

Bernard Re, Jr.,

Contact Information

bre@globalhome.com

84 Trescott Hill Road, Canaan, Connecticut
(860) 824-1010

Current Position (April 2003 - June 25, 2004)

Online Director, The Observer-Dispatch (Gannett), Utica, New York.

In Utica we have an integrated print and online sales force, we bring selected articles from the newspaper online as well as generate exclusive online content with support of the newsroom. Programs that we have developed have resulted in revenue and readership gains meeting or exceeding expectations and budgets. I work directly with account executives to sell the online programs we have created. The content and sales model we use is a blend of **aggressive print/online bundling, online only or upsell** and **built-in contract** programs. This three-tier model has worked to build readership and a profitable online operation.

- News/Information site: <http://www.uticaod.com/>
- Boilermaker Road Race site: <http://www.uticaboilermaker.com>
- 2003-04 Enterprise site: From Faraway Lands
http://www.uticaod.com/news/specialreports/fromfarawaylands/refugee_cover.htm
- Special Reports: <http://www.uticaod.com/news/specialreports/specialreportsindex.htm>
- Health site: <http://www.mvhealth.com/>
- Running site: <http://www.uticaboilermaker.com/>
- Youth Audience: <http://fusionweekly.com>
- Cars: <http://www.cars.com/go/index.jsp?aff=utica>
- Jobs: <http://uticaod.gannettonline.com/careerbuilder/index.html>
- Homes: http://www.homefinder.com/uticaod/index_map.jhtml
- Apartments:
<http://www.apartments.com/search/oasis.dll?p=utica&Area2=Y&page=SubArea&state=NY&rgn1=127&partner=utica&prvpg=3>
- Shopping: <http://www.uticaod.com/marketplace/shopping/index.htm>
- mvSource Guide: <http://www.uticaod.com/commerce/coupons/categoryindex.htm>
 - Coupons: <http://www.uticaod.com/commerce/coupons/couponindex.htm>
 - Menu Guide: <http://www.uticaod.com/commerce/menus/>
 - Business Profiles: <http://www.uticaod.com/commerce/coupons/couponindex.htm>

Online Department Staff: Content Producer, Content Producer Assistant, Online Development Coordinator a Development Assistant and Online Director.

Previous Position (October 2000 - June 28, 2002)

Online General Manager, The World Company, Inc., Lawrence, Kansas. The World Company owns and operates a group of newspapers, a cable television station and a cable modem ISP.

My charge as Online General Manager at The World Company was to direct the online consisting of a Creative Group (five FTEs), Online Sales Rep. (one FTE), Content Group (2 FTE, 3 PT) and to work with the print/cable sales force to implement my content/revenue model. The Online unit was responsible for the group of Lawrence, Kansas sites, and other company owned newspaper sites in Kansas, Arizona and Colorado. As a member of the corporate senior management group I also contributed to overall corporate strategy of the other business units: Sunflower Broadband Cablevision, Sunflower Broadband Datavision (cable ISP), Sunflower Broadband Telephone.

Awards, Nominations and Recognition

- Kansas Press Association - Best Newspaper Web Site 2001 — <http://www.ljworld.com>
- World Online was selected as a finalist in 2002's NAA Digital Edge Awards in the following categories:
 - Most Innovative Use of Digital Media News: for "The September 11 Attack America Responds" site <http://americaresponds.ljworld.com>
 - Best Classified: for <http://hometown.Lawrence.com>
 - Best Vertical: for <http://kusports.com>
- Awarded a PEW Civic Journalism Grant to produce "Lawrence is growing" site <http://growth.lawrence.com>

Articles/Presentations

- Mohawk Valley Ad Club (Utica, NY)
 - The future of news talk
- What news "ought to be"
 - <http://www.globalhome.com/superlocal/whatnewsoughttobe.html>
 - Digital Edge (Newspaper Association of America)
- Remember Reader Relationships
 - <http://www.globalhome.com/concepts/think-relationships.html>
 - Digital Edge (Newspaper Association of America)
- Convergence: Using content, marketing and technology to your advantage
 - <http://www.globalhome.com/concepts/kpa-conv-talk-2-8-01.html>
 - Presentation to the Kansas Press Association on February 8, 2001

Other New Media Management Experience

October 1998 - October 2000

- The Sioux City Journal, Sioux City, Iowa, New Media Manager for Sioux City Journal and other Hagadone Group newspapers. I personally redesigned web sites, performed webmaster duties, developed/managed revenue strategy and managed staff of two. In the second year of my tenure the online operation became profitable.

July 1996 - September 1998

- Laurin Publishing Co., Inc., Pittsfield, MA - Digital Content Manager

March 1995 - July 1996

- IN Jersey (Garden State's Digital Information Network) Division of Asbury Park Press, Inc., Neptune, NJ, Senior Web Site Designer and Creative Services Manager.

October 1994 to March 1995

- Newshare Corporation, Williamstown, MA 01267 (evolved into Clickshare) Marketing/Design Director (one of three founders and still on board of directors). I designed logo and web site.

Other Experience

June 1993 - January 1995

- Turley Publications, Inc., Palmer, Mass. (newspapers and commercial printing), Computer Graphics Department Manager March 1991 - June 1993
- Around the Corner Magazine, Canaan, Conn., (lifestyle, events magazine promoting the northwest corner of CT and nearby NY and MA) Co-Founder (owner)
- CLIP AWAY/Standard Advertising Products, Inc. Canaan, CT (name has >been changed to Inter-Vitae, Inc. to reflect a Internet focus), publishing/developer business 1988 to present. Founder (owner). Wrote text, designed, produced and created the clip art for: Direct Marketing Coupon Designs and Retail Advertising Designs published by McGraw-Hill. Wrote, designed and produced a how to manual: HTMLhacks published in December 1994 as a downloadable guide (on AOL) to basic HTML page authoring.

1976 - 1988

- ReDesign, Stamford/Canaan, Conn. (graphic design and marketing firm), Founder (owner)

References:

Donna Donovan, President and Publisher, The Observer-Dispatch, Utica, NY
315-792-5002, ddonovan@utica.gannett.com

Emilia Borelli, Advertising Director
792-5103, eborelli@utica.gannett.com

Robert VanDenbergh, Human Resources Director
792-5130, rvandenber@utica.gannett.com

Peter Mytych, Controller
792-5044, pmytych@utica.gannett.com

Carol Rapavi, Classified Account Executive (print auto and cars.com)
792-5119, crapavi@utica.gannett.com

Cindy Sease [csease@dailyinterlake.com], Advertising Director, Daily Interlaken, Kalispel. MT,
(406)758-4410. Cindy was Classified Director at the Sioux City Journal when I was there. I reported
to Cindy.