

Georgia Press Association

EXTRA!!! EXTRA!!!

133rd Annual Convention

The root cause, the possibility of economic crises is the gap between production and consumption of goods. As part of subsistence economy between production and consumption is a direct link existed and therefore did not have the conditions for economic crisis. Opportunity for them appeared and expanded with the development of commodity production and circulation. The division of labor, the development of specialization and cooperation increased the gap between production and consumption. But in simple commodity production, the likelihood of crises could become a necessity. Goods then sold mainly in local markets, difficulties in implementing them were local in nature and could cause a violation of the implementation of the whole society. Once commercial production has become the dominant form of organization of production and the market - its natural regulator, the gap between production and consumption both in time and space has increased dramatically. In the anarchy of production elements and the economic crisis began to objective law.

In pre-capitalist modes of production shortfall was wealth. Under capitalism, the first time there was overproduction. Why did this happen? Economic development has led to the production that is social in nature and form of appropriation of the work remained largely private. This leads to an aggravation of the contradiction between social production and private form of appropriation. The manifestation of this contradiction in different historical periods and in different countries has its own specifics, which is largely influenced by the nature of the crisis. The essence of the economic crisis is manifested "in the overproduction of goods in relation to the effective aggregate demand, in violation of the process conditions for the reproduction of real capital, mass bankruptcies of companies, rising unemployment and other socio-economic shocks.

In the doctrine of the economic cycle affect the reproduction patterns of development, characterized by the alternation of ups and downs of production. The most deeply and

thoroughly investigated this issue by Marx. He revealed the causes of crises and proved the inevitability of their element and in the anarchy of production.

Other school was originally made with the denial of the inevitability of economic cycles, proving the possibility of overcoming the phenomenon of cycling in the traditional market mechanism. The development of global economy in the XX century, i.e. rejection of extremes of opinion on cyclical process of reproduction.

The crisis of underproduction is caused by non-economic factors associated with disruption (economic reproduction under the influence of disasters or political action (various restrictions, wars, etc.)

The crisis of overproduction is caused by a large number of products: consumer demand. Usually do not identify aggregate demand, inability of the free market of production planning. As a result, a particular manufacturer usually and how much to market. The first crises of this kind appeared in the century.

With the development of the industrial economy of the market crises of overproduction become cyclical and to represent one of the phases of the economic cycle.

A consequence of the economic crisis is the reduction in real gross national product, mass bankruptcy and unemployment, lower living standards

All the crises of large systems (those in which there is a rather complex internal structure) can be divided into two large groups. The first covers those cases where some specific mechanisms of these systems come to the "critical levels" in a normal situation unacceptable. But this output is in the traditional mechanisms of action, does not lead to the destruction of the basic institutions that actually determine the properties and parameters of the systems themselves.

Very often, these crises are associated with lesions in the wars and revolutions. Strictly

speaking, there is a difference between the two types of crises.

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Jekyll Island Club

May 30 - June 1, 2019

133rd Annual Convention Schedule of Events

Wednesday, May 29

Noon, Early Registration, Aspinwall Room

1 to 3 p.m., GPA/GNS Board Meeting, Club Ballroom

6 p.m., GPA/GNS Board Dinner, Astor Room, Jekyll Ocean Club

Sponsored by Georgia Electric Membership Corporation and Georgia Transmission Corporation

Thursday, May 30

7:30 a.m., Registration, Aspinwall Room

9 to 9:45 a.m., "Tools for Building Trust with Readers," Club Ballroom

Dean Charles Davis, Grady College of Journalism & Mass Communication, University of Georgia

10 to 11 a.m., "Getting the Paper Out During a Natural Disaster," Club Ballroom

David Maxwell, *The Donalsonville News*, and Mike Gebhart, *Southern Community Newspapers, Inc.*

11:20 to 11:50 a.m., Opening Luncheon Reception, Morgan Center

Take this opportunity to visit with our vendors.

Sponsored by Georgia Electric Membership Corporation

12 to 1 p.m., Opening Luncheon, Morgan Center

With remarks by candidates for the Georgia Supreme Court, former Congressman John Barrow and Judge Sara Doyle
Presentations of Golden Club, Community Service Award and Hall of Fame

Sponsored by Georgia Ports Authority

1:20 to 2:05 p.m., Legal Update, Club Ballroom

David Hudson, GPA Legal Counsel, and Brooks Hudson, Hull Barrett Attorneys

David and Brooks will talk about bills that were introduced during the legislative session, passed and pending; amicus briefs that were filed this year and their status; any changes in the laws that newspapers need to know about and also touch on contracts for photographers for magazines. They will conclude with a Q&A.

2:15 to 3:15 p.m., Concurrent Sessions - Choose One:

"Latest Technology for News Gathering," Club Ballroom

Zach Dennis, Multimedia Content Editor, *Savannah Morning News*

This session will highlight free or inexpensive tools newsrooms can use in order to create a more digitally-focused output with their stories, including bringing audio, video and interactive graphics to enhance the reporting.

"Magazines: Event Marketing," DuBignon Room

Leonard Woolsey, *The Galveston County Daily News* and Stacy Jennings, GNS Director of Sales & Marketing
Extend your brand and build your base with event marketing. Event marketing is commanding a higher-than-ever share of advertiser dollars and can represent significant increases for your publication. Learn how to maximize your exposure while aligning your brand to appropriate events. We'll cover event basics as well as how to turn your ideas into actionable plans for growth.

3:25 to 4:25 p.m., Ideas on Tap, Club Ballroom

Moderated by Eric NeSmith, *Community Newspapers, Inc.*, Athens

Share your best revenue-generating and cost-saving ideas during a lively roundtable discussion over cold drinks. Prizes awarded for best ideas. This session will conclude with Stacy Jennings, GNS Director of Sales & Marketing talking about the various GNS ad networks.

4:45 to 6:30 p.m., All Georgia Products Reception, Morgan Center

Gov. Brian Kemp will make opening remarks.

Featuring GPEF raffles with great prizes! Take time to visit with the vendors. Video game truck for kids.

Sponsored by UGA College of Agricultural & Environmental Sciences

The breaks between sessions on Thursday and Friday are

sponsored by Georgia Peanut Commission and Georgia Cotton Commission.

Friday, May 31

9 to 10 a.m., Concurrent Sessions - Choose One:

"Looks Do Matter: Understanding Magazine Design Language," *DuBignon Room*

Leonard Woolsey, *The Galveston County Daily News*

What makes magazine design so different from other print mediums? Magazines speak a different language through design, elements, and flow. Learn how to turn an average magazine into a great magazine.

"Advertising: Why Classifieds Could Be Your Next 'Big Thing,'" *Morgan Center Mezzanine*

Bill Ostendorf, President of Creative Circle Media Solutions

Classifieds are a great ad form. In fact, they may be still be the best ad form publishers have available.

Classifieds could be a key to renewed revenue growth in print and online--for both newspapers and magazines. Really. This session will reveal some insightful proprietary national research Creative Circle has conducted for its clients to help them salvage their classified revenues. One of the secrets is to not think of them as classifieds anymore because this ad type can be something entirely new. You will leave this session with a new perspective that will help you re-energize your advertising revenue, both in print and online.

10:15 to 11:15 a.m., Concurrent Sessions - Choose One:

"Advertising: Mind Your Niches!" *Morgan Center Mezzanine*

Bill Ostendorf, President of Creative Circle Media Solutions

Niche audiences should be a critical part of every publisher's thinking. Whether it's special sections, magazines, newsletters or other platforms, niches are gold mines! Bill Ostendorf has helped launch dozens of niche products for publishers. Some were easy and obvious. Some were obscure. But the bottom line is that the vast majority are making money! This is a time when every publishing company should be building niche audiences for high school kids, moms, military families or others. Ostendorf will offer some key ingredients for successful niche products and some hot prospects he thinks you should be going after. If you don't mind your niches, someone else will!

"Learning Loyalty: Increasing Digital Subscriptions with Better Engagement," *DuBignon Room*

Conan Gallaty, Chief Digital Officer, *Tampa Bay Times*

Growing substantial revenue through digital subscriptions is a top goal of many newspapers, but sustaining that growth is a challenge. Audience engagement is the key factor. In this presentation, Conan Gallaty shows important metrics and tactics for acquiring and retaining digital subscribers.

11:30 a.m. to 1 p.m., Concurrent Sessions - Choose One:

GPA Advertising Annual Awards Reception & Presentation, *Club Ballroom*

Emceed by DuBose Porter, *The Courier Herald*, Dublin

"How to Get Public Records Faster" presented by Georgia First Amendment Foundation, *DuBignon Room*

Richard T. Griffiths, CNN (retired) and Jim Zachary, CNHI and *Valdosta Daily Times*

The Georgia First Amendment Foundation will lead a discussion on what you need to know about government transparency in Georgia. Hear insights into how county and city officials across Georgia perceive open government requirements, informed by GFAF's recently expanded training outreach. A general discussion and Q&A about Georgia's open government laws is also on tap.

6 to 6:45 p.m., Past Presidents' Reception (Invitation Only), *Federal Reserve Room & Aldrich Room*

President Otis Brumby, *Marietta Daily Journal*, will host the Past Presidents' Reception.

Sponsored by TownNews.com

6:45 p.m., Better Newspaper Contest Reception, *Riverview Lounge*

7:30 p.m., Better Newspaper Contest Awards Banquet and Dinner, *Grand Dining Room*

Emceed by Len Robbins, *The Clinch County News*, Homerville

Dessert sponsored by Georgia Peanut Commission

Saturday, June 1

9 a.m., GPA Annual Meeting, *Club Ballroom*

Collect your rebate check and recognize the new officers and board appointments.



Door prizes of \$50 will be given during the educational sessions.
Names will be drawn from registered attendees. Must be present to win.

Guest Speakers



Dr. Charles N. Davis is the Dean of the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia. He was appointed in 2013, after a long career in journalism.

Davis worked for 10 years as a journalist at newspapers, magazines and a news service in Georgia and Florida after graduating from North Georgia College. He left full-time journalism to complete a masters degree from the University of Georgia's Henry W. Grady College of Journalism and Mass Communication and to earn a doctorate in mass communication from the University of Florida. He spent 14 years as a faculty member, including four as department chair at the Missouri School of Journalism. Davis also spent five years at Mizzou as Executive Director of the National Freedom of Information Coalition.

His teaching awards include the Scripps Howard Foundation National Journalism Teacher of the Year Award in 2008, the Provost's Award for Junior Faculty Teaching in 2001, and the University of Missouri Alumni Association's Faculty/Alumni Award in 2008. In 2016 he was awarded the University of Florida College of Journalism and Communication Alumni of Distinction Award.



David Hudson practices in the area of general civil litigation with an emphasis on business and commercial disputes, media law and construction law. He has been a trial lawyer since 1974, and has represented clients at the trial court level in Georgia, South Carolina, Texas, and New York. He has also argued numerous appeals in the appellate courts of Georgia, the United States Courts of Appeals for the Second, Fifth and Eleventh Circuits, and a case before the Supreme Court of the United States.



Brooks Hudson joined Hull Barrett in 2011 and practices general civil litigation, handling a wide variety of complex litigation matters. Brooks focuses on commercial litigation, including prosecuting and defending claims in business disputes, health care litigation, First Amendment litigation, class actions, and criminal litigation. Brooks attended undergraduate studies at University of Georgia and received his law degree from Mercer.

Prior to joining Hull Barrett, Brooks served as the Assistant District Attorney for the District Attorney's Office where he conducted prosecutions and court proceedings on behalf of the State of Georgia and was appointed Special Drug Prosecutor. He also worked in the Public Defender's Office in the Augusta Judicial Circuit where he represented defendants in numerous court proceedings.

Outside of the courtroom, Brooks is involved with the Augusta Bar Association, American Red Cross Augusta Chapter and Leadership Augusta. Brooks resides in Augusta with his wife, Tara, and son, Nash.



Leonard Woolsey may be a publisher in Texas but he is not a stranger to his friends in GPA. Formerly the publisher for the *Times-Georgian* in Carrollton and a GPA board member, he is now president and publisher of *The Daily News* - the oldest newspaper in the state of Texas. He is also the publisher of *Coast Monthly* magazine, a successful lifestyle-focused magazine featuring life along the Upper Gulf Coast. *The Daily News* is based on Galveston Island and is located within an hour of Houston. The newspaper is celebrating 175 years in continuous publication - predating even the statehood of Texas.

Woolsey began developing magazine products for newspapers while in Georgia. Now in Texas, he is leading the successful effort of Southern Newspapers, Inc. to introduce attractive and profitable magazine titles to its existing newspaper properties. *Coast Monthly* has been chosen best magazine by the Texas Press Association for the past two years and is approaching \$1 million in annual revenue.

Coast Monthly also played the driving factor of *The Daily News* being recognized in Editor & Publisher's 2017 edition of "10 Newspapers Who Do It Right." This is the second time newspapers led by Woolsey have been featured on this annual list by Editor & Publisher.

Woolsey is a writer, reader, and cycles thousands of miles a year throughout the country. His wife, whom he met in college more than 35 years ago, prefers to not get on a bike but is always game to travel. Together they have two adult children who are both in the media field. Their son is the magazine editor for a successful magazine, *Texas Hill Country*, and their daughter is finishing up her bachelor's in media and communications in Georgia.



Bill Ostendorf, president of Creative Circle Media Solutions, has helped redesign more than 650 print publications and 350 websites. He has served as strategic consultant to hundreds of media companies on three continents. A popular speaker at industry seminars, he has led more than 1,000 workshops in 23 countries on a wide range of topics.

Originally trained as a reporter at Northwestern's Medill School of Journalism, where he earned both a BSJ and MSJ, he started his reporting career working in the Chicago suburbs for *The Chicago Tribune* and Paddock Publications.

Bill spent 13 years at *The Providence Journal*, where he served as managing editor for visuals and new product development. Previously, he worked as an editor for *The (Cleveland) Plain Dealer*, the *Ogden (Utah) Standard-Examiner* and *The (Twin Falls, Idaho) Times-News*. He left his newsroom job in 2000 to focus on Creative Circle full time.

Frustrated with the poor software available to his consulting clients, Bill started a software firm dedicated to improving newspaper websites in 2004. Creative Circle hosts dozens of successful newspaper, niche, classified and business sites and built the industry's first user-contributed, pay wall, hyper-local and native content platforms.

Zach Dennis is the multimedia content editor with the *Savannah Morning News*. He previously has worked at the *Palm Beach Post* in West Palm Beach, Fla., and the *Knoxville News-Sentinel* in Knoxville, Tenn. He graduated from the University of Tennessee-Knoxville with a bachelor's degree in journalism and electronic media.

At the *Savannah Morning News*, Dennis has helped to establish a digital-first outlook, including developing multiple interactive and online-focused projects such as their deep investigation into the growing Starland District of Savannah, as well as assisting reporters with enhancing their stories with digital tools. A recipient of the Editor's & Publishers "25 Under 35" recognition in 2019, Dennis strives to continue bringing a modern focus to telling the news by creating podcasts, video documentaries and other initiatives in order to more completely cover the Savannah area. As if developing Savannah podcasts wasn't enough, Dennis honed his skills on the audio field by hosting and producing the movie podcast, Cinematary, for the past five years with more than 250 episodes to date.



Gov. Brian Kemp was elected Georgia's 83rd Governor on November 6, 2018.

Gov. Kemp was born and raised in Athens, Georgia. He graduated from Clark Central High School and received his B.S. in agriculture from the University of Georgia.



Prior to becoming secretary of state, Kemp served in the Georgia State Senate from 2003 to 2007. In 2010, then-Gov. Sonny Perdue appointed Kemp to the secretary of state office vacated by Karen Handel, who had resigned to run for governor. Kemp was elected to a full term in 2010 and was re-elected in 2014.

Before entering elected office, Kemp was a small-business owner, managing Athens-based Kemp Properties. He is married to the former Marty Argo of Athens. They are the proud parents of three daughters – Jarrett, Lucy, and Amy Porter – and are active members of Emmanuel Episcopal Church.

John Barrow was born in Athens, Georgia. He earned a degree in political science and history from the University of Georgia in 1976. Later, at 20 years old, he became one of the youngest members of his class at Harvard Law School, from which he earned his J.D. in 1979.



Barrow was previously a member of the U.S. House of Representatives and represented Georgia's 12th Congressional District. He was first elected in 2004 and served five terms.

Judge Sara L. Doyle is a judge on the Georgia Court of Appeals. She was elected to the court in December 2008 and assumed office on January 1, 2009. She was re-elected in 2014. Her term as chief judge began on July 1, 2015 and ended on June 30, 2017.



Doyle received her bachelor's degree in business administration from the University of Florida in 1990 and her J.D. from the Walter F. George School of Law at Mercer University, graduating cum laude in 1994. She began her career with Wilson, Strickland & Benson, P.C. Prior to taking the bench, she was an equity partner with the law firm of Holland & Knight LLP, where she practiced law with a focus on education issues since August 2000.

Richard T. Griffiths serves as president of the Georgia First Amendment Foundation, volunteering his time to focus on government access and free speech issues. Until he retired in March 2017, Griffiths held the position of Vice-President and Senior Editorial Director for CNN, responsible for global editorial quality control. Since his retirement, Griffiths has taught journalism ethics, investigative reporting, and editorial management in the United States, Jamaica, Poland, and Switzerland.



Conan Gallaty is an executive vice president and the chief digital officer for the Times Publishing Company. He oversees all digital strategy and business development as well as all technical operations for the Times.



Prior to his current role, Conan was the President of Digital for WEHCO Media, an Arkansas-based company with newspapers, digital agencies and cable systems across six states. Before joining WEHCO, Conan was the Director of Online Strategy and Operations for Herald-Tribune Media Group in Sarasota, then a division of the New York Times Regional Media Group as well as Online Director for *The Augusta Chronicle*, a Morris Communications newspaper located in Augusta, Georgia.

In more than 20 years working in digital media, Conan has received numerous awards for his work in news coverage, design, advertising innovation and development of new digital businesses. He began his career as a journalist, starting in the newsroom of the *News-Tribune* in his hometown of Rome, Georgia. He is a graduate of the University of Georgia with degrees in Journalism and Business.

Thanks to GPA Members Serving as Speakers, Moderators & Emcees

David Maxwell, The Donalsonville News

Mike Gebhart, Southern Community Newspapers, Inc.

Eric NeSmith, Community Newspapers, Inc., Athens

DuBose Porter, The Courier Herald, Dublin

Jim Zachary, The Valdosta Daily Times

Len Robbins, The Clinch County News, Homerville

Thanks to the 2018-2019 Meetings Committee Chair

Mesha Wind, *The Cairo Messenger*

Special Thanks to the 2019 Annual Convention Sponsors

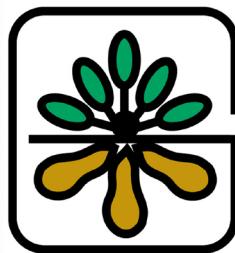


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Representing Georgia's Electric Cooperatives



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News Swap

Bring bundles of papers, special sections and magazines to share with your fellow newshounds. Leave your papers on tables right outside the Club Ballroom. See how other newspapers around the state present their editorials, advertisements, articles and special sections -- all the stuff that is sure to bring out some new, creative publishing ideas!!

Post photos on social media using hashtag **#GPAConvention2019**