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No More 'K-State' in Some Circles

MANHATTAN, Kan. (AP) - Kansas State University says it wants to drop the "K-State" nickname when promoting the school in certain areas.

Kansas State President Kirk Schulz says the K-State tag is sometimes confusing to people in other states and regions, particularly in academic and scientific circles.

Schulz told Governor Sam Brownback and business leaders Monday that the university is moving toward having one brand for the school.

He says K-State works for athletics, but in Kentucky and other places, K-State refers to different schools.

Schulz said in a statement Wednesday that "K-State" is strongly recognized in the state and region, and the school is not dropping the nickname. But he says Kansas State University is the preferred name when the university is competing for faculty and students.

Associated Press