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### **Great Bend Tribune Awarded “Business of the Year” for Efforts in 2007**

The Great Bend Tribune earned distinction as “Business of the Year” during the 86<sup>th</sup> Annual Great Bend Chamber of Commerce and Economic Development Banquet held Saturday (Feb. 9) at the Highland Convention Center, Great Bend. The newspaper, which has been a mainstay in the community for nearly 132 years, stepped up to meet challenges in 2007 that have helped greatly move the Great Bend area forward.

“Business of the Year” is an annual award presented by the Chamber and Economic Development showcasing companies that demonstrate excellence in customer service, growth, and response in positive ways to adversity. Businesses must also show community involvement and demonstrate innovative business practices by improving products, services, and programs.

**Business Promotion:** Last year, the Chamber and Economic Development initiated a progressive marketing plan to promote the economic community. Aiding greatly in that process, the Great Bend Tribune partnered with the Chamber to improve the organization’s newsletter, creating a 16-page Outlook Business Journal that provides comprehensive coverage to businesses in Great Bend and its economic area. By covering printing costs and printing the publication, the Tribune has helped inform the public and promote the community by contributing to the vast improvements of the business journal. The Tribune also helped with the improved look and function of the Chamber and Economic Development Business Directory in 2007.

**Community Job Fair:** In 2007, the Tribune teamed up with other businesses and organizations within the community to initiate JobFest, an annual community job fair that brings a wide range of area businesses and a diverse number of job seekers together for a three-hour event in the spring. An estimated 380 jobs were available at last year’s JobFest among the 26 employers present. Approximately 350 job-seekers were on hand. Once again, the Tribune is heavily involved with planning this spring’s JobFest.

**Scholastic Achievement:** When the Topeka Capital Journal pulled out of the hosting 76 counties in the state for the Kansas Regional Spelling Bee last year, the Great Bend Tribune eagerly accepted the challenge to bring the scholastic event to Great Bend. Next month, the Tribune will host the Kansas Regional Spelling Bee, comprising those 76 Kansas counties. Students declared county champion from each of the 76 counties are invited to the Sunflower Spelling Bee in Great Bend on March 8 at Barton County Community College. The Scripps Spelling Bee is the nation’s largest and longest-running educational promotion, administered on a not-for-profit basis by the E.W. Scripps Company. The Tribune is one of only about 300 newspapers and sponsors in the world for this prestigious event.

**Longevity for News:** It seems the Great Bend Tribune has always been here. It began more than 131 years ago as the Inland Tribune, started by Judge Channel P. Townsley, a self-taught lawyer. When he began the weekly newspaper, the city itself was just four years old. The Tribune, which evolved into a five-day-a-week newspaper early in its history, has served a vital role in the Great Bend area ever since Townsley’s start-up publication. For more than a century, the Great Bend Tribune has informed, educated and entertained readers with area ties on a daily basis.

With 45 employees, 34 newspaper carriers, and nine motor route drivers, the Tribune delivers its newspaper to residents Sunday and Tuesday through Friday. Most of its years were spent as an afternoon paper, but in 2003, the Tribune shifted to morning delivery. Morris Multimedia, Savannah, Ga., has been the parent company of the Tribune for 36 years.

**What it takes:** In order to deliver that Tribune to your door five mornings a week, it takes tons of paper and barrels of ink. The Tribune uses 397.08 or 794,160 pounds of paper each year. One roll of

newsprint weighs about 870 pounds. The unrolled paper in one roll would stretch 35,000 feet, about 7 miles. Additionally, the Great Bend Tribune uses 7,216.11 pounds of black ink and 3,168 pounds of color ink each year.

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Find out more information about the Great Bend Chamber of Commerce and Economic Development by clicking [www.greatbend.org](http://www.greatbend.org).

Sidebar:

**Chamber “Business of the Year” History**

**2007** *Great Bend Tribune*  
2006 Central Kansas Medical Center  
2005 Venture Corporation  
2004 Adams, Brown, Beran & Ball  
2003 Great Bend Feeding  
2002 CPI Qualified Plan Consultants  
2001 Doonan Corporation  
2000 Farmers Bank & Trust  
1999 Dillon’s Stores  
1998 Stickney Distributing  
1997 Office Products, Inc.  
1996 Fuller Brush  
1995 Becker Tire  
1994 Straub International  
1993 Marmies