



**Today's video conference call will begin shortly.**



### Tips for Conference Attendees:

- Please mute your computer so background noise is not distracting.
- Questions can be typed into the chat box at any time.
- This call is scheduled for 60 minutes. We will be recording the call, and that recording will be made available to participants after the call. If you have to leave the call before the end of this video conference, you won't miss anything!
- A PDF version of today's PowerPoint will be available to all participants after the call, too.
- We welcome your feedback. Please send your comments and suggestions to [greg@snpa.org](mailto:greg@snpa.org)

# SNPA



## P2P INITIATIVE

March 21, 2019

Video Conference – Growing Your Classified Revenue

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## Additional upcoming “P2P” (Publisher-to-Publisher) video conference calls:

April 25 – Growing major retail segments

May 16 – Seasonal selling strategies

June 20 – Targeting content for the most valuable audiences

Registration opens one month in advance of each call at [www.snpa.org](http://www.snpa.org)

### Today’s conference moderator:

Tom Silvestri, president and publisher  
Richmond Times-Dispatch



**P2P INITIATIVE**

## Participants registered for today's call:

- Karen Triplett, The Pilot
- Laura Welborn, Indiana Media Group
- Mary Kaye Wells, Palatka Daily News
- Mike Fishman, Citizen Tribune
- Hanne Richards, The News Reporter
- John McClure, Goldsboro News-Argus
- Jana Thomasson, The Mountain Press
- Chris Corey, Savannah Morning News
- Bob Birkentall, GateHouse Media
- KC Calhoun, Stillwater News Press
- Nancy Mullinax Hogsed, Spartanburg Herald Journal
- Daniel Holmes, Shelby County Reporter
- Pamela Bowlin, The Richmond Register
- Paul J. Heidbreder, Traverse City Record-Eagle
- Patty Bennett, The Daily Independent
- Maria Foglio, Sun Coast Media Group
- Tom Silvestri, Richmond Times Dispatch
- Cindy Durham, SNPA
- Edward VanHorn, SNPA
- Greg Watson, SNPA



## Accessing the slides after this call:

<http://snpa.static2.adqic.com/static/P2P-03-21-19.pdf>

We also will be sending this to you in an email,  
along with a link to a recording of today's call.

### **Want to receive a recording of previous P2P calls?**

Email [greg@snpa.org](mailto:greg@snpa.org) to request any/all of the following:

- Revenue
- Tactical cost-cutting
- Organizing your sales force
- Leveraging data to build audience and diversify revenue
- How coverage impacts revenue
- Best revenue ideas
- Non-traditional revenue



# The Pilot Southern Pines, NC

## Job Network & Total Talent Reach



All recruitment ads automatically go onto the Pilot's own Job Network website. This is an additional \$25 charge per ad.

However, we take it one step further and upsell the ad with *Total Talent Reach*. This is a program provided by the Job Network that pushes the digital portion of the ad out to 100s of additional industry and location-specific job search websites. This program has been instrumental in HR managers finding the best candidates in the market for the positions they have available.

**Since starting Total Talent Reach in 2010, we have averaged \$56K additional revenue year after year.**



**P2P INITIATIVE**

**Karen Triplett**  
**Classified Sales Manager & Recruitment Specialist**  
**The Pilot**

**[karen@thepilot.com](mailto:karen@thepilot.com)**

**910-693-2510**

# Southeastern Indiana Media

## Savvy Senior Savings Directory

A customer called in and asked if we could start listing a variety of discounts available for seniors. We didn't have anything like that. My editor shared the call with me and I came up with Senior Savings directory.

I created a flyer for the staff that could be emailed or dropped off and a spec ad from Metro showing what we were doing. Sales started immediately.

While we haven't published our first directory yet, **we have 12 sold in three days and expect to launch in two weeks.**



**P2P INITIATIVE**

# SAVVY SENIORS SAVINGS DIRECTORY

A Senior's Guide to Saving on a Daily Basis!

Savvy Seniors are always on the lookout for great savings! Add your savings to our directory and bring seniors into your store that are ready, willing and able to purchase your product or service.

Your ad will appear in all 3 SEI print publications as well as their websites reaching over 234,000 readers and unique visitors per month.\*\*

Includes  
**FREE  
COLOR**

All for one low monthly  
investment of only  
**\$99\***

\*Add your logo for an additional \$15,  
take advantage of this low 12 month agreement,  
\$145 for 6 months or \$175 with no commitment.

**RUSHVILLE  
REPUBLICAN**

765.932.2222

**DAILY NEWS**

812.663.3111

**The  
Herald-Tribune**

812.934.4343

Loc: TBD  
\*\*Feb, 2019

**Laura Welborn**  
**Regional Publisher**  
**Southeastern Indiana Media**  
**Laura.Welborn@indianamedia.com**  
**812.663.3111 x 7001**

## **Palatka Daily News**

### **Palatka, FL**

### **Business Card Directory**

We are starting a business card directory in classifieds at the end of the month. We sold a Business Card Directory as a stand-alone (10,000 copies) and included this as part of the cost (\$100 for each card). We are rotating them daily with about six each day throughout the rest of the year.

We are working on a line service directory as well. We have had several customers come in and ask us to consider starting it up again. We are in the process of setting up the rates and how it will look.

# PALATKA DAILY NEWS



**P2P INITIATIVE**

**Mary Kay Wells**  
**Advertising Director**  
**[mwells@palatkadailynews.com](mailto:mwells@palatkadailynews.com)**  
**386-312-5200**



## Weekend Extravaganda

Two pages for the Weekend Extravaganza carry listings for used cars only. The pages run every Thursday.

Each location can have up to one full strip (four blocks) each run. We sell these for “buy 1 block, get 1 free.” The first block sells for \$17.50 and the second block is free. That means they can get the four-block strip for \$35 per run.

**Total \$1,400 per month.**



## P2P INITIATIVE



**Mike Walker**  
**Sales & Marketing Director**  
**The Citizen Tribune**  
[mwalker@citizentribune.com](mailto:mwalker@citizentribune.com)  
**423-581-5630 x 350**

## Weekend Extravaganda

Our Real Estate Extravaganza is a four-page wrap for realtors only and it runs every other Friday. Each realtor can have up to one full strip (four blocks) each run.

We sell these for “buy 1 block, get 1 free” for \$25. That means each realtor can have a four-block strip for \$50 per run.

## Total \$2,000 per month



**423-581-5630 x 350**



# The News Reporter Whiteville, NC

## Easter Egg Hunt

The News Reporter has hosted an Easter Egg Hunt the past eight years. It remains a popular and anticipated event each year.

The contest is set-up as a "sweepstakes" through our contest platform provider, Second Street. The format consists of hiding Easter eggs in the classified section in the print and digital edition for one month (eight issues) prior to Easter. At the end of the "egg counting" timeframe, participants submit their egg count on a printed form or through the online contest hosted on [NRcolumbus.com](http://NRcolumbus.com).

Contest sponsors and The News Reporter provide prizes to three random winners chosen from the pool of participants who correctly count the number of eggs. We have hosted a similar contest over the 4th of July period. The contest is popular with readers and classified customers and drives traffic to the print and online classifieds.



**P2P INITIATIVE**

*The News Reporter* View classified and legal online at [nrcolumbus.com](http://nrcolumbus.com)

# CLASSIFIEDS

Call **642-4104** Ext. 221  
Us... Ext. 237  
Fax 642-1856 • [www.nrcolumbus.com](http://www.nrcolumbus.com)  
e-mail: [hannerichards@nrcolumbus.com](mailto:hannerichards@nrcolumbus.com)

**Simple To Pay!**  
All major credit cards accepted  
as well as Visa debit cards.

**Don't Wait To Call...**  
**Tuesday**  
Deadline: Monday, 9 am  
**Friday**  
Deadline: Wednesday, 5 pm

**CORRECTIONS**  
Persons should check their advertisement for accuracy the first time it appears in the newspaper so that any necessary changes can be made. The newspaper will not be liable for mistakes in an ad beyond the first issue. If a mistake is found, please notify WANDA or HANNE at 642-4104.

**WANTED** **SALE ITEMS** **SALE ITEMS** **EMPLOYMENT** **EMPLOYMENT** **SERVICES**



**Hanne Richards**  
**The News Reporter**  
[hannerichards@nrcolumbus.com](mailto:hannerichards@nrcolumbus.com)  
**910-642-4104 x 237**

# Goldsboro News-Argus Goldsboro, NC

## 30 Days for \$30

One successful idea we have implemented in Goldsboro at the News-Argus is a 30-day “\$30 Sell Your Vehicle” idea. We approached local dealers with the idea to post a photo, description, price and contact information in a one-column by three-inch in-column classified. The ads will run in color when available -- all for just \$30 per vehicle.

This has increased our “Cars For Sale” category from the occasional private party listing to more than 20 listings some weeks. It really is a boost for readership on our classified pages and a win for our advertisers. They have been selling all cars listed within the 30-day period, most much sooner, while we gain \$30 per vehicle regardless of when it sells. These ads are also posted on our website in our classified section.



**P2P INITIATIVE**

## Goldsboro **News-Argus** **CLASSIFIED**

*Serving Over 60,000 Daily Readers*

*Our office is located at 310 N. Be  
Goldsboro, North Carol*

*News-Argus  
NewsArgus.com  
News-Argus Extra  
The Wright Times*



0856

**Sport Utility  
Vehicles**



### **2010 DODGE CALIBER**

SILVER, SXT, HATCHBACK,  
17" ALLOY WHEELS,  
CLOTH, 4 DOOR, AUTO-  
MATIC

**\$4,950.00**

Jackson's Auto Mart  
919-635-1222  
*Se Habla Espanol*

0868

**Cars for Sale**



### **2013 FORD FUSION**

WHITE, SE, HYBRID,  
HEATED LEATHER, SUN-  
ROOF, REVERSE CAMERA,  
18" ALLOY WHEELS,  
CLEAN CARFAX

**\$9,500.00**

Jackson's Auto Mart  
919-635-1222  
*Se Habla Espanol*

**John McClure**  
**Publisher/Ad Director**  
**Goldsboro News-Argus**  
**Mt. Olive Messenger / Wright Times**  
**[jmccclure@newsargus.com](mailto:jmccclure@newsargus.com)**

## Savannah Morning News Savannah, GA



### Run Till It Sells!

The Savannah Morning News was looking for a sector of business that was relatively untapped. Realtors hold open houses, but agents that represent a handful of homes can only be at one open house at a time. So, the paper was only getting money from one of the listings. We took an old idea and offered a “Run Til it Sells!” program. But, we put it on steroids - adding print and digital.

We have been doing this since June of 2017. On average, we sell eight to 10 programs a month, which generates roughly \$6,500 a month. Some months, revenue grows to \$8,000.



The advertisement for the 'Run Till it Sells!' program. It features a family of four (father, mother, and two children) standing in front of a large, modern house. The father is holding a 'SOLD' sign, and the mother is holding a 'HOME FOR SALE' sign. The text 'Introducing: Run Till it Sells!' is prominently displayed in large green letters. Below this, it says 'ONE-PRICE REAL ESTATE ADVERTISING THAT MEETS YOUR NEEDS!'. The pricing is shown as '\$375 FOR 90 DAYS ONLY' or '\$500 TILL IT SELLS!'. The 'INCLUDES:' section lists: Print ads in Savannah Morning News (Sunday HOMES section, size may vary), Inclusion in weekly digital slide shows of homes on savannahnow.com, Inclusion in weekly e-mail blast, Banner ads on savannahnow.com, and Pushes on social media (Savannah Morning News Facebook). It also mentions that the ad is also online (with or without photo) and that if the house (single address) does not sell within 30 days, the ad may continue at no charge, until it does sell for 6 months (whichever comes first). Agent must call at the end of each period to renew ad. Ad may have price revision. The 'EXAMPLES OF PRINT ADS:' section shows two sample ads: 'YOUR NEW HOME!' and 'YOUR NEW POOLER HOME!'. The bottom section provides contact information for Ashley Jacobsen, Vice President of Sales, at Savannah Morning News, with email ccorey@savannahnow.com and phone 912-652-0241.

**Chris Corey**  
**Vice President of Sales**  
**Savannah Morning News**  
**ccorey@savannahnow.com**  
**912-652-0241**

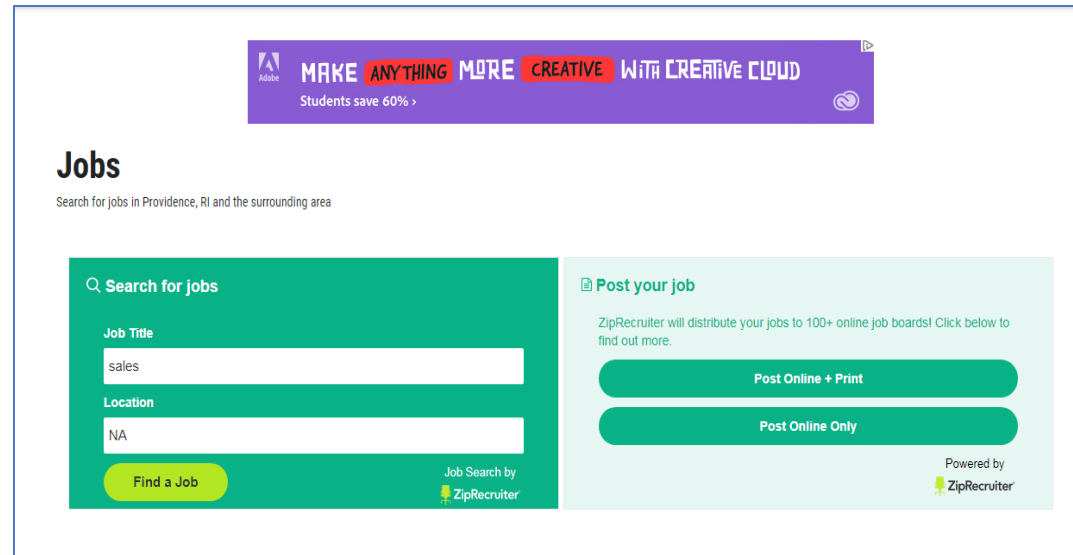
# GateHouse Media

## GateHouse Self-Serve Job Employment Ads

1 of 2

Our Recruitment Advertising VP, Chris Johnson, came to GateHouse and reorganized our employment team structure, product suite and package options. One of those package options was a group of self-serve print/online employment job posting packages. While we've always had self-serve options for recruitment, these new options include options from our online vendor Zip Recruiter. The packages were carefully assembled and DID NOT shy away from a higher price point by ecommerce standards.

**Purchase Path/Navigation:** We begin with prominent navigation from our job portal page. When a prospective employer chooses the "Post online + Print" option, they arrive at our e-commerce page for employment ads



**Bob Birkentall**

**Director of Online Verticals**

**GateHouse Media, Inc.**

[bbirkentall@GateHouseMedia.com](mailto:bbirkentall@GateHouseMedia.com)

**859-879-0253**



**P2P INITIATIVE**



# GateHouse Media

## GateHouse Self-Serve Job Employment Ads

2 of 2

Customers choose from two carefully assembled packages and complete their transaction using our self-serve platform from I-publish.

**Results:** Our self-serve employment package revenues went from \$107K in 2017 to \$473K in 2018. We are also on track to reach \$1.5MM in 2019. Additionally, we are actively re-marketing these offerings to lapsed accounts through email campaigns.



**P2P INITIATIVE**

[Home](#) [Pricing](#) [Deadlines](#) [Contact Us](#)


**PROVIDENCE Journal**

Publication / **Package** / Template / Customize / Schedule / Purchase

### Select Your Package

Now select the appropriate package.

[Back](#)[Continue](#)


Powered by  ZipRecruiter®

Employment Premier Ad

Includes 7 days in print, 6 lines of text, plus 30 days on ZipRecruiter.com, and MaxRecruit posting to Indeed, Beyond and more.

Starting at **\$459.18** [Select](#)

[Back](#)[Continue](#)

Powered by  ZipRecruiter®

Employment Basic Package

Includes 2 days in print (Wed. & Sun.), 6 lines of text, plus 30 days on ZipRecruiter.com, and MaxRecruit posting to Indeed, Beyond, Glassdoor, etc.

Starting at **\$369.54** [Select](#)

[Back](#)[Continue](#)

### Current Ad Selection

Your selections will be displayed in this information window

Publication: The Providence Journal

Category: Jobs/Help Wanted

Classification: General

[Start Over](#) [Go Home](#)

**Bob Birkentall**  
**Director of Online Verticals**  
**GateHouse Media, Inc.**

[\*\*bbirkentall@GateHouseMedia.com\*\*](mailto:bbirkentall@GateHouseMedia.com)

**859-879-0253**

# Stillwater News Press Stillwater, OK

## Business Honor Roll

Our Business Honor Roll page publishes once a year on January 1. We start running house ads and mailing fliers out with invoices in November to give local businesses plenty of time to get their name on the list.

This costs \$30 to be included. This is one of our most popular sections every year.

A6 Stillwater News Press Business Honor Roll Thursday, January 1, 2019

# 2019 BUSINESS

<b>129 YEARS</b> Shirley's Floral Home 211 E. 1st Ave. 405-372-5555 Shirley's Floral Home, Owner	<b>128 YEARS</b> Stillwater Milling Company 512 E. 1st Ave. 405-372-5442 Patricia Moore, President	<b>128 YEARS</b> Stillwater News Press 512 E. 1st Ave. 405-372-5000 Dale Swartz, Publisher	<b>111 YEARS</b> Tiger Drug 823 E. 1st Ave. 405-372-7900 Craig Shaw, Manager
<b>80 YEARS</b> Landmark Construction 2038 E. 8th Ave. 405-372-1444 Linda Landmark	<b>72 YEARS</b> Casper's Locksmith LLC 228 E. 8th Ave. 405-372-5252 Linda Spitzer	<b>68 YEARS</b> Hawk Agency 8400 N. 1st Ave. 405-372-7800 Kent & Barbara Hawk	<b>65 YEARS</b> Sonic Drive-In 211 N. Main St. 405-372-5151 Gene Longworth
<b>62 YEARS</b> Gates Tax & Service 402 E. 1st Ave. 405-372-4472 David & Brenda Gates	<b>61 YEARS</b> The Original Haircut Place 2301 E. 1st Ave. 405-372-4777 David Swartz	<b>60 YEARS</b> Hwy 67 Implement Co. 402 E. 1st Ave. 405-372-7200 Hank & Rosemary	<b>60 YEARS</b> Frederick Lumber 3244 N. Main St. 405-372-8504 Steve Swartz
<b>51 YEARS</b> Advantage Plumbing Hawthorne Building 122 E. 1st Ave. 405-372-5285 Dale Swartz	<b>51 YEARS</b> Field Electric Inc. 402 E. 1st Ave. 405-372-5413 Kathleen Field	<b>51 YEARS</b> University and Community 402 E. 1st Ave. 405-372-5413 Pat Swartz - President/CEO	<b>51 YEARS</b> Devlin Joe Jeweler, LLC 924 E. 1st Ave. 405-372-5413 Devlin Joe
<b>44 YEARS</b> Stillwater-History Museum at the Shawnee 702 E. 1st Ave. 405-372-5285 Patricia Moore, President/CEO	<b>44 YEARS</b> Oliver Building LLC 2301 E. 1st Ave. 405-372-5413 Ken Oliver	<b>43 YEARS</b> Ray S. Smith Jr., CIO/CEO 810 E. 1st Ave. 405-372-5413 Ray S. Smith Jr.	<b>40 YEARS</b> Shawnee Discount Tire 402 E. 1st Ave. 405-372-5413 Dale Swartz
<b>33 YEARS</b> Vicki Stillwater 2017 N. Main St. 405-372-5413 Dale Swartz	<b>31 YEARS</b> Cindy & David at Stillwater Antique Mall 116 E. 1st Ave. 405-372-5413 Cindy & David	<b>30 YEARS</b> Barry Patten Agency 1120 N. Main St. 405-372-5413 Barry Patten	<b>29 YEARS</b> Shawnee Plumbing 2017 N. Main St. 405-372-5413 Dale Swartz
<b>22 YEARS</b> ProLifeNet, Inc. 801 E. 1st Ave. 405-372-5413 Dale Swartz	<b>22 YEARS</b> Real Estate Professionals 723 E. 1st Ave. 405-372-5413 Dale Swartz	<b>20 YEARS</b> Chickadee 2017 N. Main St. 405-372-5413 Dale Swartz	<b>20 YEARS</b> First Republic 2017 N. Main St. 405-372-5413 Dale Swartz
<b>15 YEARS</b> Hawthorne Building 122 E. 1st Ave. 405-372-5413 Dale Swartz	<b>15 YEARS</b> Hawthorne Building 122 E. 1st Ave. 405-372-5413 Dale Swartz	<b>13 YEARS</b> Gardens 1120 N. Main St. 405-372-5413 Dale Swartz	<b>10 YEARS</b> Real Estate Professionals 723 E. 1st Ave. 405-372-5413 Dale Swartz
<b>1 YEAR</b> Miss Banks and Boudry 122 E. 1st Ave. 405-372-5413 Dale Swartz			

**HAPPY NEW YEAR**  
from the Stillwater News Press

A7 Stillwater News Press Business Honor Roll Thursday, January 1, 2019

# HONOR ROLL

<b>90 YEARS</b> Zion Lutheran Church 823 E. 1st Ave. 405-372-7900 Craig Shaw, Manager	<b>90 YEARS</b> Casper's Locksmith LLC 228 E. 8th Ave. 405-372-5252 Linda Spitzer	<b>86 YEARS</b> Tiger Drug 823 E. 1st Ave. 405-372-7900 Craig Shaw, Manager	<b>81 YEARS</b> B&B Business Products 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>65 YEARS</b> Sonic Drive-In 211 N. Main St. 405-372-5151 Gene Longworth	<b>65 YEARS</b> Sonic Drive-In 211 N. Main St. 405-372-5151 Gene Longworth	<b>63 YEARS</b> Lan Glass and Window 104 E. 1st Ave. 405-372-5413 Dale Swartz	<b>63 YEARS</b> Mark's Body Shop 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>60 YEARS</b> Center Printing & Imaging 2017 N. Main St. 405-372-5413 Dale Swartz	<b>57 YEARS</b> Hwy 67 Implement Co. 402 E. 1st Ave. 405-372-7200 Hank & Rosemary	<b>53 YEARS</b> Beverly's Body Shop 112 E. 1st Ave. 405-372-5413 Dale Swartz	<b>51 YEARS</b> B & B Heating and Air Conditioning, Inc. 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>48 YEARS</b> Pioneer Tax Center 924 E. 1st Ave. 405-372-5413 Devlin Joe	<b>46 YEARS</b> Overhead Door Co. 302 E. 1st Ave. 405-372-5413 Dale Swartz	<b>44 YEARS</b> Overhead Door Co. 302 E. 1st Ave. 405-372-5413 Dale Swartz	<b>44 YEARS</b> A&B Services, LLC 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>38 YEARS</b> Shawnee Discount Tire 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>38 YEARS</b> Shawnee Discount Tire 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>37 YEARS</b> Country Comfort Heating & Air Conditioning, Inc. 112 E. 1st Ave. 405-372-5413 Dale Swartz	<b>35 YEARS</b> Fisher Precision Washers 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>26 YEARS</b> Active Laser Centers & Restoration 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>26 YEARS</b> Color Management, LLC 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>25 YEARS</b> A-1 Ball Bonds 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>24 YEARS</b> J&K Lighting & Technology 112 E. 1st Ave. 405-372-5413 Dale Swartz
<b>19 YEARS</b> Air Control Inc. 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>19 YEARS</b> Hwy 67 Implement Co. 402 E. 1st Ave. 405-372-7200 Hank & Rosemary	<b>18 YEARS</b> Diamond Auto Body 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>16 YEARS</b> Real Estate Professionals 723 E. 1st Ave. 405-372-5413 Dale Swartz
<b>10 YEARS</b> Golden Dragon 2017 N. Main St. 405-372-5413 Dale Swartz	<b>9 YEARS</b> Hwy 67 Implement Co. 402 E. 1st Ave. 405-372-7200 Hank & Rosemary	<b>3 YEARS</b> 402 E. 1st Ave. 405-372-5413 Dale Swartz	<b>2 YEARS</b> Country Comfort Heating & Air Conditioning, Inc. 112 E. 1st Ave. 405-372-5413 Dale Swartz

**SHOP THESE LOCAL  
BUSINESSES THIS YEAR**



**P2P INITIATIVE**

**KC Calhoun**  
**Stillwater News Press**  
**Classifieds Customer Service Manager**  
[classifieds@stwnnewspress.com](mailto:classifieds@stwnnewspress.com)  
**405-372-5000 x 240**



# Spartanburg Herald Journal Spartanburg, SC

## Recruitment Ad Redesign

One thing that we tried last year is a redesign of our recruitment ads. We stopped running simple line ads and started doing full-color modular ads to help draw attention. Also, companies are more likely to spend money if they get something attractive.

The digital component ran for 30 days on Zip Recruiter. This lengthened the life of their ad and also helped attract passive job seekers, instead of just targeting the active ones.



**P2P INITIATIVE**



**Nancy Mullinax Hogsed**  
**Spartanburg Herald Journal**  
[nancy.mullinax@gatehousemedia.com](mailto:nancy.mullinax@gatehousemedia.com)  
**864-562-7325**

## **Shelby County Reporter Columbiana, AL**

### **Private Party Auto -- Run It Until It Sells**

We have recently added an automotive special for private party individuals looking to sell their automobiles. We charge the customer a \$50 flat fee to run the ad until the vehicle is sold. The ad must be 25 words or less and they can include a photo.

The ad must be prepaid and the ad will run in print and online until the customer sells the vehicle. We don't offer this package to businesses. The package is popular in many of our classified markets.



**P2P INITIATIVE**

**SHELBY COUNTY REPORTER**  
*Alabama's Best Community Newspaper*

**Daniel Holmes**  
**Shelby County Reporter**  
**Classified Manager**

**[daniel.holmes@shelbycountyreporter.com](mailto:daniel.holmes@shelbycountyreporter.com)**

# Get A Job Spadea

Our goal is to have this run twice a month at a total of \$1,500 each run and build it from there.



**EnerSys**

Power/FU Solutions™

Batteries, Chargers and Accessories  
for Industrial Applications

## Ansurer Tauer Craving for a Rewarding Career

A new year provides a perfect opportunity to turn over a new leaf, and many people intend to doing so by making New Year's resolutions.

While there are no rules governing resolutions, certain resolutions tend to top the list of the most common per year after year. Setting health and fitness goals are very common, but so are resolutions to switch careers. In fact, a 2011 survey from YouGov found that 13 percent of respondents were committed to finding a new job in 2015.

Building a strong professional network can help people find a fulfilling job when they're looking to advance their career. The following tips can help professionals establish and grow their networks:

- **Update your resume.** Update your resume as often as you deem necessary. College professors work with the few who are willing to write a LinkedIn or e-mail me periodically about your profile, and an updated resume is a great way to keep them informed about how your career is going. If they can't see what you've accomplished since you last worked with them, they might be more inclined to ignore or recommend you for a job opening.
- **Stay in touch.** Professionals are more likely to refer graduates who keep in touch with their college acquaintances. Follow up with colleagues you've met along the way. Stay in touch with the people in your field who are helpful to you.
- **Build your online profile.** LinkedIn, a social media site for professionals, is a go-to resource for business resumes, referrals, and it also is a valuable way to stay connected with professional acquaintances. Create service portfolios about helping professionals advance their careers and build others looking to work with you on LinkedIn network. Continue to check in with a few project managers with whom you have worked before.

---

### Good jobs with great pay and benefits in Richmond, KY

**EnerSys Richmond is now accepting applications for production trainees.**

The production trainee starting rate of pay is \$15.45 an hour with an increase after 90 days.

We need hard working, dependable, team oriented associates and require:

- A high school diploma or (GE)
- Stable work history with regular attendance.
- One year of experience at a manufacturing facility, distribution center, ore/quarant military experience.
- A working email address.
- Persons selected for an interview will be required to provide work references.
- Willing to work at any Richmond Location,

Our associates are provided first year pay increases, health insurance, 401-K, paid vacation, and tuition reimbursement. Most positions work a traditional 40 hour week with occasional overtime.

**Apply online at**  
<http://enersys.silkroad.com>

Select current opening and then select Kentucky. Only persons selected for an interview will be contacted.

Previous applicants may reapply.  
Telephone calls and walk in applications are not accepted at the plant.

EnerSys is an Equal Opportunity/Affirmative Action Employer.  
All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status.

### LEAD TEACHER

South Central Head Start Program for Clark, Estill, Garrard, Jackson, Laurel, Madison, Powell and Rockcastle counties is currently accepting applications for the position of Lead Teacher for all counties. The Lead Teacher is responsible for the overall development and implementation of the education program in the classroom to keep the classroom compliant with state licensing requirements, Head Start Performance Standards and National Association for the Education of Young Children (NAEYC).

**QUALIFICATIONS:** Associate's in early childhood education or Bachelor's in a related field or equivalent. Experience in early childhood classroom management, planning curriculum and record keeping is required. Experience working with children with disabilities is highly desired.

### ASSISTANT TEACHER

South Central Head Start Program for Clark, Estill, Garrard, Jackson, Laurel, Madison, Powell and Rockcastle counties is currently accepting applications for the position of Assistant Teacher for all counties. The Assistant Teacher is responsible for assisting with the implementation of the education program in child development centers for children ages six weeks through five-year olds.

**QUALIFICATIONS:** High school diploma or G.E.D. is required. Experience working with children is required. Associate's degree in early childhood education is preferred.

Applications may be obtained by calling:  
**Community Action Council,  
P.O. Box 11610,  
Lexington, Kentucky 40576;  
(859) 233-4600 or 1-800-241-2275;  
or submit your application to:  
[south.central@commaction.org](mailto:south.central@commaction.org).**

**COMMUNITY ACTION COUNCIL**

HEAD START IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

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## Reorganization of Outbound Classified Work

This move has allowed them to stay active and vibrant in order to maintain the staffing required to have a strong performing outbound sales team. Three good things have come from this move. Our sales on these assigned projects have been up. Additionally, our team is firmly in place to maintain our current level of classified revenue, or at the very least, slow the decline. Much of the inbound customer service has been shifted to outbound calling success.



TRAVERSE CITY RECORD-EAGLE Sunday, March 3, 2013

CLASSIFIEDS

3D

TRAVERSE CITY RECORD-EAGLE

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Special Notices	Drivers	General Help Wanted	General Help Wanted	General Help Wanted	General Help Wanted	General Help Wanted	General Help Wanted
<b>CLASSIFIED DEPARTMENT HOURS &amp; READINGS</b> Tuesdays - 7:00 AM - 12:00 PM Wednesdays - 12:00 PM - 5:00 PM Thursdays - 12:00 PM - 5:00 PM Fridays - 12:00 PM - 5:00 PM Saturdays - 12:00 PM - 5:00 PM Sundays - 12:00 PM - 5:00 PM	<b>Do you like driving?</b> We are looking for country drivers to drive for us. We are a trucking company that knows our drivers to	<b>CARPENTER and/or CONCRETE FINISHER FORM SETTER</b> RECORD-EAGLE	<b>Open Lake Schools</b> is accepting applications for	<b>MFG. Pradig is seeking</b> machine Maintenance team members for our growing equipment.	<b>Linda Traversa Bay</b> Humane Society has an opening for the Executive Director of our organization.	<b>DIRECT CARE</b>	<b>TRAVERSE CITY RECORD-EAGLE</b> (Sunday March 3, 2013)

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**Paul J. Heidbreder**  
**Publisher**  
**Traverse City Record-Eagle**  
**pheidbreder@record-eagle.com**  
**231-933-1403**

## **The Daily Independent Ashland, KY**

### **Monster Sales Training**

We recently had representatives from Monster come to do training for our one-person classified staff and our outside sales team. We preplanned four-legged calls with the reps and, while the Monster rep was on the road, another representative gave a refresher course to our inside classified person.

We were able to get our classified salesperson back in the habit of making outbound calls every day and we landed a \$6,000 Monster package from our city, which does quite a bit of hiring. We truly needed training and encouragement to get our recruitment advertising plan back on track to hit goals.



**P2P INITIATIVE**



**Patty Bennett  
Publisher**

**The Daily Independent  
[pbennett@dailyindependent.com](mailto:pbennett@dailyindependent.com)**

## Sun Newspapers/The Arcadian Venice, FL

### Monster Sales Training

Working in conjunction with our Monster Partner, we are doing two new recruitment strategies:

- 1) Paper-sponsored networking breakfast inviting every large employer in the DMA to highlight our recruitment packages and demo the options live.
- 2) Once a month, we have our partner come to the paper to work exclusively with our inside staff. These folks don't hit the streets, but benefit with pre-set appointments that are done live with the client via web-ex. Follow-up packages are then emailed to each prospective client based on the needs identified during the web-ex calls.



**P2P INITIATIVE**

**Sun Newspapers** 

**MONSTER**

**Maria Foglio**  
**Classified Director/Arcadia General Manager**  
[maria.foglio@yoursun.com](mailto:maria.foglio@yoursun.com)  
**941-206-1202**

**Join us again on April 25:**

**“Growing Major Retail Segments” is the subject of our next P2P video conference call.**

**Best practices and a sharing of great ideas!**

Thursday, April 25, from 2-3 p.m. (EDT).

***Watch for information coming soon in the SNPA eBulletin and on SNPA.org***



**P2P INITIATIVE**