

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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KPA CALENDAR

JAN. 20

KPA Awards of Excellence entry deadline.

FEB. 16

KPA Board of Directors meeting, Topeka.

APRIL 20-21

KPA annual convention, Overland Park.

DEC. 15

Bill of Rights Day.

Deadline approaches for entries in digital Awards of Excellence

The deadline is fast approaching for entries in the 2012 Awards of Excellence Contest, and the Kansas Press Association staff stands ready to assist with the new digital uploading process.

Entry deadline is Jan. 20, and KPA’s director of member services, Emily Bradbury, is ready to help any members who may be having difficulties.

“If the PDF uploading is a hindrance for anyone, please contact me at ebradbury@kspress.com and we will work with you to enter your entries into the 2012 contest,” Bradbury said.

KPA switched to an electronic format for its contest this year.

“It’s not that the process is more difficult, it just represents a change from the past,” said Doug Anstaett, KPA executive director, “Don’t be intimidated by the process. It’s really not as

‘If the PDF uploading is a hindrance for anyone, please contact me at ebradbury@kspress.com and we will work with you to enter your entries ...’

Emily Bradbury, KPA

difficult as you might think.”

The new format allows for almost all the writing, design, photography and advertising categories to be judged electronically, allowing for more efficiency in the judging process.

Bradbury has produced two videos to explain the process to members. They only take a few minutes to watch and really describe the program well.

Those videos can be watched by pasting the following URL into your browser: <http://www.kspress.com/70/contests>

Bradbury said the move by KPA follows the lead of more than 20 other state press associations to this new format. Other states using the SmallTownPapers online contest format include

See AOE CONTEST on Page 4

Postal Service decision riles publishers

Editor’s note: *This article is reprinted with permission from the Hays Daily News.*

COLBY -- Kevin Bottrell and Sharon Friedlander shudder when they think about the effects another postal shift could have on their newspaper.

Already, the Colby Free Press and its six sister papers have bumped up deadlines to meet the mail truck headed for postal sorting in Salina.

But if the U.S. Postal Service follows through with its proposal to send Colby’s mail to Denver for sorting, meaning

a two- to three-day delivery window, some of the paper’s mail subscribers will be getting news days late.

While the post office has said the majority of newspapers — papers delivered in the Colby zip code area, for example — will be exempt from the processing center switch, smaller batches of papers mailed to small communities likely won’t be.

“If they take our ones from ... the outlying area, if they’re going to send those to Denver, then a lot of those folks are not going to get their papers for three and four days, which is

ludicrous,” said Friedlander, the Free Press’ publisher.

All of USPS’s plans are on hold until May, a measure requested by U.S. senators to give Congress time to look at passing “comprehensive postal legislation,” according to a statement issued earlier this month by USPS.

However, Colby residents still are concerned about the effect a Denver sorting process would have on mail. Friedlander said a meeting to discuss the possible move earlier this month “didn’t go over very well

See USPS on Page 6

Don't stop at that first 'no' when seeking information

A public safety director is quietly reprimanded after taking a pleasure ride on the city's water patrol boat while on duty.

A superintendent refuses to acknowledge the recommendation to close a school building until formal school board action.

A police chief withholds information from a crime scene in deference to the individuals involved.

In each case, reporters press — and are rejected — in their follow-up requests for the facts. The stories are incomplete, and readers are subsequently left in the dark.

It doesn't have to be that way. In fact, in most instances, it shouldn't be that way.

The lesson for editors and reporters: If access to information is denied, don't simply accept "no" for an answer. Here are some tips to guide newsrooms to advance their cases. Some are grounded in law; others are simply ways of getting information that may not be readily accessible.

Know your rights. Federal and state laws provide access to a variety of public information. The premise of many laws is that government data is presumed public unless stated otherwise. Being well versed in FOI laws is the first step to gaining access to public data.

Make certain officials cite the law. Public officials frequently withhold information on the basis they don't believe it's in the best interests of the public or the affected individuals, or they don't believe the information is public data. That's not good enough. Challenge them to cite the law, and, in turn, be prepared to detail the law that provides you access to the facts. This won't necessarily guarantee

you will be readily given the information, but you'll be on firmer ground in advancing your argument.

Consider guaranteeing confidentiality. Confidential sources should be used sparingly, but sometimes it's the only way to confirm information important to your readers. A good rule of thumb is to get at least one other source to confirm the information.

Use others in the industry as a resource. Editors and reporters often have their hands full just gathering and reporting the news. Don't be afraid to solicit assistance from your peers when you hit roadblocks in gaining access to information.

The above tips are grounded in the letter of the law. Editors

and reporters should be equally aggressive in advancing their request based on the spirit of openness and communicating with the community. That's especially important when seeking information from private entities — civic organizations and businesses, for example — that are not governed by public disclosure laws.

Newsrooms can present persuasive arguments based on the intent of the law. Consider an advisory committee, its deliberations not necessarily subject to the open meeting law, that recommends the district close an elementary school building. The word circulates the community, and the item is on the school board's agenda, yet the district remains mum. That's the best argument to encourage the district to level with the community — parents and students — and confirm the action it's expected to take.



Jim Pumarlo

See PUMARLO on Page 3



THIS MONTH'S QUESTION

Q. Is the Kansas Press Association going to once again offer the "Speed Topics" approach at the convention in April?

A. Yes. These upbeat 30-minute sessions have become quite popular. Speed Topics already planned for the meeting April 21 and 22 in Overland Park include: • Facebook and Newspapers • Advertising Sales • Newspaper Management and • Technology.

Do you have a topic you would like to have addressed? Send it to Emily Bradbury at ebradbury@kspress.com. We'll try to make it work.

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Those ‘before-and-after’ ads really do work

If you have an advertiser who needs a fresh idea, consider a before-and-after approach. A typical before-and-after ad features two photographs. The one on the left shows the old situation, and the one on the right shows the new — and noticeably improved — situation.

Although this type of advertising has been around for a long time, don’t make the mistake of thinking that it has outlived its usefulness.

Properly executed, it can provide readers with dramatic reasons to do business with an advertiser.

Before-and-after advertising relies heavily on three factors that boost effectiveness: (1) relevant photography, (2) simplified communication, and (3) clearly stated benefits. Let’s take a close look:

1. Relevant photography. I refer to relevance here, because a lot of advertising photography is lazy and inappropriate. I remember a print ad which depicted a before-picture of a frowning person and an after-picture of the same person with a smile. If the ad had been promoting dentistry or toothpaste, the copy might have been massaged to make sense. But the ad was promoting a van — as in “You’re sad now, but you’ll be happy when you buy

one of these snazzy new vans.” It’s hard to find a lazier idea.

Wouldn’t it have been better if they had taken a dominant feature of the van — a larger-than-average storage area, for example — and made that the focal point of the ad? The before-photo could have featured a luggage compartment filled to the brim, with leftover items on the ground beside the van. And the after-photo could have shown the new van with everything fitting nicely inside.

2. Simplified communication: In talking to an advertiser about before-and-after concepts, you’ll find that it is easier to keep the conversation focused — because there is a clearly defined track to follow. Whatever the ad’s selling point, it has to be translated into a simple illustration. If he or she tosses out an idea that wanders into puffery, simply ask, “How can we photograph that?”

The result is likely to be an ad that communicates with precision. Consider the shoe repair shop owner who wants to run an ad with the headline, “Top quality service.” You can say, “I know you do out-

standing work for your customers. Now, how can we illustrate that quality with a before-and-after photograph?” You might end up with two photographs of the same shoe — before and after being resoled and restored. Definitely a better idea.

3. Clearly stated benefits: Obviously, the second photograph in a before-and-after ad represents an improvement — in most cases, a dramatic improvement. The rest of the ad should explain how consumers can enjoy the good things that are shown in the after-photograph.

It’s all about benefits. You, too, can haul more stuff if you own the second van. And you, too, can restore the luster in a pair of old shoes.

People don’t buy features; they buy benefits. They don’t buy generalities; they buy specifics.

John Foust can be contacted about his training videos for ad departments at jfoust@mindspring.com.

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John Foust

It’s all about benefits. You, too, can haul more stuff if you own the second van. And you, too, can restore the luster in a pair of old shoes.

People don’t buy features; they buy benefits. They don’t buy generalities; they buy specifics.

Pumarlo

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News sources — whether in the public or private sector — also should recognize the potential damage to their efforts created by the rumor mill. Reporters should state the importance of quelling rumors by publishing a story that recites the facts straight from the source. Company layoffs are an excellent example; as news circulates in a community, the numbers often become exaggerated. Underscore to employers the importance of issuing a press release. Individuals still may dismiss the statement as the “company line,” but at least the story will provide a benchmark for community discussion.

Newsrooms frequently receive word of a story that may involve challenging circumstances and appear difficult to track down. It’s unfortunate, but many

editors and reporters often throw up their arms in anticipation of sources throwing up roadblocks to releasing information. They wait for the story to come to them rather than aggressively pursuing it.

The first order should be to “ask the question.” You may be surprised by how forthcoming sources will be if you handle the story in a responsible and professional manner.

Sharing vital information in a timely fashion is a win-win situation for the affected organization and the community. It’s also a prime example of a newspaper doing its job.

Jim Pumarlo writes, speaks and provides training on *Community Newsroom Success Strategies*. He is author of

Company layoffs are an excellent example; as news circulates in a community, the numbers often become exaggerated. Underscore to employers the importance of issuing a press release. Individuals still may dismiss the statement as the ‘company line,’ but at least the story will provide a benchmark for community discussion.

“Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper.”

He can be contacted at www.pumarlo.com.

Surprise! PDFs are problem for staff members, printers

I spent my weekend with two clients. The first was a 60,000 circulation newspaper in North Carolina. The second was a large shopper in New England.

As I've written before, I never know what I'm going to run into when I visit a newspaper. In North Carolina, my assignment was to observe the operation and make suggestions to improve the production workflow. Simple enough.

In New England, I was asked to train the staff as they began the conversion from QuarkXpress to InDesign. Again, simple enough.

However, as is often the case, my initial assignment turned out, in both instances, to morph into other areas.

We had this problem with our new printer this week ...

Back to North Carolina. I met with the entire staff, visited each person individually and made recommendations where appropriate. After lunch, I learned that there had been an issue with one of the pages when plates were being made at the new printer.

This was the first issue printed with the new printer. Changing printers was a wise decision, by the way. The print quality was significantly better. Photos looked almost magazine quality, compared to photos in previous issues.

There was one problem, however. After receiving all the files and running the pages through the raster image processor (RIP), which converts the files when creating the plates, one page kept "kicking out." There was an error on the page which would not allow it to go through the RIP.

In the evening, after deadline, the designer went back to the page to see where the problem was. After some time, he realized it was with a font. He finally changed the font to something else, sent the file back to the printer, and it made its way through the RIP.

His question to me was, "Why did this happen? We've never had this problem before. Ever."

If you've been reading my columns very long, you've probably seen something I've written about the importance of creating PDF files the right way. When you don't, problems happen.

In the case of the North Carolina newspaper, the new printer had instructed the paper to export their PDF files from InDesign using a preset that worked "perfectly with their system."

Well, perfectly when the pages actually print.

For years, the newspaper had created their PDF files using Acrobat Distiller, with never a problem. Suddenly, in their first effort using the new system, there was a problem.

Normally, I'd just suggest that the designer ignore the instructions from the printer and create the files the way he always had. However, the preset provided created invisible lines that were used to place the pages together before going through the RIP.

We looked closely at the files that were created using the printer's settings and



Kevin Slimp

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AOE Contest

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Arizona, California, Colorado, Florida, Indiana, Iowa, Maryland/Delaware/D.C., Michigan, Minnesota, Nevada, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, Utah, Washington, West Virginia and Wisconsin.

KPA also will award separate news and advertising sweepstakes awards this year in each circulation category.

Bradbury also has prepared answers to some Frequently Asked Questions about the online contest. They can be found in the November Kansas Publisher at <http://www.kspress.com/node/198>.

The entry form and information is attached to today's Kansas Press This Week.

"This program allows the newspaper to upload numerous potential entries and then decide later which to actually enter in the contest. The publisher can decide which entries to 'enable' or 'disable' closer to the deadline. No more last-minute searches for tearsheets," she said.

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USPS

Continued from Page 1

at all.”

Taking Colby’s mail to Denver is expected to save approximately \$14,000, but Friedlander said that’s nothing compared to the potential business the post office would lose as a result of the move.

“We have a lot of small communities around us that depend on us to get them school board meetings and county meetings, things that will affect them,” Friedlander said of the newspaper’s distribution area.

“And in the long run, what the post office is doing is they’re basically inviting us to not be a part of their system.”

Bottrell, the paper’s editor, said the Colby Free Press is likely one of the Colby

post office’s largest customers, sending out more than 20,000 newspapers each week between the Free Press and its sister papers in northwest Kansas. That doesn’t include bills and other mailings.

If mail in the 677 zip code area surrounding Colby is able to remain in Colby for sorting, as it is now, there shouldn’t be an issue. But if all mail is taken to Denver, it “isn’t going to work for us,” Friedlander said.

“Or we’ll have to find some kind of alternative,” Bottrell added.

The Colby Free Press publishes four times a week, while Goodland and Norton’s papers publish twice a week, and newspapers in St. Francis, Bird City and Oberlin are

If mail in the 677 zip code area surrounding Colby is able to remain in Colby for sorting, as it is now, there shouldn’t be an issue. But if all mail is taken to Denver, ‘it isn’t going to work for us.’

Sharon Friedlander
Colby Free Press publisher

weeklies.

“You work very, very hard to have the news be topical and timely,” Friedlander said. “You can’t do that if part of your delivery system is shortchanging you.”

Throne named managing editor in Bella Vista

Tom A. Throne, former editor and general manager of the Junction City Daily Union, has been named the managing editor of The Weekly Vista, the newspaper in Bella Vista, Ark. The appointment was effective Jan. 3.

Throne worked in Kansas newspapers for more than 35 years in Junction City, Leavenworth and McPherson.

He was editor and publisher in Leavenworth and McPherson and served as a managing editor in McPherson and Junction City.

He was president of the Kansas Press Association in 2009-10.

Throne and his wife, Pam, moved to northwest Arkansas in May 2010 to be near his married daughter and grandson, Cole.

He was a recipient of the Boyd Community Service Award in 1988 and of the Mildred Clodfelter Alumni Award for sustained volunteer service from the University of Kansas Alumni Association in 2010.



Tom Throne

Wade to lead Examiner, other papers

Steve Wade is the new GateHouse group publisher of the Independence (Mo.) Examiner and the Leavenworth Times and Lansing Times in Kansas. He also will lead newspapers in Maryville, Mo., Nebraska City and Syracuse, Neb., and Hamburg, Iowa.

For the past 9 1/2 years, he has been publisher of the Morning Sun in Pittsburg.

Prior to that he worked in various capacities at the Topeka Capital-Journal.

He is a graduate of the University of Kansas and Southeast District director for the Kansas Press Association Board of Directors.



Steve Wade

Boggs takes over Morning Sun, others

Steve Boggs is the new publisher of the Morning Sun in Pittsburg. He will also continue to manage a number of Missouri newspapers, including Neosho and Carthage. All are GateHouse Media newspapers.

Boggs, an Oklahoma native, is a graduate of East Central University in Ada. He began his newspaper career as a sports writer in 1982 and edited the Ada Evening News for 15 years before becoming publisher in 2000.

He and his wife, Christy, have two grown daughters.



Steve Boggs

E&P seeks newspaper industry innovators

Do you think your newspaper has an innovative approach that others might appreciate.

Then, you might want to enter Editor & Publisher’s “10 Newspapers That Do It Right” contest.

E&P’s March issue will profile what the staffs of 10 newspapers have done to innovate in their communities.

If you want to enter or nominate a colleague, go to <http://editorandpublisher.com/10newspapers/>.

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JOB OPENINGS/FOR SALE

NEWS

Reporter — Small Southeast Kansas daily in historic Fort Scott seeks reporter to cover county and school beats, plus general assignments; photography, design skills and knowledge of AP style preferred. Reliable transportation a must. Some night and weekend work required. Full benefits package. Send resume and clips to Ruth Campbell, Managing Editor, at rcampbell@fstribune.com, or mail to The Fort Scott Tribune, 12 E. Wall St., P.O. Box 150, Fort Scott, Kan. 66701.

ADVERTISING

Advertising Manager — Are you energetic? Creative? Enjoy helping others succeed? The Ellsworth County Independent-Reporter plans to expand its advertising department and we're looking for just the right person to move us to the next level. The successful applicant will possess strong motivation skills, be goal orientated and enjoy the benefits of living in a small rural community. Salary plus commission, health care and other benefits. Send resumes with cover letters to ljd209@yahoo.com or 304 N. Douglas Ave., Ellsworth, KS 67439, or call 785-472-5085.

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

NEWSPAPERS FOR SALE

KPA is aware of Kansas newspaper owners who are interested in talking. If you have an interest in purchasing a newspaper, please contact Doug Anstaett at danstaett@kspress.com and he will provide your name to the owners, who wish for now to not advertise publicly. It will be their decision whether they initiate a conversation.

FOR SALE

CTP Unit for Sale — Have 2 and only need 1: ECRM Computer to Plate unit with plate processor, computer and all software. Everything you need to replace your entire camera room and eliminate the need for film. Call 620-626-0840.

EXTRA PRESS — Web Leader Press with two quad units for full color. Operating right now in Liberal, but we have a second press. Award-winning color printing. Call 620-626-0840.

KANSA 480 INSERTER — The Ottawa Herald in Ottawa, Kan. has outsourced its printing and post-press functions providing you an opportunity to reduce labor costs with an efficient machine for handling preprinted inserts. Kansa 480 Inserter, 5:1 inserter Good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets and tabloids for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We had an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4602; Serial #480-022. Asking \$12,000, however no reasonable offer refused. For more information email Jeanny Sharp, jsharp@ottawaherald.com or call 800-467-8383.

Slimp

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attempted to create a preset in InDesign, via Distiller, that would create the same lines. When we thought we had it right, we called the printer, sent a couple of files and received word that the files printed perfectly.

And, as is usually the case, the PDF files were approximately one-third the size of the files that were exported from InDesign.

No problem, gang. That's what you pay me for.

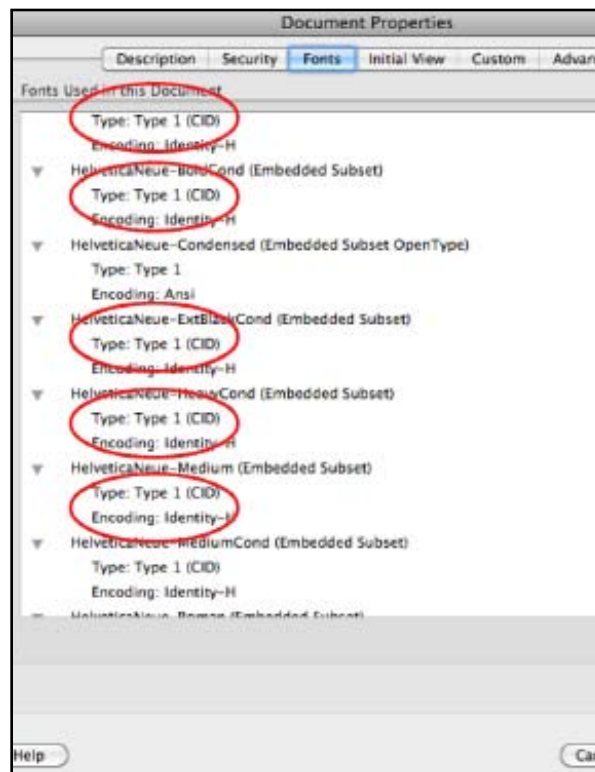
Then on to New England ...

So after a day of training the staff of the New England shopper, some questions were posed about creating PDF files.

The printer, who had two representatives at the training, instructed the group that they should export the PDF files using a preset they would provide.

Joe, my contact at the paper, asked if this was the best way to create the PDF. When I answered negatively, the printer asked what kind of issues come up in PDF files that are exported. When I started describing problems that could arise, he said, "We've been experiencing those from several of our customers."

I stayed around an extra couple of hours and talked with a



couple of the folks from the shopper and a representative from the press. We installed PDF printer drivers and created InDesign printing presets (not to be confused with export presets) on each of the ten machines, new iMacs, then set up Distiller to receive the files via "Watched Folders" and make the PDFs.

When done, the process of making PDFs was as fast as it would have been exporting the files, the files were less than half the size they would be if exported and I had a very happy printer on my hands.

"I think this is exactly what we've been looking for," he told me before I headed out to dinner with the bosses.

At dinner that night, Joe, who hired me to come to New England, said, "You know, that last hour you spent with

us fixing our PDF problems was worth every penny we spent to get you up here."

No problem, Joe. That's what I do.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.

The news business never loses its appeal

Editor's note: *This column by Doug Anstaett from a June 1998 edition of the Newton Kansan was written on his 25th anniversary in the profession almost 14 years ago.*

Today is my 25th anniversary in the newspaper business.

After the events of the past week, some might wish I had never gotten into it, while others may wonder if I'm considering a new profession.

I'm not. I love it too much.

The newspaper business, especially in a community like Newton, is exciting. It's different every day and it is always a

challenge. No two days are alike, and every day's product is a completely new one.

We get to participate in the everyday life of the community and help plot its future, discuss its problems, suggest solutions and try to see that those solutions are indeed implemented.

While I could have chosen at different points in my career to move to one of the larger newspapers in my company, that hasn't been my interest. I grew up in a town of just a thousand, so I've never been comfortable in metropolitan settings.

Newton is a great place to live and I like the fact that I can work directly with my staff on a daily basis. You can't beat that!

I began my career on June 18, 1973 as a reporter at the Pittsburg Morning Sun, covering the "county" news beat. I went to work for then-publisher Ken Bronson, who finally gave up and hired me after I harassed him incessantly.

Actually, another old newspaperman, the late Lee Porter, offered me the Pittsburg job

while my wife and I were on our honeymoon in St. Louis. Porter, then the executive editor of the Topeka Capital-Journal, had called my mother in Lyndon and found out I had just gotten married.

"Well, where is he?" Lee asked her. "I've got the dream job he's been waiting for."

She wasn't sure if she should, but she went ahead and gave him our telephone number at the hotel.

I'm glad she did.

"Am I interrupting anything," he asked jokingly when I answered the telephone.

"Of course not, Lee. Did you think we were on our honeymoon, or something?"

That telephone call changed my life forever.

I've been with the same company ever since, even though it merged three years ago with Morris Communications Corp.

My career path has allowed me to do just about every job imaginable in a newspaper. I've worked on presses, inserted newspapers in the mailroom, thrown newspaper routes and sold advertising in addition to working on the "news" side. That experience has given me an appreciation for how each job at the newspaper relates to every other one.

Believe me, newspapering is not an exact science. We cover the "news" as we define it, and that definition changes every day. Since every one of us is different — just like each of you — it's difficult sometimes to even define what news is.

What are people interested in? What are they talking about? What should they be talking about?

Obviously, they're interested in religion and politics, as we've all seen this past

week. Most people are interested in what affects them personally, whether it be their pocketbook, their values or their daily lives.

It has always intrigued me that the hot button issues are not city budgets or what the Kansas Legislature is doing or even what the president might have done yesterday.

What really interests people are the issues that hit close to home.

I've seen more interest generated by a change in dog leash laws than in a million-dollar increase in a school budget. I've seen a city hall meeting room filled to capacity because commissioners were discussing a change in trash pickup procedures.

In 25 years, I've served a tour of duty in

four states — two years in Missouri, three in Nebraska, six in South Dakota and the other 14 in Kansas. Although there are some minor differences, most of those who live in this section of the nation believe in many of the same things: a strong work ethic, the importance of families, limited but effective government, God, mother and apple pie.

With a quarter-century under my belt, it just hit me: I'm far more than half and almost two-thirds of the way through my working career.

Thanks to all of you for how you participate in the process — yes, even the ones who disagree with me on a regular basis. You keep this job interesting.

Who could ask for more than that?

Doug Anstaett now serves as executive director of the Kansas Press Association.



Doug Anstaett

I've seen more interest generated by a change in dog leash laws than in a million-dollar increase in a school budget. I've seen a city hall meeting room filled to capacity because commissioners were discussing a change in trash pickup procedures.

NEWS BRIEFS

Bottrell named to Goodland Star-News post

Kevin Bottrell is the new editor-manager of the Goodland Star-News.

He succeeds Tom Betz.

Bottrell goes to Goodland after more than two years as editor of the Colby Free Press and a previous stint in Wyoming.

He is a native of Colorado and received a bachelor's degree in journalism and technical communications from Colorado State University.

Betz will stay in Goodland and work on news-tech projects for Nor'West Newspapers, which operates the Goodland paper and seven others in northwest Kansas.

Newspaper doesn't have to go far for this story

Production of the pre-Christmas edition was interrupted at the Hiawatha World when a Toyota Yaris plowed into the front of the building.

Reporter Joey May described it this way: "I was sitting in the newsroom along, and it sounded like a gunshot. Glass flew everywhere. It kind of exploded.

"When I saw her backing down off the sidewalk, I realized it was a car." The driver had apparently hit the accelerator instead of the brake.

Publisher Joe Warren was happy more serious consequences were avoided: "We're used to covering the news, not making it."