

# CHAMBER MEMBER SPOTLIGHT

This month's Chamber Member Spotlight features Roberta Kobbe. Roberta has been the editor at The Cunningham Courier for 4 years.

## **Tell us about The Cunningham Courier.**

"The Cunningham Courier is a small newspaper that cares about Cunningham, the surrounding communities, and the people who have called them home. The Courier offers print subscriptions, affordable advertising, and on-line free access to the paper."

## **What got you interested in running your own paper?**

"Kerri and Dave Steffen, and Jeff Dafforn asked if I'd be willing to help them out with the paper. Sure, I had some extra time then. A year later, I bought the paper, and four years later, I still have the paper, but I don't have as much time."

## **Since running The Cunningham Courier, what has been your biggest win? Your biggest challenge?**

"Increasing the paper to 14 pages has been the biggest win for the paper. There are times when I could go with more pages, but at this time, due to the rising costs of postage and printing, it will stay at 14 pages (and that's a bargain at \$45.00 a year).

There are many challenges with newspapering. The biggest challenge is social media. Everyone wants the free advertising that comes with a simple post to a social media site. But, that type of advertising leaves out many people, especially senior citizens, who don't use social media, and don't see the sense in it. Free advertising doesn't keep local newspapers in print. Communities NEED local newspapers. They are a viable part of the community and need to be supported. Advertise locally, keep the dollars local."

## **Does The Cunningham Courier have a target audience?**

"Everyone in the area [can], or anyone who hails from the area, would enjoy reading The Courier. I try to

cover a variety of many topics about things of interest to many people. Advertisers would find the rates very affordable."

## **What makes you stand out from other papers?**

"Two things— 1) The Cunningham Courier uses lots of color in the paper (more than half the paper is in color) which brings a lot of warmth and uniqueness to the paper and 2) Our free on-line access is also different from most other newspapers. I was encouraged to start the free on-line version by Josh Gross, the publisher of The Beverly Hills Weekly. He really thinks free on-line is the way to go. I plan to keep it free as long as it is financially feasible."

## **What are your personal goals for The Courier?**

"I would like to keep the paper going for a few more years. The rising cost of postage and printing will determine the stability of all newspapers. Local newspapers need advertisers and subscribers to continue to thrive.

I also want to maintain my enjoyment of the paper. Sometimes it is a trying endeavor, but I do love putting it together and sharing it with the many folks who read it—either on-line or in print."

## **Favorite Quote:**

"I have two favorite quotes. The first is 'Read. Read like a wolf eats.' by Gary Paulsen. I do love to read. It is a part of living for me. It is such a part of me. I can't imagine my world without words and stories. Reading. Eating. Breathing.

My other favorite quotes is 'We define ourselves, in part, by the discriminations we make. The value of what we love is enriched by our understanding of what we dislike.' by David Ansen."



***This Chamber Member Spotlight has been brought to you by the Kingman Area Chamber of Commerce. Thank you for supporting your community!***

