage and a Peabody Award for its "Being a Black Man" series. At Digital First Media, Brady was the editor overseeing 75 daily newspapers, 292 non-daily publications and 341 online sites. Brady is a past president of the Online News Association, where he's been a board member since 2005. He also serves on the boards of the American Society of News Editors and the National Press Foundation, on the National Advisory Board of the Poynter Institute and on the advisory boards of GlobalPost, Kaiser Health News, The American University School of Communication and the Fiscal Times. Born in Queens, N.Y. and raised in Huntington, N.Y., he lives with his wife, Joan, and two stubborn beagles in Great Falls, Virginia.

Ashley Bunton began working as a reporter for Civitas Media in the spring of 2016 at the Washington Court House Record-Herald. She studied paralegal technology, psychology and journalism at the University of Cincinnati. She spent a couple of years at Clermont College working as a writer and managing editor for



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*- Andrew Olsen,
Publisher
Times Review Media Group*

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The Lantern newspaper. A 2014 Horace Mann Fellow, 2015 European Institute for Light Therapy Samassati practitioner and 2016 Free Speech on College Campuses Conference participant, she currently writes and lives in Yellow Springs.

D.J. Cavanaugh is the senior vice president of business development for the polling and market intelligence company CivicScience. He is responsible for helping the company grow sales to publishers and marketers looking to gain deeper consumer insights in order to grow their business. Prior to joining CivicScience, Cavanaugh spent 15 years as president and CEO of Matrix Solutions, the leading media-specific CRM, data and reporting platform for media outlets and network sales organizations. Cavanaugh also has extensive experience working directly in advertising sales, with experience in both television and radio sales management.

Jeff Clark is currently employed as public records special master in the Ohio Court of Claims. He began his law career with the Ohio Attorney General's Office in 1982, and in 1995 became chief of the Corrections Litigation Section, managing the defense of inmate lawsuits and state law enforcement agencies. In 2007, Clark joined the Constitutional Offices Section to focus on public records and law enforcement issues. He edited the Ohio Sunshine Laws Manual, trained elected officials and law enforcement personnel, represented state agencies, and mediated public records disputes. Clark has argued both sides of public records issues – authoring the brief of the Ohio Attorney General supporting a student newspaper's successful action contending that private university police departments are "public offices." His position in the Court of Claims includes mediation and determination of public records claims filed in the public records dispute program established by R.C. 2743.75.

Karmen Concannon is the publisher of the Sentinel-Tribune and the fourth-generation leader of the family-owned newspaper. Concannon has worked for the newspaper for more than 14 years, most recently as assistant publisher. She has a BA in Communications and Marketing from Bowling Green State University and serves on the board of trustees of the Ohio Newspaper Association.

Monica Dias is a litigation attorney and intellectual property attorney with Frost Brown Todd. A seasoned First Amendment and media lawyer, Dias has extensive experience defending media clients against defamation and invasion of privacy claims, as well as enforcing their right of access to courtrooms, public records and public meetings. Dias also counsels clients on trademark and copyright issues, including trademark clearance and investigation, trademark prosecution and trademark registration in the U.S. and abroad. She manages large trademark portfolios for U.S. and international brands, and protects and enforces trademarks worldwide. Dias is a former reporter for The Kentucky Post/The Cincinnati Post newspapers and a former legal fellow for the Reporters Committee for Freedom

of the Press in Washington, D.C. She has served as a Governing Board member of the American Bar Association's Forum on Communications and currently serves as co-chair of the Forum's Women in Communications Law. She is a board member of the Ohio Coalition for Open Government.

Kirk Dougal is the digital solutions manager with APG Media of Ohio and has previously worked as the group publisher for DHI Media, Inc. and as the group editor for Brown Publishing. He is also an accomplished fiction writer with a number of books in print, including his 2014 debut novel *Dreams of Ivory and Gold* and his young adult dystopian novel, *Jacked*. He lives in Van Wert with his wife and four children.

Mike Farrell is a partner with BakerHostetler and the general counsel for the Ohio Newspaper Association. With the main focus of his practice in the class action arena, Farrell has significant experience as lead counsel in the defense of class actions, media-related litigation, and the defense and prosecution of complex commercial litigation. Throughout his career, Farrell has defended clients in alleged class actions challenging insurance company claims practices, billing practices within the telecommunications and car rental industry, fax advertising, and defamation, invasion of privacy and related claims against print and electronic media outlets.

Lori Figurski is the regional advertising director for Ogden Newspapers, Wheeling, WV. She was named to this position in March 2015. Lori started her newspaper career in 1984 at The Times Leader in the classified department. Lori held numerous positions with the Times Leader and was named advertising director in 1998. In 1999, she was named the advertising director for The Intelligencer and Wheeling News-Register (also Ogden Newspapers) a post she held until 2005 when she returned to the Times Leader and was named publisher.

John Green is the interim dean of the College of Arts and Sciences and director of the Ray C. Bliss Institute of Applied Politics at the University of Akron. He is Distinguished Professor of Political Science at the University of Akron, where he was recognized as an Outstanding Faculty Member in 1989 and 1994. Prior to joining the University of Akron, he taught Political Science at Furman University. Green received his Ph.D. in Political Science from Cornell University in 1983 and his B.A. in Economics from the University of Colorado in 1975. Green is a respected analyst of American and Ohio politics and is widely quoted in the news media.

Doug Haddix is the executive director of the Investigative Reporters & Editors, a worldwide organization representing more than 5,500 journalists. He is a former director of the Kiplinger Program in Public Affairs Journalism at The Ohio State University, which trains journalists on digital reporting and storytelling tools.

Governor John Kasich was sworn in as Ohio's 69th governor on January 10, 2011. As Governor, Kasich's top priority has been to create a jobs-friendly climate so Ohioans can get back to work. Prior to becoming governor Kasich served as a member of Congress from central Ohio for 18 years and, as the chairman of the House Budget Committee, he led the effort to balance the federal budget for the first time since 1969 and helped enact historic welfare reform. After leaving Congress in 2000 and running for President, Kasich worked as a managing director in the Investment Banking Division of Lehman Brothers, where he helped companies secure the resources they needed to succeed and create jobs. He was also a commentator for FOX News and a Presidential Fellow at his alma mater, The Ohio State University. Kasich is the author of three New York Times best-sellers. Kasich, 64, is a 1974 graduate of The Ohio State University and lives in Westerville with his wife, Karen Waldbillig Kasich, and their twin daughters, Emma and Reese.

Jan Leach is an associate professor in the School of Journalism and Mass Communication at Kent State University. She teaches media ethics, news writing, public affairs reporting, copy editing and other courses and is co-director of the school's graduate studies program. She was chair of the Journalism/News sequence for three years during which time she helped develop a complete curriculum revision. In 2016, Leach was awarded the University's Distinguished Teaching Award, the most prestigious award Kent State gives to faculty members "who touch the lives of students and demonstrate excellent teaching in the classroom." She received the Distinguished Teaching Award for the College of Communication and Information in 2014. Leach is director of Kent's Media Law Center for Ethics and Access. Before joining the faculty at Kent State, Leach was editor and vice president of the Akron Beacon Journal for five years. During her tenure, the Ohio Society of Professional Journalists named the Beacon Journal "Best Newspaper in Ohio" three times. Leach came to Akron from the Cincinnati Enquirer where she had been managing editor. She also was managing editor at the (now-defunct) Phoenix Gazette, city editor at the Arizona Republic, and held reporting and editing positions at other newspapers in Ohio. She has a bachelor's degree in journalism from Bowling Green State University and a master's degree in media ethics from Kent State.

Timothy Moore is a seasoned entrepreneur that has worked for and within the publishing and media industries for 25+ years. He has assisted and implemented new media strategies for the world's largest media and publishing companies. Moore works closely with C-level marketing, sales and other executives to develop strategies to promote their message and vision to their consumers, client and market in general in the clearest and most cost-effective manner. Presently, Moore serves as the Executive Director of Clixie Media (www.clixiemedia.com), a company dedicated to increasing engagement, revenue and education through interactive video.

Doug Oplinger is a 46-year journalist at the Akron Beacon Journal, where he has served as managing editor the last ten. His specialties are investigative and enterprise journalism regarding public policy, and qualitative and quantitative research for the purposes of public understanding and engagement. He recently served on the National Issues Forums Institute board of directors, and was an editor on two of the newspaper's Pulitzer Prizes and a contributing reporter on a third won by Knight-Ridder's coverage of Hurricane Katrina. In 2008, he directed the newspaper's *The American Dream: Hanging by a Thread* series, which won the Casey Medal for Meritorious Service to Children and Families. With co-worker Dennis J. Willard, he was a runner-up for the Taylor Family Award for Fairness, judged by the Nieman Foundation, and the two produced several years of education-policy coverage on school funding and school choice, which was entered as evidence in Ohio and U.S. Supreme Court cases.

Jackie Reau is CEO of Game Day Communications, a sports and entertainment communications and marketing firm, and has more than 20 years of experience. Before co-founding GDC in 2002 with former ESPN Anchor Betsy Ross, Jackie worked in healthcare at The Christ Hospital and as director of marketing at the Cincinnati Art Museum. Reau is an adjunct professor at the University of Cincinnati where she teaches Sports PR and at Xavier University where she teaches event management in the sports administration graduate program. Reau earned a bachelor's degree in journalism from the E.W. Scripps School of Journalism and a master's in sports administration at Ohio University. She has also studied at the Harvard Business School earning a certificate in Non-Profit Management. She has completed four half marathons and is currently working toward finishing a tour of all Major League baseball parks (she stands at 21 ball parks).

Erin Rhinehart is a partner with Faruki Ireland & Cox P.L.L. Her litigation practice focuses on media and communications law, breach of contract and tortious interference, class action defense, and environmental matters. Rhinehart has significant trial experience in federal and state courts across the country. Rhinehart has been repeatedly recognized as an Ohio Super Lawyers Rising Star, a peer-based review of the top two and one-half percent of Ohio lawyers 40 years old or younger or in practice for 10 years or less; and selected for the 2016 edition of the inaugural Benchmark Litigation Under 40 Hot List, a list of the nation's top litigation partners 40 years of age and younger. Currently, Rhinehart serves as the 2016-2017 Chair of the Ohio State Bar Association Media Law Committee, and is a member of the Ohio State Bar Association Content Advisory Board, and Law360 Media & Entertainment Law Editorial Board. She is also a Fellow of the Ohio State Bar Foundation and American Bar Foundation. Rhinehart has been recognized by the Dayton Business Journal as one of Dayton's 40 Under 40 honorees, and is a 2012 graduate of the Leadership Dayton program.

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Melony Rios began her career at Novus in 2000 and over the past 16 years has held numerous positions in media buying, research and planning, and client services for the agency . Previously, Rios worked for Target and NSA Media. In her current position as Vice President, Client Services, Rios leads relationship management and engagement across a portfolio of major national and retail clients for Novus, focusing on driving results in an increasingly complex media landscape.

As account manager for NSA Media, **Denise Sandoval** leads account service through building strategy and planning, communicating client goals and objectives and coordinating day- to-day tasks with the Operations teams. Since joining NSA Media in 2008, Sandoval has managed client budgets in excess \$150 million, extensive print versioning, and multiple client business units. Prior to joining NSA she worked at Sears Corporate for 22 years. Throughout her tenure at Sears she held various positions from Ad Manager in their Home Appliance & Electronics divisions to Co-Buyer for Lawn Mowers & Snow Throwers . Having a retail background has guided her understanding of her clients and the challenges they face. In her free time she enjoys spending time with her three children and her two year old grandson Julian.

Kevin Slimp is one of the most popular lecturers in the country at newspaper conventions and training seminars. His workshops regularly generate rave reviews as being useful and interesting. Slimp is also the Technology Director for the Tennessee Press Association and recently launched the Newspaper Academy, an online training community offering webinars targeted towards the newspaper industry found at newspaperacademy.com.

C. Lee Smith is the president and CEO for SalesFuel, a Columbus, Ohio-based firm for sales enablement and strategic sales management. Smith is one of the country's foremost experts on advertising, digital marketing, consumer behavior, sales management and leadership, as well as small business marketing and audience segmentation. Smith is the creator of AdMall, the nation's leading provider of consultative sales intelligence for local advertising and digital media and used by over 2,500 media properties and advertising agencies across America. He is also the driving force behind online audience optimization via his AudienceSCAN® product. He is the founder and publisher of Media Sales Today, a blog and thought leadership website with more than 7,500 unique readers and newly created SalesFuel Today blog reaching nearly 2,500 unique readers. Smith is a graduate of Ohio University and has earned a certificate in executive leadership from Cornell University.

As CEO of Steiner Public Relations, veteran communicator **Curt Steiner** is well known in business, government, media and higher education circles. Steiner opened his current business in 2011, after serving as senior vice president at The Ohio State University for nearly seven years. While at Ohio State, Curt led the university's efforts in communications and marketing and in government relations. Prior to coming to Ohio State, Curt headed Steiner/Lesic Communications and HMS Success Public Relations. Earlier, Steiner served as Chief of Staff, Communications Director and chief political strategist for Ohio Governor and Senator George Voinovich and Chief of Staff to Ohio House Speaker Jo Ann Davidson. Curt has been a senior advisor to many other government leaders, including Senator Rob Portman, Attorney General Mike DeWine, Congressman Patrick Tiberi, and former Congressman Steve LaTourette, as well as numerous other members of the Ohio General Assembly and the state and federal judiciary. Curt is a member of the Ohio Broadcast Educational Media Commission, as an appointee of Governor John Kasich. Curt also serves on the Ohio Chamber of Commerce Board of Directors, the Capitol Square Foundation Board, and the Columbus Chamber Government Affairs Advisory Committee.

Anna St. Charles joined The Dispatch Media Group as their Chief Revenue Officer in July 2016. A 30-year-veteran of the media industry, she's worked in a variety of markets, from State College, PA to New Orleans, LA, holding executive roles at the market and corporate level. A long-time customer advocate, her career has been built on a customer-first mentality believing that when we do what's right for the customer, we all win. Anna is married to Jim Hines, also a long-time media executive, and they have a blended family of three sons ranging from age 13 to 26.

Mark Walker is the president of Youneeq and has 35 years senior management operational, sales and marketing experience in the community media industry, including vertical and niche magazine publishing, web press operations, digital content management and security and "traditional to new media" content migration and management. Prior to coming to Youneeq, Walker was Director of Sales and Marketing for Black Press Digital in Canada, responsible for web operations and management of a network of 104 news websites across Western Canada. Walker has worked with Youneeq to bring the Youneeq technology to the digital publishing market and is an advocate of the adoption of user based, data driven technology that allows traditional media to compete in a digital reality. Walker lives with his wife in Penticton, BC , Canada.

Out-think

Business as usual doesn't cut it in today's continuously changing media industry. Outsmart the future, be more innovative, challenge yourself and dare to be different.

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ONA 2017 Training Calendar

Below are exclusive upcoming webinars and in-person trainings for ONA members. Please note dates and times may change. For up-to-date information on any of these trainings, go to the ONA's online training calendar at www.ohionews.org.

Topic	In-person or webinar	Date
Using Ohio's Sunshine Laws	Webinar	During Sunshine
Covering the opioid crisis in your Ohio Community	In-person	April 19
Circulation Mega Summit East	In-person	Sept. 24-25
Latest developments in Ohio's Sunshine Law	Webinar	Fall 2017
Ohio Media-Law Conference	In-person	Oct. 13
District manager boot camp	In-person	June/July
Single Copy Survival Strategies	Webinar	March 23 2:00 p.m.
"The right to be forgotten"	Webinar	Spring or fall 2017
Revitalize your promotion and special section calendar	Webinar	Spring or fall 2017
Headline Writing: A Lost Art That Matters More Than Ever	Webinar	TBD
FERPA - How it's used and mis-used by Ohio schools	Webinar	TBD
Grow \$\$ with AdOhio's network	Webinar	TBD
Intro to Native Advertising	Webinar	Winter or spring 2017

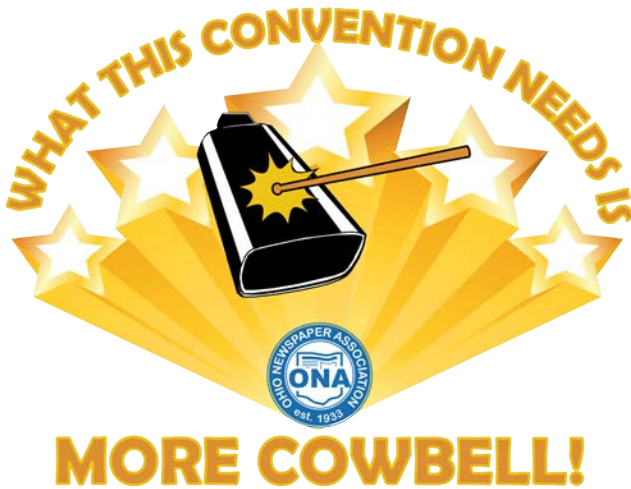


Gene Frenkle: I'm standing here, staring at rock legend Bruce Dickinson! And if Bruce Dickinson wants more cowbell, we should probably give him more cowbell!

Bruce Dickinson: I gotta have more cowbell, baby!

Gene Frenkle: And I'd be doing myself a disservice — and every member of this band — if I didn't perform the HELL out of this!

Bruce Dickinson: Guess what? I got a fever! And the only prescription ... is more cowbell!



About the Ohio Newspaper Association

Established in 1933, the Ohio Newspaper 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. ONA 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 Newspaper Association, go to www.ohionews.org.



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