

# Arizona couple buys weekly papers

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12-4-96

FELTON — The Valley Press and the Scotts Valley Banner newspapers have been sold by publisher Jack Fraser to a couple from Arizona, the Valley Press reported Tuesday.

The new owner of the weekly newspapers is Melmac Media, a corporation formed by Michael Quinn, president, and his wife, Elaine, for the purpose of buying the newspapers.

Quinn, 41, currently is the president of River City Newspapers LLC in Lake Havasu City, Arizona, where he is editor and publisher of a daily and a weekly newspaper.

He is a second generation newspaper publisher, originally from Memphis, Tenn. He received a journalism degree from the University of Arizona in 1978, and has worked on newspapers in Arizona, Louisiana, Wyoming and Southern California.

The Quinns and their three children plan to relocate to Santa Cruz County in several months, the newspaper reported.

In the meantime, the papers will be run by Kingsley Gerlach, the new general manager.

Gerlach has more than 23 years of experience with newspapers including the San Antonio Express-News, the New York Post, San Francisco Newspaper Agency and the San Francisco Business Times.

Most recently, he worked for the Today's News Herald in Lake Havasu City.

No immediate changes are planned for the newspapers, according to Gerlach. "We're very pleased with the operation Jack ran and the people working here. We're just going to fine tune things, that's all."

Fraser, 63, purchased the Valley Press and Banner in 1989 with his late business partner, Jerry Appel.

After 42 years in the newspaper business, Fraser said he wanted a less hectic pace. He will continue as interim editor of the Scotts Valley Banner, said Gerlach. Donna Jones will remain editor of the Valley Press.

Gerlach said a sales price of \$350,000 for the two papers was "fairly close." The sale was effective Sunday, he said.

The two papers have a combined circulation of about 8,300, said Gerlach. For the time being, the Valley Press will continue to be sold by subscription and the Banner will be distributed at no charge to Scotts Valley homes, he said.

The offices for both newspapers are in Felton. They are printed in Watsonville at the Watsonville Register-Pajaronian.

The Valley Press was founded in 1960 by Ray Smith and Vic McDonald. The Scotts Valley Banner was started in 1974 by then Valley Press Publisher Craig Robinson.