

Cashton Record has new owners

By Kyle Evans

On Friday, Paul and Kim Fanning, who have been the owners of the Cashton Record for nearly 24 years, will close on a deal with Evans Print & Media Group (EPMG) out of Sparta. Evans Print & Media Group is locally owned and operated by Greg and Sue Evans, who will purchase the local newspaper with plans of continuing to serve as the main source of news for Cashton residents.

The Cashton Record has a 126-year history and as Greg Evans stated, “it fits right in between our two other newspapers, the Monroe County Herald and the Hillsboro Sentry-Enterprise.”

Over the years, the Cashton Record has been a great source for local businesses to advertise in as the paper reaches about 3,000 people in the local area. Under EPMG, the paper will continue to serve the local businesses with their advertising needs.

EPMG plans to keep on all the staff besides the Fannings, as they have each found other career paths. Paul said, “the *Cashton Record* and the people of Cashton have helped to provide a good life for our family, but it’s time to move on in a different direction.”

The storefront will still be open in Cashton, and customers will be able to order printing services from the Cashton office through EPMG.

Evans said, “we pride ourselves on producing quality products for our readers and advertisers.” Some people say newspapers are dying, but Evans said, “If you can produce quality local content of things people want to read, then the advertising will come.”

There have been many studies that show, if you lose your local newspaper, the taxes will rise in your community over time. The reason: because if there is no source of media at the Village board meeting, the school board meeting, or whatever meeting it is, then there are very limited ways for the public to find out what’s going on.

Luckily for Cashton residents, they won’t have to worry about this as EPMG will be continuing to cover the Village board and school board meetings on a regular basis. Evans stated, “we will report with an unbiased stance and just report the facts.”

Evans said he looks forward to serving the Cashton area with a source for news, sports, events, advertising, and printing.

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