

Career History:

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Last Position:

**Online Sales Manager, Foothills Media Group and Housatonic Media Group
(Journal Register Company) (November 2009 – April 1, 2011)**

- Worked to build online revenue and news site readership for:
<http://www.RegisterCitizen.com> (Torrington, CT)
<http://www.CountyTimes.com> (Litchfield County, CT)
<http://www.HousatonicTimes.com> (New Milford, CT),
<http://www.MinutemanNewsCenter.com> (Westport and Fairfield, CT)
and a group of community news sites in the Farmington Valley of Connecticut
- These sites log on average over 2,000,000 page views per month and over 200,000 unique visitors per month
- I was involved in the annual budgeting and monthly revenue reporting process based on a three tier revenue strategy of: (1) online only advertising product sales, (2) online/print bundle sales and (3) rate-share revenue (part of print rate from print ads that come online through some automated system is allocated to online revenue).
- Created sales and content strategies, sales presentation materials and sales programs working with publishers, advertising directors and sales staff.
- I worked directly with and in the training of account people on consultative online selling at both of the local groups that I work with.
- Developed and implemented advertising program strategies, sales materials and online ad production procedures.
- Developed a document for restructuring the role of the Online Sales Manager that was used in a Journal Register Company seminar on the relationship between the sales process and production process of online products. I received a monetary bonus award for this contribution.
- With both Groups I have contributed to the setting of content strategy and the building of site traffic as well.
- In 2010 Foothills Media Group and Housatonic Media Group ranked first and second in year-over-year for increasing online revenue performance at Journal Register Company (the parent company of these groups). I received an Apple i-Pad as an award for this achievement.

Former Position:
Vice President Interactive, New England Newspapers



About NENI (New England Newspapers, Inc.):

- NENI (New England Newspapers, Inc.) websites represent a physical marketing footprint that stretches from Berkshire County, Massachusetts to well into southern Vermont and nearby New York, Massachusetts and New Hampshire
- NENI websites log over 330,000 unique visitors per month
- NENI visitors look at over 3,500,000 web pages per month: including news, information, shopping and tourist related content
- At NENI I Directed and managed online content publishing, budgeting, sales planning and marketing for NENI news and information properties that include:

- <http://www.BerkshireEagle.com>
- <http://www.TheTranscript.com>
- <http://www.BenningtonBanner.com>
- <http://www.BenningtonCareers.com>
- <http://www.Reformer.com>
- <http://www.ValleyCareers.net>
- <http://www.ManchesterJournal.com>

- My responsibilities at NENI included website design (screen shot shows the interface I designed/implemented), navigation, sales programs, revenue and expense budgeting, content supervision in conjunction with the newsroom and in field support of the sales

teams at the dailies and weeklies. The Interactive department had an online editor, two web production people and one interactive sales manager.

- The goal is to build robust news and information sites tied to revenue streams rich in content to support local retail businesses and the arts businesses in the region.
- At NENI I have directed the launch of a total of twenty-one new or redesigned news and vertical audience sites. This included working with new vendors for automotive, real estate and classified segments of the interactive business. During this time both revenue and online readership have seen significant growth through working closely with the newsroom, sales teams and an aggressive cross-promotion strategy.

**Online Director, The Observer-Dispatch (Gannett), Utica, New York
(April 2003 - June 2004)**

In Utica we had an integrated print and online sales force, we feature selected articles from the newspaper online as well as generate exclusive online content with support of the newsroom.

Programs that I initiated resulted in revenue and readership gains. I worked directly with account executives to sell the online programs. The content and sales model I use is a blend of online only (sales and content) programs, bundled (ad sales or repurposed content) and built-in sales (integrated contract with print and online components). This three-tier model has come together here in Utica and is working to build readership and revenue.

One major accomplishment was to initiate a branded day-parting model titled, Two 'til Midnight that we used to introduce new content or feature content from within the site on the home page. This concept resulted in bringing morning readers back in the afternoon to see what was new online and produced a jump in unique visitors and page views.

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

**Online General Manager, The World Company, Inc., Lawrence, Kansas
(October 2000 - June 28, 2002)**

The World Company owns and operates a group of newspapers, a cable television station and a cable modem ISP.



(screen shot from during my tenure)

My charge as Online General Manager at The World Company was to direct the online Creative Group (five people), Online Sales Rep. (one), Content Group (five people) and work with the print/cable sales force to implement my content/revenue model for a 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).

The goal in Lawrence during my tenure was to integrate online news operations into a converged news center, to make a sustainable business out of the online unit, work to end the financial losses, make products out of current sites that support the core franchises and expand revenue opportunities through new initiatives.

The model I brought to and implemented in Lawrence resulted in a threefold revenue increase during 2001 while holding expenses slightly below year 2000 levels.

In year 2002 under my direction and management we continued to make revenue progress and gained national recognition for our web sites as NAA Edgy finalists. The main focus was to revitalize and integrate the three core businesses that were essential to our franchise. We did this through a marketing implementation not ever-changing technology, by integrating the three core business units: Print, Online and Cable into a NEWS CENTER umbrella brand that included news, sports, the arts and community content from the three core business units.

- News - <http://www.ljworld.com> (during my tenure, see screen shot, this was the converged news site for World Online, Lawrence Journal-World newspaper and channel 6 News cable television) (over 1,000,000+ page views per month)
- Sports - <http://www.kusports.com> (sports coverage of University of Kansas teams) (over 750,000+ page views per month)
- The Arts - <http://thearts.ljworld.com> (no longer active) (includes the arts from the paper, the cable station and our original online content) (over 80,000+ page views per month)
- Community - <http://www.lawrence.com> (community site that enables self-publishing) (over 200,000+ page views per month)
- I developed and implemented an advertising and corporate identity program that was used in print, cable and online to promote these core areas in a consistent way.
- I instituted a slogan that I developed as a central focal point, "Where people go for news, sports, the arts and community" for use in all promotions and on all web sites.

Awards, Nominations and Recognition:

- Kansas Press Association - Best Newspaper Web Site 2001 - <http://www.ljworld.com>
- World Online was selected as a finalist in 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:

- What news "ought to be" - <http://www.globalhome.com/superlocal/whatnewsoughttobe.html>
- Digital Edge (Newspaper Association of America) September 2000
- Initiative 2003 or "Where I want to be in 2003"
<http://www.globalhome.com/concepts/where-i-want-to-be-by-2003.html>
- Presentation given July 21, 2000 to publisher of the Sioux City Journal
- 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
- Personalized. Evolutionary, Participatory, Information
<http://www.globalhome.com/concepts/pepi.html>
- Originally written for a Newshare presentation in the spring of 1995.

Other positions within the online area:

New Media Manager - **The Sioux City Journal**, Sioux City, Iowa
October 1998 - October 2000

For The Sioux City Journal and other Haganone 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.

Digital Content Manager - **Laurin Publishing Co., Inc.**, Pittsfield, MA
(July 1996 - September 1998)
Trade publication publisher

Senior Web Site Designer and Creative Services Manager - **IN Jersey (Garden State's Digital Information Network) Division of Asbury Park Press, Inc.**, Neptune, NJ
(March 1995 - July 1996)

Marketing/Design Director **Newshare Corporation**, Williamstown, MA 01267 (evolved into Clickshare) (one of three founders)
(October 1994 - April 1995)

References:

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Other references will be supplied upon request.

Other Experience October 1994 to March 1988:

Computer Graphics Department Manager - *Turley Publications, Inc.*, Palmer, Mass. (newspapers and commercial printing), 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 was changed to Inter-Vitae, Inc. to reflect a Internet focus – since dissolved), 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:

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

Other Interests:

Painting (<http://globalhome.com/>) with natural locally gathered pigments

Architecture - I designed a passive solar earth berm home in Connecticut in 1981 where I still live today.

Natural landscaping

Travel