

# Gary Omernick named Santa Cruz Sentinel publisher

By [Jondi Gumz](#)

[Santa Cruz Sentinel](#)

Posted: 06/20/2013 07:59:09 PM PDT

SCOTTS VALLEY -- Gary Omernick, publisher of the Monterey Herald since 2007, will do double duty, succeeding Michael Turpin as publisher of the Santa Cruz Sentinel.

He will be joined by Robert Powell, the Herald's vice president of advertising, who will fill a similar role for the Sentinel.

Turpin, who arrived at the Sentinel in September 2011, has been promoted to executive vice president and chief revenue officer of the Bay Area News Group in San Jose. He starts his new role Friday.

The changes were announced in the newsroom Thursday by Jim Gleim, vice president and group publisher for the Northern California Community Newspaper Group, which has 10 daily newspapers from Eureka to Monterey.

Omernick, 56, a native of Wisconsin, has worked on the business side of newspapers since 1983, with stints at seven locations. He and his wife Peggy have three sons, and live in Monterey.

A Green Bay Packer fan, Omernick enjoys camping, hiking and running and collects pinball machines. He's been a Salvation Army bell-ringer and a Meals on Wheels driver.

Asked about his new assignment, Omernick said, "It's like having children. I have no favorites."

He praised the work of the Sentinel staff, winning honors as best newspaper in California for 2012 and 2010, saying, "I was jealous but now I'm proud."

He said he and Powell had brainstormed about the possibilities for the newspapers in Santa Cruz and Monterey "because of all the

[Click photo to enlarge](#)



Sentinel publisher Gary Omernick (left) and Advertising Director Robert Powell (right) are...

1 2 3

---

Advertisement

potential we saw" for cross-selling and sharing stories.

"We've got Monterey Bay covered," he said. "This is one great family."

That doesn't mean a merger is on the horizon.

"We recognize Monterey and Santa Cruz are separate markets," he said. "They're each great newspapers. They will never be combined. It just doesn't make sense."

Powell, 40, has been in Monterey for five years and is familiar with Santa Cruz from a stint at the Register-Pajaronian 10 years ago.

"He does record-breaking things in Monterey," said Gleim, 58, citing Powell's

---

digital advertising expertise.

One new ad product put 14 auto dealers on digital, Powell said, connecting them — : who want

Turpin said he was sorry he's not spending more time with the Sentinel but he told staffers they are in good hands.

"Embrace what can be the positive," he said.

---

Follow Sentinel reporter Jondi Gumz at [Twitter.com/jondigumz](https://twitter.com/jondigumz)

## AT A GLANCE

### GARY OMERNICK

AGE: 56

OCCUPATION: Publisher, Santa Cruz Sentinel, and publisher, Monterey Herald; previously publisher at Battle Creek (Mich.) Enquirer, Manitowoc (Wis.) Newspaper Group, Journal News Group, Hamilton, Ohio, Hill Country (Texas) Newspaper Group, Mitchell (S.D.) Daily Republic; ad director at Humboldt Newspapers, Eureka

FAMILY: Wife Peggy, sons Nathan, 37, Tyler, 22, Dylan, 15.

EDUCATION: University of Wisconsin Manitowoc; European Institute of Business Administration, Paris; Center for Creative Leadership, Colorado Springs.