



NEWS RELEASE

FOR IMMEDIATE RELEASE

Friday, May 15, 2015

Contact:
J. David Kennedy
Oahu Publications, Inc.
(808) 529-4810

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

OAHU PUBLICATIONS, INC. APPOINTS AARON J. KOTAREK VICE PRESIDENT OF CIRCULATION

Kotarek Brings Multi-Channel Expertise as a Publishing Leader

HONOLULU – Oahu Publications, Inc. (OPI) today announced that Aaron J. Kotarek has joined the firm as vice president of circulation. He will be responsible for creating innovative programs, improving delivery metrics and enhancing customer service with a goal of overall readership growth, revenue enhancement, digital platform engagement and maximizing distribution/transportation logistics for Oahu Publications' entire Hawaii-based print and digital product portfolio.

In addition to overseeing circulation duties at OPI's four daily print publications: the Honolulu Star-Advertiser on Oahu, The Garden Island on Kauai, West Hawaii Today and the Hawaii Tribune-Herald on the island of Hawaii, Kotarek also will oversee circulation for OPI's weekly publications, monthly magazines, niche websites, mobile apps and social media channels.

(more)

“After a nationwide search that included many talented and experienced candidates, we are pleased that Aaron has agreed to join our senior management team,” said Dennis Francis, OPI president and publisher of the Star-Advertiser. “Aaron’s experience is deep in both print marketing and digital platforms. The Honolulu Star-Advertiser is now among the most successful and elite newspapers in the United States, which has enabled us to attract top candidates from Hawaii and across the nation to fill our key positions. Aaron is an extremely talented individual and one of the leading circulation professionals in the country. We are fortunate that he and his wife Jacquelyn have chosen to make Hawaii their new home.”

Kotarek is highly experienced in promoting sales growth through multiple channels. Prior to joining OPI, he was vice president of audience development at the McClatchy Company’s Lexington Herald-Leader in Lexington, Kentucky. Previously he served as vice president of circulation and distribution operations at A.H. Belo’s Press-Enterprise Company in Riverside, California.

Kotarek also has held various executive management positions within several large media chains including Thomson Newspapers, Morris Communications, the Omaha World-Herald Company, and Ottaway-Dow Jones. While at Thomson Newspapers, he was twice awarded the prestigious President’s Award for Marketing Excellence.

Kotarek is a former president of the Cal-Western Circulation Managers’ Association and has served in many capacities assisting the Newspaper Association of America and the Kentucky Press Association. He has been a featured speaker at industry summits nationwide on topics ranging from top-line revenue growth and streamlining distribution logistics to digital engagement strategies and business transformation.

“The ability to hire valued and proven professionals throughout our organization allows OPI to not only better serve our communities, but also leverage the extraordinary depth of our existing team,” Francis said. “The growth of OPI and our diverse collection of award-winning newspapers, magazines and online media products is testament to our staff’s strategic thinking, hard work and dedication.”

(more)

Kotarek earned a Bachelor of Science degree from Marian College in Fond du Lac, Wisconsin, where he also played NAIA collegiate basketball. He and his wife, Jacquelyn, look forward to living in Honolulu. They enjoy traveling, attending sporting events, boutique wine and craft beer tasting and any and all outdoor activities.

Oahu Publications, Inc. (OPI), is the parent company of the Honolulu Star-Advertiser, Hawaii's only statewide daily newspaper; The Garden Island, Kauai's daily newspaper; Hawaii Tribune-Herald and West Hawaii Today, Hawaii Island's daily newspapers and MidWeek, Oahu's most widely distributed weekly publication. It is also the parent company of the San Francisco Media Company, which produces the San Francisco Examiner, SF Weekly and a growing roster of community periodicals and in-room resort magazines.

#####