

The Bakersfield Californian: QPS Runs Our Business!

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make us
look good.



The Bakersfield Californian, a mid-sized newspaper with a daily circulation of 65,000 and a Sunday circulation of 75,000, has always been on the cutting edge when utilizing the most innovative and advanced technology. In 1984, the company constructed a \$21 million state-of-the-art publishing facility — making it one of the most technically advanced newspaper companies in the United States. The facility includes an advanced offset press built by Tokyo Kikai Seisakusho (TKS) Ltd. of Japan. In addition, the news and advertising copy gathered at The Bakersfield Californian's downtown offices is transmitted to the publishing facility 6.3 miles away using an underground fiber-optic cable system, which was the first of its kind for a newspaper in the United States.

The Bakersfield Californian has been a dedicated and long-time user of Quark Publishing System® (QPS®) Classic Edition for the past decade, starting with version 1.06 and upgrading to version 2 when it was released. The newspaper now owns a 65-connection license. QPS initially replaced a System Integrators (SII) editorial system, and newspaper representatives took a giant leap of faith that the Mac® based QPS could hold up to the demands of a daily newspaper.

In a world where technology is constantly evolving and changing, QPS has remained the one constant at *The Bakersfield Californian* during the past 10 years. QPS is the backbone of the group's publishing system, and it is a reliable and trustworthy piece of technology that staff at *The Bakersfield Californian* know they can count on every day. According to Lon Cooper, director of IT for *The Bakersfield Californian*: "Every system in the building has come and gone, but QPS has remained."

Upgrading to QPS Classic Edition 3.5

The Bakersfield Californian recently completed an upgrade from QPS Classic Edition 2.2 to QPS Classic Edition 3.5. The company was eager to move onto the updated platform so that it could take full advantage of Mac OS® X and QuarkXPress® 6.5.

"By moving to QPS Classic 3.5, we were able to truly become more up-to-date with our system and are now better poised to take advantage of new capabilities as they come out," said Cooper.

One pleasant surprise the group received during the transition was the realization that QuarkCopyDesk® runs on both Mac OS 9 and Mac OS X.

"We changed over to QPS 3.5 in three phases — spread out over three weeks," said Cooper. "Each week, we converted approximately one-third of the users to the new QPS 3.5 system. But because QuarkCopyDesk runs on Mac OS 9 as well as Mac OS X, we were able to keep certain users on older computers without sacrificing compatibility. This saved us money by not requiring that we churn all of our machines at the same time."

"The QPS 3.5 beta program was definitely a glimpse into how Quark is changing as a company," said Cooper.

As *The Bakersfield Californian* begins playing with all of the new time-saving and cost-saving applications within QPS 3.5, Cooper said he sees a lot of room for staff to learn all the new features they can take advantage of, and they are certainly eager to work their way down the list. One feature that Cooper noted as especially helpful already is the increase in the number of files his team can store in QPS 3.5, which is now up to 20,000.



"Previously, we had to be vigilant in monitoring the number of files users created in the system. Now, we can store four to five days' worth of the newspaper in the system without having to move files offline," he said, adding that the company is looking forward to using the improved tables feature in QuarkXPress 6.5, and management wants to increase usage of the multi-channel publishing features of both QPS and QuarkXPress to feed the company's Web site.

QPS – and Quark – Get the Job Done

According to Cooper, staff at *The Bakersfield Californian* was impressed with the "new" Quark during the QPS 3.5 beta process, in which the newspaper participated before the release of QPS 3.5.



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Cooper said he has seen improvements in productivity with each new release of QPS.

"Basically, when you put in a newer, faster computer, QPS performs even better," he said. "We have used QPS every day for 10 years to publish the paper. It just works great. What more can I say?"

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