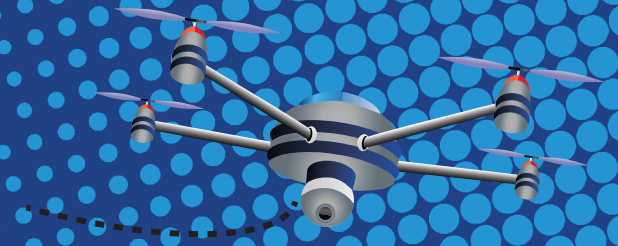


REAL NEWS



REAL SOLUTIONS



2018 CONVENTION



Don't miss headliners including [David Chavern](#), CEO of the News Media Alliance • Politico editor [Carrie Budoff Brown](#) • [Nikhil Hunshikatti](#) of Dispatch Media Group • Google News Lab trainer [Mike Reilley](#) in the News Lab's first appearance at a state association gathering • [Ryan Stephens](#) of BrandForge, an industry leader in native advertising • [Morley Piper](#), D-Day landing veteran and the former director of the New England Newspaper Association • [John Marling](#) from Pulse Research presents a first-look at new statewide market research on shopping habits and media usage in Ohio • and many more!



FEBRUARY 7 & 8
HILTON COLUMBUS/POLARIS
REGISTER AT WWW.OHIONEWS.ORG

A GREAT CONVENTION, WITH 100% REAL SOLUTIONS!

The 2018 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 Wednesday and adjourns at 3:15 p.m. Thursday, making it easy to travel and beat traffic. And don't miss the **pre-convention advertising directors, editors and circulation managers roundtables, all of which are free with your convention registration.**

Full registration for Wednesday and Thursday is \$195 for ONMA members. In addition, there is a discount for more than one person attending from an ONMA member newspaper.

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



Room Reservations at the Hilton Columbus/Polaris

The special ONMA group rate is \$159 single or double. Make room reservations online at www.ohionews.org or by calling the Hilton at (614) 885-1600 (reference the ONMA group rate code "OHNEWS"). **The hotel registration deadline is January 6, 2018.** Note that rooms at the ONMA rate are limited and may sell out before the cutoff date. After that, rooms are subject to availability and quoted rates may be higher. For more information on the hotel go to hiltonpolaris.com.

The 2018 Ohio News Media Association Convention returns to the Hilton Columbus/Polaris, 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. For more on shopping at Polaris go to polarisfashionplace.com. And don't forget to check out the new IKEA just down the street.

Support the Ohio News Media Foundation Donate to our convention raffle

An important part of the ONMA convention is raising money for the Ohio News Media Foundation, a 501(c)(3) charitable organization that offers scholarships for high school and college students, summer internships, in-person training, webinars and more.

To help raise money for the Foundation this year's convention will feature an exciting raffle.

We are asking member papers to donate items for the raffle. For more information and to make a donation, contact the ONMA's Sue Bazzoli at 614-486-6677, ext. 1018, or by email at sbazzoli@ohionews.org.



CONVENTION LINEUP

WEDNESDAY, FEBRUARY 7

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

10:00 a.m. - noon

Pre-Convention Roundtables — Free with Convention Registration

Roundtables for Ad Directors, Editors, and Circulation Managers

Don't miss these three separate opportunities for ad directors, editors and circulation managers to share and present with their peers the best recent ideas they've executed in a fun, rapid-fire format. The roundtables will then discuss issues everyone is facing. We'll also have expert guests to help lead discussions, including Doug Oplinger of Your Voice Ohio and Dr. Tom Wood of Ohio State, who has done fascinating research on the impact of fact-checking on fake news. Discussion leaders are Lori Figurski, regional ad director for Ogden Newspapers; Beryl Love, executive editor for the Enquirer; and Shaun Schweitzer, vice-president of circulation and production for the Akron Beacon Journal.



**David
Chavern**

1:00 - 2:15 p.m.

Convention Opens

General Session: David Chavern, News Media Alliance

News Media Alliance President and CEO David Chavern will provide a national perspective on the state of our industry in his keynote address. Expect David to talk about NMA's controversial stand that media owners should receive an antitrust exemption to bargain collectively for better terms from the duopoly that controls most of the digital advertising revenue in the world: Google and Facebook.



**Mike
Reilley**

2:20 - 3:20 p.m.

Breakout Session: Research Insights

John Marling from Pulse Research will present brand-new statewide market research on shopping habits and media usage in Ohio, with the research providing actionable information to help you grow revenue. Then Corey Elliott of Borrell & Associates will provide a national perspective on what the latest research should be teaching local media outlets.

Breakout Session: Small Papers Doing Great Things

What's the secret sauce? Hear how our weekly newspapers in Yellow Springs and Chagrin Falls consistently achieve excellence. In addition Jeremy McBain, managing editor of the Petoskey MI News-Review, will provide his perspective from one of America's best small daily papers.



**Peter
Bhatia**

Breakout Session: Google Mobile Tools

We're really excited to have SPJ Digital Trainer Mike Reilley in the Google News Lab's first appearance at a state association gathering. In this session Mike will focus on using mobile tools for journalists.

3:30 - 5:00 p.m.

Breakout Session: Growing Digital Dollars

Ryan Stephens of BrandForge, an industry leader in native advertising and an AdOhio partner, will talk about how local media outlets of all sizes can "go native." Kirk Dougal, an expert in digital training with APG Media in Athens, will discuss best practices and ideas that really work in targeted marketing.

Breakout Session: Drones 101

More and more news outlets of all sizes are using drones. What are the rules and the laws about operating them? What do they cost? How hard are they to operate? You'll hear from an expert in drone training from the Ohio Attorney General's office who trains law enforcement agencies. We'll also have the newsroom perspective from Enquirer Media in Cincinnati. Includes live demonstrations.



**Lori
Figurski**

Breakout Session: Weekly Newspaper Roundtable

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. You'll also be able to buy tickets for the raffle benefiting the Ohio News Media Foundation.

THURSDAY, FEBRUARY 8

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

7:30 - 8:30 a.m.

Continental Breakfast Opens / ONMA Business Meeting

8:30 - 9:45 a.m.

Breakfast Speaker: Morley Piper, D-Day landing veteran

Morley Piper is one of the few living veterans of the landing on Normandy Beach in 1944. Morley is the former director of the New England Newspaper Association and part-time leader of the Newspaper Association Managers group. You won't want to miss his inspiring presentation.



**Morley
Piper**

10:00 - 11:10 a.m.

Breakout Session: Leveraging Your Brand

Nikhil Hunshikatti of Dispatch Media Group will share GateHouse's research into the habits of millennials. Christopher Quinn of Cleveland.com will focus on monetizing e-newsletters. Michelle Everhart of the Dispatch will explain why the use of audio devices such as Amazon's Echo to deliver news shows promise.



**Nikhil
Hunshikatti**

Breakout Session: Hands-on Training with Google Tools

Join Google News Lab trainer Mike Reilley for this intensive training for journalists on using Google's tools and maximizing their potential.

Breakout Session: Hooper and Collegiate Awards

11:15 - 12:30 p.m.

Breakout Session: Finding Fresh Revenue Streams

Kathy Boles of Ogden Newspapers has hot tips on event marketing. Bruce Wings of the Akron Beacon Journal will open your eyes about the revenue possibilities in your archives. Rebecca Capparelli of GateHouse Media will have fresh, compelling promotion ideas.



**Kathy
Boles**

Breakout Session: Physical Security & Safety Measures

We live in a time where you have to worry about everything from securing your loading dock to fighting computer hackers and protecting your reporters at political rallies. Kelly Ruff of the University of Findlay, who trains personnel at ABC News and elsewhere, will talk about physical security on and off site while David Rose of MicroSolved Inc. will speak about cyber-security.

Breakout Session: Hands-on Training with Google Tools (continued)

12:45 - 2:00 p.m.

Luncheon

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

2:10 - 3:15 p.m.

General Session: Politico editor Carrie Budoff Brown

We'll conclude our convention with a talk by one of America's most influential editors. Carrie Budoff Brown will discuss life in the crazy world of political journalism and how Politico is building a sustainable digital business.



**Carrie Budoff
Brown**

3:15 p.m. Adjourn

**Register now at
www.ohionews.org**

