

Touchstone News Seminars

David Stoeffler

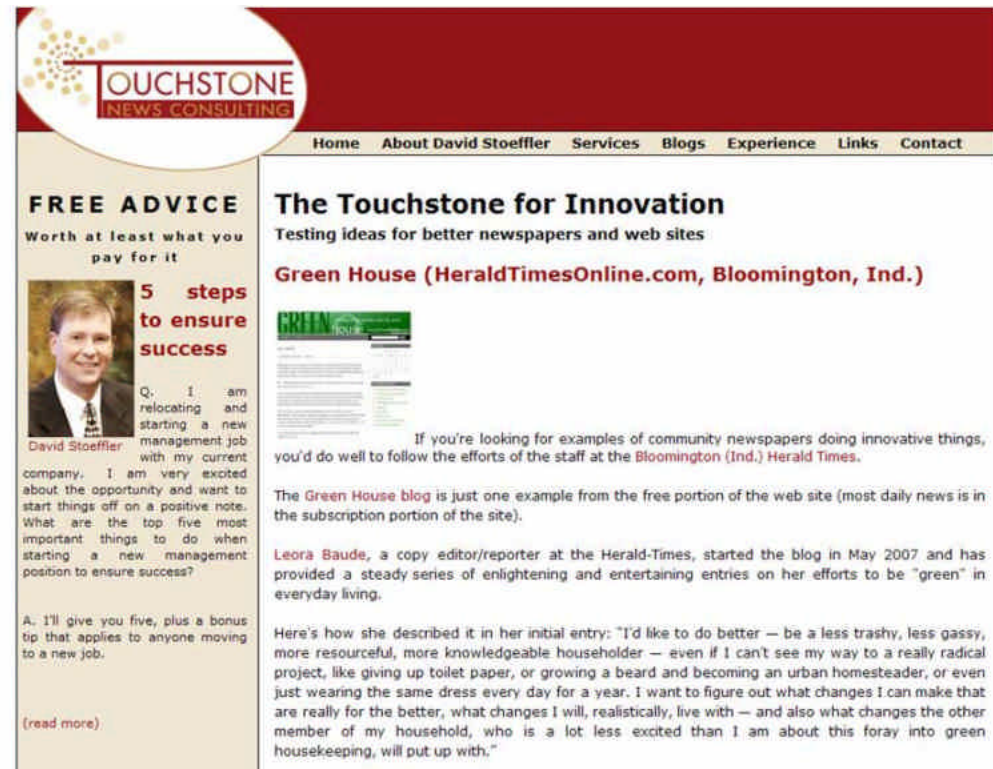
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About David Stoeffler

- 30-plus years of news industry experience. Frequent speaker at ASNE, NAA and other conventions.
- As a consultant, conducted training or operational reviews for companies such as: Schurz, GateHouse, Times-Shamrock, Stephens Media, Glacier Media.
- Led print and online news strategy as vice president for news of Lee Enterprises.
- Served as top editor of papers in La Crosse, Wis., and Lincoln, Neb., and publisher/editor of Arizona Daily Star in Tucson.
- Prior to forming consultancy, was general manager of Suburban Journals of Greater St. Louis.



TOUCHSTONE NEWS CONSULTING

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FREE ADVICE
Worth at least what you pay for it

5 steps to ensure success

Q. I am relocating and starting a new management job with my current company. I am very excited about the opportunity and want to start things off on a positive note. What are the top five most important things to do when starting a new management position to ensure success?

A. I'll give you five, plus a bonus tip that applies to anyone moving to a new job.

(read more)

The Touchstone for Innovation
Testing ideas for better newspapers and web sites

Green House (HeraldTimesOnline.com, Bloomington, Ind.)

If you're looking for examples of community newspapers doing innovative things, you'd do well to follow the efforts of the staff at the Bloomington (Ind.) Herald Times.

The *Green House* blog is just one example from the free portion of the web site (most daily news is in the subscription portion of the site).

Leora Baude, a copy editor/reporter at the Herald-Times, started the blog in May 2007 and has provided a steady series of enlightening and entertaining entries on her efforts to be "green" in everyday living.

Here's how she described it in her initial entry: "I'd like to do better — be a less trashy, less gassy, more resourceful, more knowledgeable householder — even if I can't see my way to a really radical project, like giving up toilet paper, or growing a beard and becoming an urban homesteader, or even just wearing the same dress every day for a year. I want to figure out what changes I can make that are really for the better, what changes I will, realistically, live with — and also what changes the other member of my household, who is a lot less excited than I am about this foray into green housekeeping, will put up with."

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Print/online seminars

- Ideas to build readership in print and online
 - **Key takeaways:** Learn a framework to think about reader needs and get 50+ specific ideas from other papers and web sites.

- Newsroom structures for changing times
 - **Key takeaways:** Ideas for restructuring the newsroom to balance the demands of a digital age, while meeting the needs of the print edition.

Management topics

- Achieving high standards with limited resources
 - **Key takeaways:** Learn to identify key goals and discuss techniques for maintaining high standards during difficult times.

- Leadership in tough times
 - **Key takeaways:** A mixture of inspirational thoughts and practical tips for leaders dealing with tough times.

Journalism topics

- Developing a watchdog culture
 - **Key takeaways:** Tips for creating a watchdog state of mind for daily journalism and details on developing and executing projects. Develop specific ideas for short-term and long-term watchdog reports.

- Maintaining and enriching journalism in a customer-focused, digital world
 - **Key takeaways:** Learn to identify core values and explore tactics for tapping customers and using digital tools to enhance journalism.

What others say

- *David's equally comfortable in the newsroom and the boardroom. He's a brilliant editor, an exceptional journalist and a strong communicator, able to draw great ideas from staff, readers, demographic and readership data and his own broad range of experiences. He's equally skilled in strategic development and the nuts and bolts of turning good ideas into good content.*
 - **Kevin Mowbray**, Vice President-Publishing, Lee Enterprises, and Publisher, *St. Louis Post-Dispatch*

- *Thank you again for bringing your talent and expertise to Media Management Center's Beyond Commodity seminar. The worksheets you developed to help people identify and address their reservations about customer focus were a great and very helpful tool! It was fun to watch the discussion as it evolved, as people went from articulating conflicts to articulating solutions. Very effective!*
 - **Vivian Vahlberg**, Managing Director, Northwestern University Media Management Center