



NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, May 12, 2014

Contact:
Dave Kennedy
Senior Vice President
Oahu Publications, Inc.
(808) 529-4818
dkennedy@staradvertiser.com

David Lato
Communications Pacific
(808) 543-3581
dlato@commpac.com

OAHU PUBLICATIONS, INC. LAUNCHING NEW AD AGENCY

James Avis to head new Oahu Media Group

HONOLULU – Oahu Publications, Inc. (OPI), the publisher of the Honolulu Star-Advertiser, is launching a new stand-alone advertising agency called Oahu Media Group (OMG). James Avis, after 16 years at Clear Channel Media and Entertainment, most recently as director of corporate development, will head OMG as managing director.

OMG will be a separate company division that will harness OPI's advertising creativity, experience and production capabilities to offer industry-leading marketing and advertising services across all media platforms.

"I am excited about leading the Oahu Media Group and leveraging Oahu Publications' advertising, marketing, production and creative resources to bring a fresh perspective to traditional advertising in Hawaii," said Avis.

(more)

OMG will provide clients across the state with complete results-driven advertising services whose products will be designed to appear in all Hawaii newspapers, magazines, TV, radio, direct mail and online, not just in OPI publications like the Star-Advertiser.

“We are looking at the current needs of both Oahu Publications and the overall Hawaii advertising marketplace and see an opportunity to serve both,” said Dennis Francis, OPI president and Star-Advertiser publisher. “It is an opportunity for us to do more award-winning advertising work as we have done in-house for our own publications, making our advertising expertise available to a wider market. We are delighted to have a high-octane leader like James, who comes with a record of extraordinary success, leading this effort.”

Francis noted that the new advertising agency’s acronym OMG – which in the digital texting world stands for “Oh, my God!” – is no accident.

“We think Island businesses are going to be excited about our advertising capabilities,” he said. “We will be bringing a fresh perspective to advertising across the board with the creative and production resources needed to tackle any advertising concept or need.”

Francis said expanding into commercial advertising is a natural way for Oahu Publications to continue growing. OPI, which formerly published the Honolulu Star-Bulletin, surprised Hawaii when it bought the larger Honolulu Advertiser after a long circulation battle and merged the papers into the Honolulu Star-Advertiser. Under Francis, OPI has been very successful and has expanded dramatically and now includes The Garden Island newspaper on Kauai, a magazine division that includes a growing portfolio of glossy, in-room hotel magazines, community and military publications, MidWeek for Oahu and Kauai, and the Hawaii edition of USA Today.

Avis, who is passionate about helping align the local business community with public education, is deeply involved with the Hawaii Children’s Foundation, whose mission is to boost student success in the classroom and in real life. Its programs are designed to enhance Hawaii Content Performance Standards and National Literacy Standards. HCF also focuses on providing teachers with 21st century competencies through Hawaii’s General Learner Outcomes.

Oahu Publications, Inc., is the parent company of the Honolulu Star-Advertiser, Hawaii’s only statewide daily newspaper, and MidWeek, Oahu’s most widely distributed weekly publication.