**R. Michael Johnson**

114 West Bennett Street 937.658.1070 / 937.492.1154

Sidney, Ohio 45365 E-mail: rmj@rmjohnsonnet.com

**Who is he? And what can he do for you?**

R. Michael Johnson is a multi-faceted professional communicator and executive manager with expertise encompassing: profit and loss accountability; staff management and mentoring; cross-platform computer programs, including NewsEdit, QuarkXpress, DreamWeaver, Microsoft Office suite of products, Adobe’s slate of design programs, and various accounting and accountability software. He also is an experienced, bottom-line driven, successful business consultant, a certified professional facilitator and a master communicator.

**Achievements**

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| ***Action***  Founded a weekly newspaper and companion website in a small, south-central Indiana town in which the area’s daily newspaper had been purchased and closed.  Researched, developed and implemented several new products to enhance revenue at the industry’s largest provider of self-publishing services.  Brought management of Marketing, Advertising and Media Relations programs at the world’s largest custom luxury houseboat manufacturer in house, alleviating the need for an outside agency.  Oversaw the pilot program of electronic page transmission from a seven-day Ohio newspaper to a remote print site 42 miles away.  Managed, mentored and motivated a staff of 34 at a failing central Ohio daily newspaper.  Facilitated a change in the editorial, circulation and customer service policies and procedures of a south-central Kentucky daily newspaper. | ***Result***  Within 18 months, circulation was at nearly 2,000 for the print edition. The website averaged more than seven million hits a month.  Launched cooperative advertising campaigns with USAToday which culminated in more than $250,000 in gross revenue with a 40% net profit margin (including discounts and commissions).  Annualized savings of more than $275,000 in fees and production costs, while advancing marketing audience four-fold. Authored several illustrated technical publications for use by new houseboat owners.  Seven central Ohio daily newspapers were able to streamline their labor pools, while producing a far superior publication. This program led to the implementation of computer-to-plate technology at all seven newspapers.  Grew operating profits by 141.6% year-over-year, and grew the operating profit margin from 7.4% to 16.7% during the same period. Gross revenues for the period were $2.6 million.  Within six months, the paper attained its highest net-paid circulation in its 114-year history. |

**Education/Community Involvement**

University of Findlay, Ohio – Communications and Economics Majors, Military History Minor

Volunteer/Paid Member – Houston (Ohio) EMS

Family Representative – LanePark of Sidney (Ohio) Grievance Committee

Vice Chairman, Greene County (Indiana) Board of Elections – 2013-2014

Former President, Bloomfield, Indiana, Chamber of Commerce

Two-term President and CEO, Bloomfield Apple Festival, Inc.

Senior Medical Officer – Bloomfield (Indiana) Volunteer Fire Department

Founding Board Member – Eastern Greene County (Indiana) Chamber of Commerce

Former Board Member – Lake Cumberland (Kentucky) Performing Arts

Chief Fundraiser - Greene County (Indiana) Relay for Life

Certified Firefighter and Emergency Medical Technician-Basic (Indiana); EMT-Basic (Ohio)

Former Chairman – Coshocton (Ohio) United Way Campaign

Former Member – National 4-H Advisory Council, representing Ohio

(More)

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**Experience**

**Owner/Publisher and Editor** Bloomfield Publishing Inc.

*Bloomfield Free Press* Bloomfield, Indiana

*boxfire marketing* January 2006 – Present

Founded and produced a weekly newspaper in Bloomfield, Indiana (pop. 2,500). Also launched a companion website which eventually saw more than seven million hits per month. The newspaper ceased print publication in April 2009. The commercial printing, specialty marketing and business consulting operations still exist on a smaller scale.

**Communications Manager**

**Promotional/Pre-Publication Services Manager** Author Solutions, Inc.

*1stBooks*  Bloomington, Indiana

*AuthorHouse*  February 2003 – May 2005

Oversaw all author marketing initiatives, new product development and co-operative advertising for the world’s largest provider of self-publishing services. Also acted as official spokesman for the company and traveled as the company’s representative at seminars and other engagements throughout the United States and Canada. Oversaw an entire staff of professional manuscript editors, copywriters, artists and support personnel.

**Editor/General Manager** Miles Publishing Co. Inc.

*The Evening World* Bloomfield, Indiana

*The Bloomfield News* March 2001 — September 2002

Oversaw all operations for a family-owned daily and weekly newspaper and commercial printing company. Ownership of the newspaper is absentee with the stockholders residing in North and South Carolina.

**Marketing/Media Relations Manager** World Leader Marine Enterprises, LLP

*Sumerset Custom Houseboats* Somerset, Kentucky July 2000 — February 2001

Conceived, designed and produced all advertising and promotional pieces for the world’s largest custom luxury houseboat manufacturer with annual revenues of nearly $50 million. Authored a customer-friendly owner’s manual for all houseboats sold.

**Editor/Group Editor** Community Newspaper Holdings, Inc.

*Commonwealth Journal* Somerset, Kentucky

1999 — July 2000

Oversaw the production of a daily newspaper, including news gathering operations, layout, and design and community relations. Acted as consulting editor for six daily and multi-weekly publications.

**Executive Editor/Co-Publisher** Thomson Newspapers of Central Ohio

*Coshocton Tribune* Coshocton, Ohio

1996 — 1998

Managed a staff of 34 employees at a seven-day daily newspaper with annual revenues in excess of $2.6 million. Oversaw the technology transition from in-house printing to a remote publishing at a site more than 40 miles away.

**Editor**  News-Tribune Publishing Co.

*Mineral Daily News-Tribune* Keyser, West Virginia

1994 - 1996

Gathered news on a daily basis; wrote a weekly opinion column; designed, laid-out and produced a family-owned, six-day daily newspaper on the West Virginia-Maryland border.

**Editor/Senior Editor**  News Media Corp.

*Clinton Daily Journal*  Clinton, Illinois/Alamosa, Colorado

*Alamosa Valley Courier* 1991 - 1994

Edited two daily newspapers — one in Illinois and one in Colorado. Served as senior editor for a group of 32 daily and non-daily publications owned by NMC. Further acted as consulting editor for the company’s acquisition team while purchasing numerous properties throughout the United States.

***Management and Bottom-Line experience dating back to 1982 in***

***Ohio, North Carolina, Illinois, Colorado, West Virginia, Kentucky and Indiana.***