

# Forsyth County News

ForsythNews.com

How a 100-year-old tri-weekly became a champion of innovation

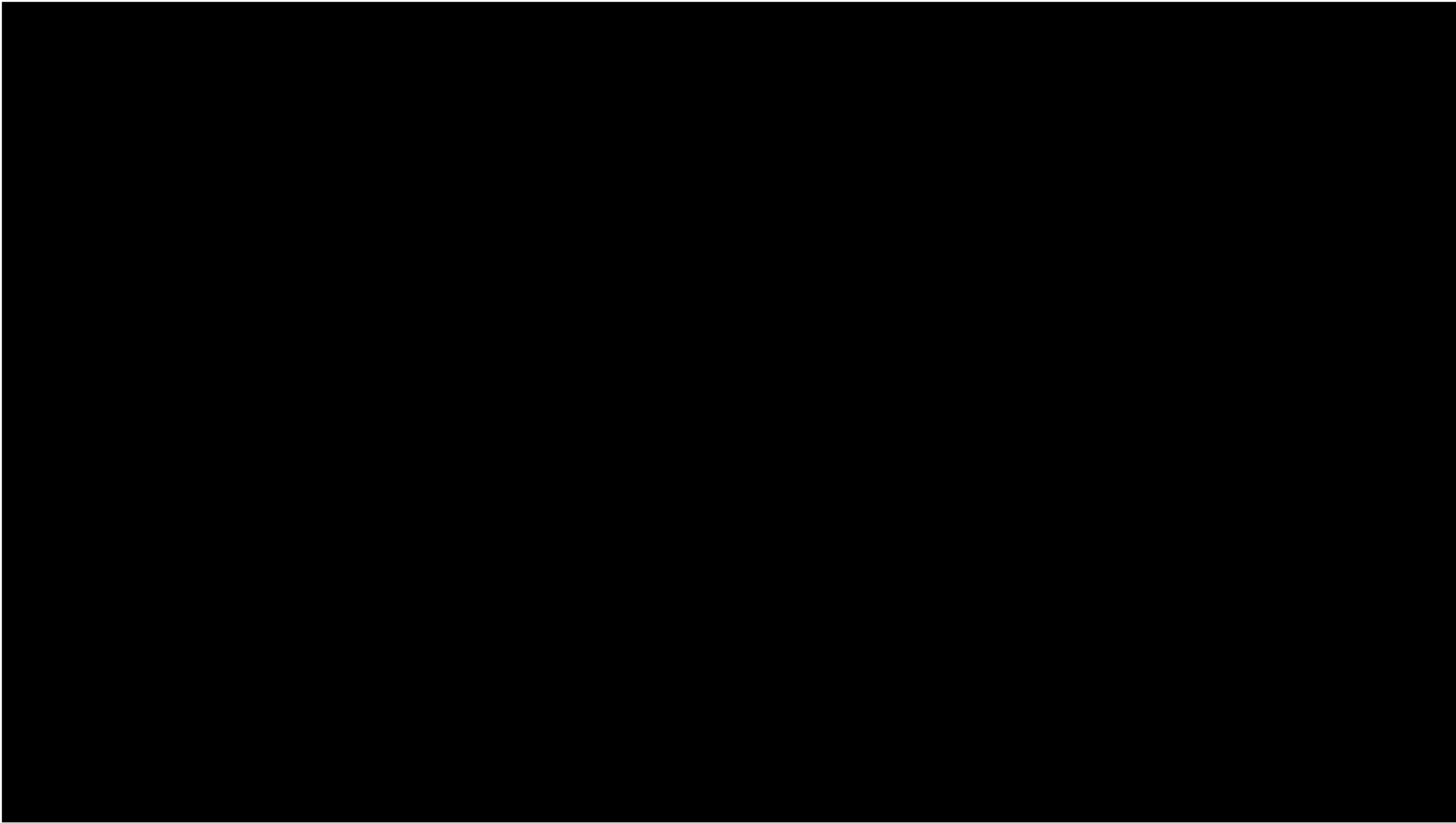
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Vince Johnson, Publisher

Twitter/Instagram: @vincejohnson

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# Forsyth County News

*Your "Hometown Paper" Since 1908*

302





Statesboro, Ga. – Statesboro Herald



Santa Clarita Signal – Santa Clarita, Calif.

**NIKKI GOES SHOPPING**



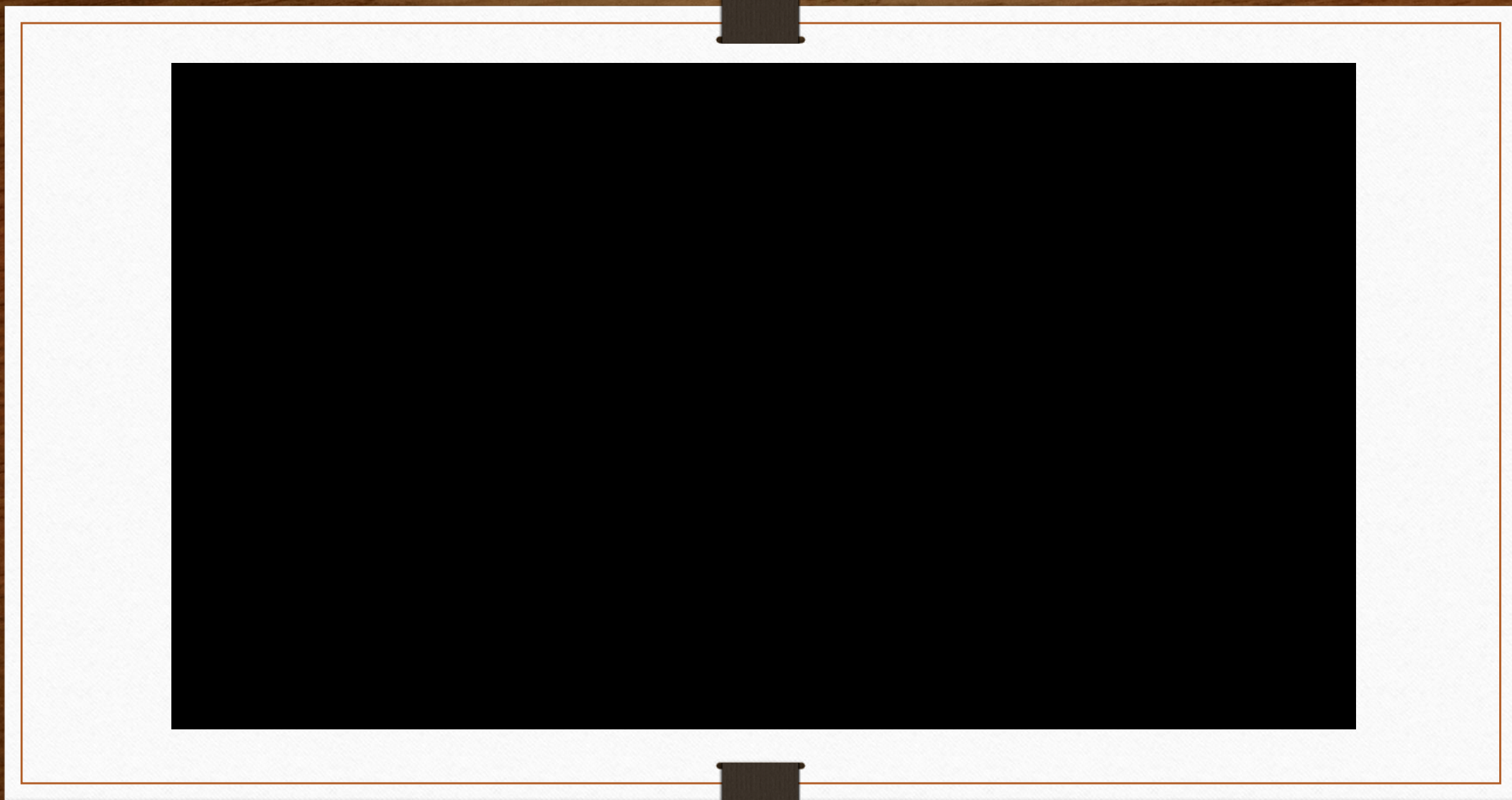
Shopping in Santa Clarita will never be the same.  
YouTube sensation **NIKKI PHILLIPPI** comes to [SIGNALSCV.COM](http://SIGNALSCV.COM).



THIS WEEK:  
Valentine's Day Gift Ideas  
for the Women in Your Life  
**WATCH NOW AT**  
[SIGNAL.COM/NIKKI](http://SIGNAL.COM/NIKKI)

SIGNAL MULTIMEDIA and WESTFIELD VALLENCIA TOWN CENTER present "NIKKI GOES SHOPPING" starring NIKKI PHILLIPPI with DAN PHILLIPPI PRODUCED BY VINCE JOHNSON WRITTEN BY ADDISON GOSS

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## Forsyth County News in 2014.

- No dedicated photographer.
- One social media post per day.
- Staff layoffs and distribution cuts.



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WEDNESDAY, JANUARY 8, 2014 CUMMING, GA


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TOP STORIES

Runoff Feb. 4 to decide special election Moore, Bello advance in District 22 state House race

 Increasing size of elections board floated  
Comments (2)  
Housing inventory low, prices on rise  
Ea  
Drug discount program through county begins  
Record-setting cold blankets Forsyth  
Ea  
Sheriff marks first year in office  
Ea  
More news in LOCAL

**SPORTS HEADLINES**  
Glavine, Maddux elected to the Hall of Fame  
North wrestling has something to prove at state duals  
Hiram: FSU's Winston grows up before mentor's eyes  
Forsyth prep basketball games cancelled  
2013 Mid-season Basketball Report  
North girls get big win against Spain Park (Ala.)

**BUSINESS HEADLINES**  
Commission postpones several matters  
Hobby shop shuttering after decade  
New FCN publisher named  
First baby of 2014 arrives early  
Local business initiative extended for 2014  
Buford Highway up for overlay district

**EDUCATION HEADLINES**  
No decision yet on school for Wednesday  
System cancels school Tuesday  
Teams sought for new library panel  
New setup in place for GED test-takers  
Writing seminar proves popular  
New teachers using break to rest, plan

TOP CLASSIFIED ADS

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**GEORGIA** **AP** **GEORGIA SPORTS** **AP** **ATLANTA NEWS** **AP**

**POLITICAL NEWS** **AP** **WORLD NEWS** **AP** **BUSINESS NEWS** **AP**

# MOMENTUM

force or speed of movement; impetus, as of a physical object or course of events:

The car gained momentum going downhill.  
Her career lost momentum after two unsuccessful films.



# GOALS

1. Build our audience exponentially by becoming a community gathering space.
2. Create new revenue streams through owned local content.
3. Become a great place to work.

# BUILDING AUDIENCE



Jan. 2014 = <1000 followers

Jan. 2015 = 6,055 followers

Jan. 2016 = 10,700 followers

Today = >15,000 followers

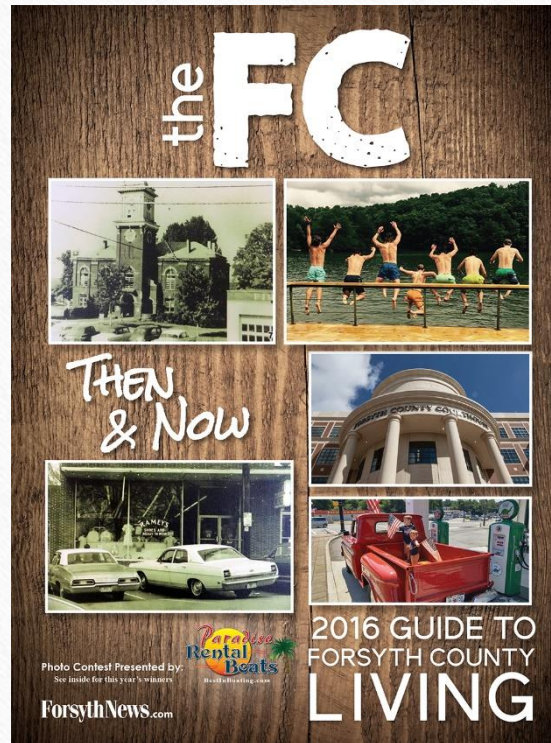
All organic growth.

Multiple staffs admins.

Many posts per day.



# BUILDING AUDIENCE







**The Grind**  
Hiscox player looks to inspire, lead others after injury.  
By Beth Ann Coker  
Page 1B



**Antal**  
Auto Crusade benefits youth programs at Mount Pisgah Baptist Church.  
Photo inside  
Page 3A

## Forsyth County News

WEDNESDAY, August 31, 2016 ForsythNews.com f forsythcountynews t @forsythnews \$1.00



### Rules for abandoned structures considered

By Kelly Whitman  
whitman@forsythnews.com

Forsyth County does not have any way of dealing with unsafe, abandoned structures in the county, though it will likely change.

Forsyth County commissioners voted 5-0 to hold public hearings on the issue at a work session this week.

The need for such rules originally came during subdivisions, as information about abandoned structures was often not available until after construction had begun in 2006. Structures on the property were not seen until after the fact.

"The issue is... we basically need a statute that addresses the situation," said County Attorney Ken



### Racing beds for a cause

Annual fundraiser supports Family Promise of Forsyth County

By Kelly Hughes  
hughes@forsythnews.com

With wheels attached, a bed can be a real lifesaver for some.

The annual Family Promise of Forsyth County fundraiser, the "Racing Beds" event, was held at the Mount Pisgah Baptist Church on Sunday, August 27.

The event was a success, with over 100 beds being raised for the cause. The beds will be used to help families in need of temporary housing.



### Hearing to be held for park impact fees

New funding may mean less for the parks, but it could also mean more.

Forsyth County commissioners will hold a public hearing on August 31 to discuss the impact fees for the new park. The fees will be used to fund the construction of the park.

The hearing will be held at the Mount Pisgah Baptist Church at 10:00 a.m. The public is invited to attend and provide input.



**Sports**  
Complete Friday Night Lights coverage inside.  
Page 1B



**When I Grow Up**  
Our series visits Mashburn Elementary.  
Page 3A

## Forsyth County News

SUNDAY, September 4, 2016 ForsythNews.com f forsythcountynews t @forsythnews \$2.00



### 'It wasn't just a house.'

Daughter of architect reflects on home's potential demolition

Commissioners air options to save structure in part, whole

By Kelly Whitman  
whitman@forsythnews.com

Parham, daughter of the home's architect and original owner, Jan Barker, "When I Grow Up" is going to be torn down. I grew up in the house, and I'm going to see it go. It's a sad day for me, but I'm going to see it go. It's a sad day for me, but I'm going to see it go.

A week after voting to tear down the home, "When I Grow Up" is going to be torn down. I grew up in the house, and I'm going to see it go. It's a sad day for me, but I'm going to see it go.

The Barker House is a unique structure that has been a part of the community for many years. It is a sad day for the community to see it go, but it is a necessary step to make way for new development.

### 3 students to be on state council

By Kelly Hughes  
hughes@forsythnews.com

Three Forsyth County students will represent the county on the Georgia Student Council. The students are: [Name], [Name], and [Name].

The students will represent the county on the Georgia Student Council. They will be responsible for representing the county's interests and advocating for the needs of the students.



### There's one thing worse than knowing you have lung cancer.

NOT KNOWING.

Lung cancer is the leading cause of cancer death because often there are no symptoms until it's too late. The good news is a lung cancer screening can help detect it early when there are more treatment options. Northside Hospital Cancer Institute offers a low-dose CT screening. It takes 15-20 minutes and is covered by most insurance plans. It's a simple, painless procedure that can save your life.

For information call 404-531-4444 or visit northside.com/lung

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Man killed in north Forsyth ATV accident (10/1)

Bear cub killed by car on Ga. 400 in north Forsyth

Meeting on Wifong memorial over multiple cancelled in Newton County

Lanes closed for two weeks on Hwy. 53 in north Forsyth

North Forsyth holiday weekend runaway caught

Food Lion in Gainesville closing next week

More news in LOCAL

SPORTS

FRIDAY NIGHT STARS: West Forsyth's Targemans makes up for lost time with five TDs

WEEKEND RECAP: Lambert took 9th cross country sweep Covered Bridge Run

Football: West Forsyth outslugs Hargrove behind Targemans' five TDs

Football: Lambert valiant comeback effort against Cherokee falls short

Football: Forsyth Central adds

BUSINESS

Food Lion in Gainesville closing next week

UNIQ agile marketing expert to speak at library

Sauvage EMAC donates to DeSana leaders

Forsyth commissioners set hearing for proposed business zoning changes

Norman's Landing supports Children's Healthcare of Atlanta

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EDUCATION

Liberty Middle student's bake sale raises \$500 for military families

Liberty Middle school holds 9/11 ceremony for 15th anniversary

Scholarship Student Spotlight: Forsyth Virtual Academy senior has sights set on economics, family

Forsyth education officials oppose Opportunity School District

Educator remembered fondly in

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## Inside

4A OSHA: Legal fight continues at poultry plant.

5A Crawford: Extremism comes in many forms.

6A/66 Forecast

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## What Shoe Are You?

Question 1 of 7

# #1

What would you bring to a dinner party?

### Quinoa Salad

### Red Velvet Cake

## Macaroni and Cheese

Margaritas

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## Quizzes

## Contests

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**DNR: Man pulled from Lake Lanier Saturday has died.** [Story...](#)

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Murder suspect arrested in shooting death of Gainesville man. [Story...](#)

Daily Top  
Stories Emails

Overall audience up by  $>300\%$

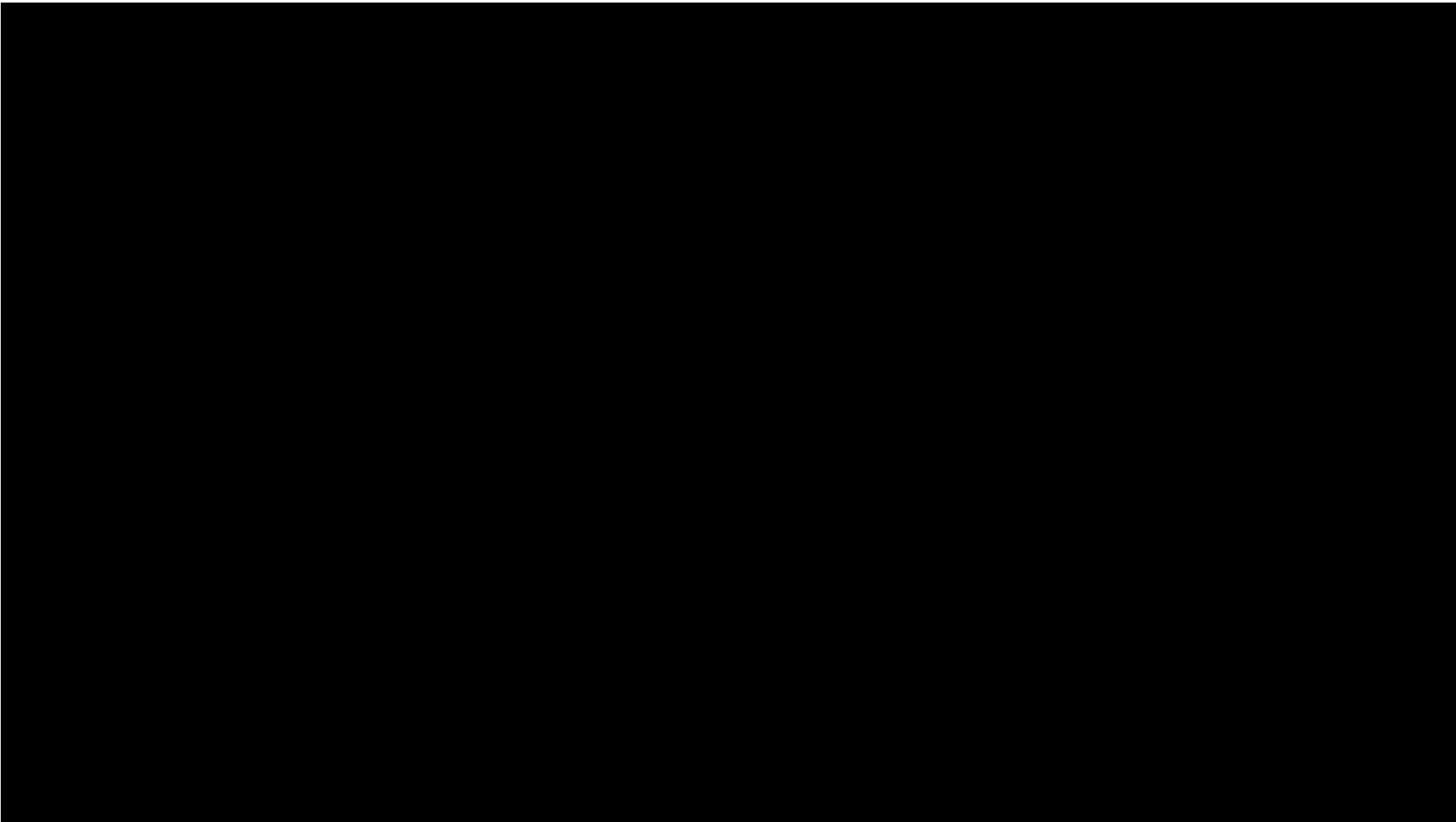


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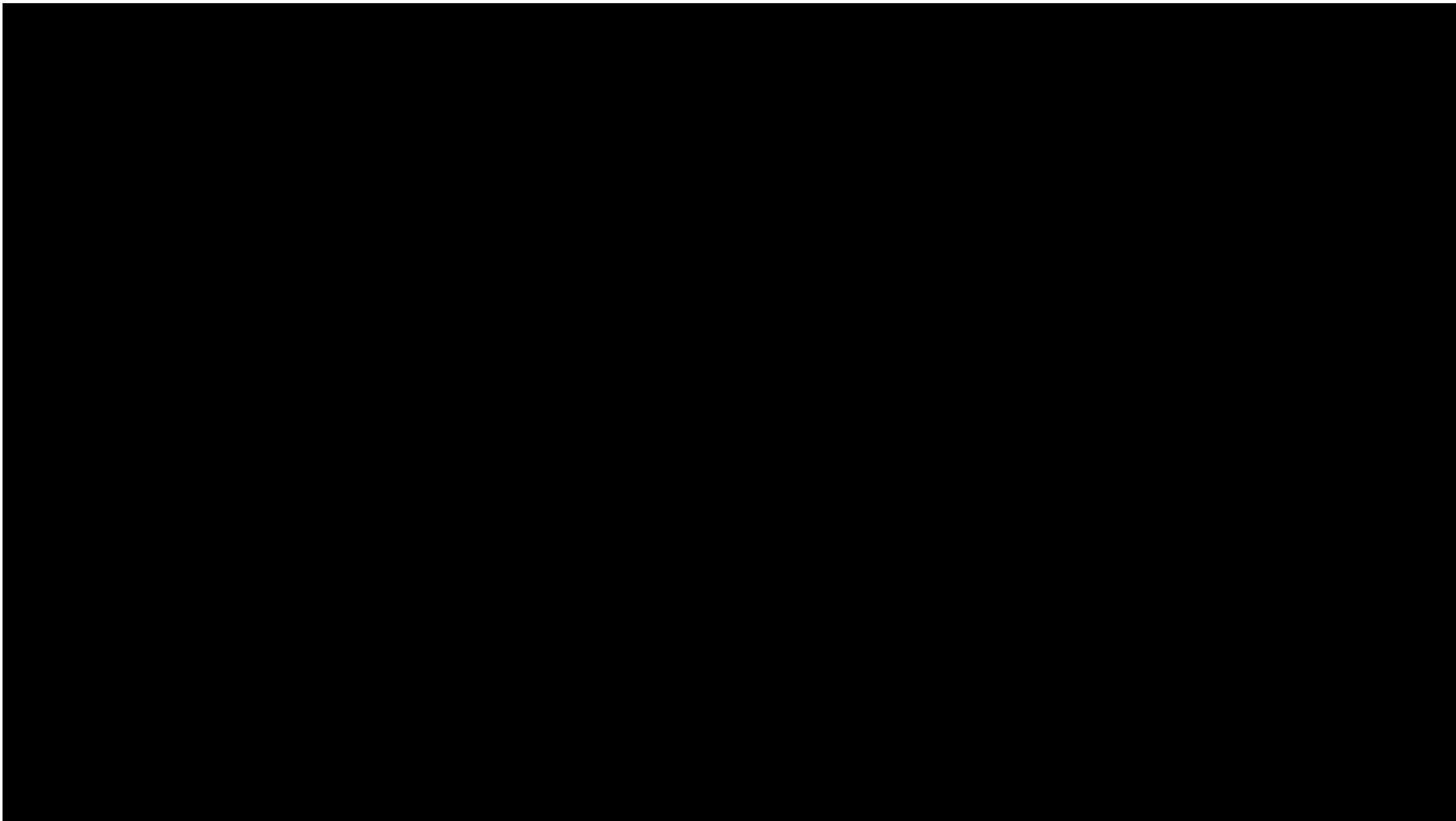












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READERS' CHOICE

**2016**  
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# Creating The Culture





# Creating The Culture



**Brian Paglia**  
@BrianPaglia



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My team is the best team - no debates!

Thanks to all the @forsythnews staff for helping make #FCMediaDay16 happen!



**Angie Elliott-Decker** shared Forsyth County News's post — with Paul Dybas and 4 others.  
August 17 at 8:33pm · 🌐

Have I said lately that I work with the most awesome & talented group of people?! So excited that we can produce a video like this to represent our schools, our county & our company! Two 👍 to our crew @ FCN for putting this together....we totally ROCK!



**Forsyth County News**

August 17 at 8:05pm · 🌐

Watch Episode 1 of Camp Chronicles with the Forsyth Central Bulldogs here - <http://www.forsythnews.com/multimedia/984/>

Presented by DC Cheek Heating & Cooling.



Forsyth County Media Day Wrap-Up with Brian Paglia & Michael Foster. Thanks to our sponsors - Scott's Auto Center, Resurgens Orthopedics, Ace Hardware Hwy 20, Big Frog Custom T-Shirts & More & Chick-Fil-A of Lanier Crossing.



**Micah Green**

August 21 at 10:14pm · Instagram · 🌐

Spread I designed for Kayla Robins' cover story with some bold predictions for the future of Forsyth County. From our Aug/Sept issue of The Life, which went on stands today. As always, thanks to everyone involved for making this work.



Like

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The Times

REVIEWS

4.3 ★

4.3 of 5 stars  
66 reviews



**Nancy Woods**

5★ What a great way to give these young people positive attention for positive, hard work. Community is lucky to have these coaches and young people. Great to see a media outlet devoting time and energy to the positive in their community. Congratulations Forsyth County News.



**Cheri Bullard** shared Forsyth County News's photo.

3 hrs · 🌐

#FCMediaDay16 is a wrap! Thank you to our amazing sponsors and staff! Good Luck Forsyth County football! 🏈  
Show Attachment

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Kayla Robins and 3 others



Write a comment...



**Kayla Robins** shared Forsyth County News's photo — with Angie Elliott-Decker and 12 others.

3 hrs · 🌐

Today we helped our sports staff put on the first-ever Forsyth County Media Day for high school football, and it worked! I'm constantly blown away at how well our entire staff works together across traditional boundaries and job descriptions to create amazing products. Things like this just make me look forward to what we're going to do next.



# Forsyth County News

ForsythNews.com

How a 100-year-old tri-weekly became a champion of innovation

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Vince Johnson, Publisher

Twitter/Instagram: @vincejohnson

Linkedin/Facebook: Vince Johnson