

# Carrier Recruitment Round Table

March 3, 2021

*Thank You For  
Being Here!*





## *Who Should We Recruit?*



## ***Your thoughts:***

- ***Stay at home parents?***
- ***Unemployed?***
- ***Retirees?***
- ***Students/Interns?***
  
- ***Who has worked the best for you?***
  
- ***Who hasn't?***
  
- ***New ideas.....***

# How Do We Recruit?







**So Many Great Ideas!!**

# Advance Local



## OVERNIGHT HOURS NEWSPAPER DELIVERY DRIVERS WANTED EARN UP TO **\$1,000 PER MONTH** **NO COLLECTIONS**

We need motivated self-starters to deliver The Oregonian, Wall Street Journal, New York Times and USA Today as independent contractors for the greater Portland Metro Area (Multnomah, Washington and Clackamas counties as well as parts of Yamhill and Columbia counties).

**Requirements:**

- Have a reliable vehicle
- Have valid drivers license and proof of insurance
- Delivery experience not required!
- Overnight hours starting between 1-2 am

► **3-4 hours daily** ◀

► **4 days/week** ◀  
(7 day per week routes also available)

► **\$300.00** ◀  
**Sign-On BONUS**

**Routes are limited and are available on a first-come, first-served basis**

**Call to leave a voicemail at 503-221-8409 or email us at [carrier@oregonian.com](mailto:carrier@oregonian.com) and let us know your:**

name, phone number and what city or area you would like to deliver in the metro area (Beaverton, Happy Valley, Oregon City, etc.). If in Portland, please specify location in the city (i.e. Garden Home, Downtown, inner southeast, etc.) We will forward this information to our Independent Distributors and they will be in contact with you ASAP.

**The Oregonian**

30542



# ROP/FSI



**Earn up to \$1,200 per month No Collections**

**Early morning newspaper delivery drivers wanted!**

We need motivated self-starters to deliver The Plain Dealer and Sun News. Local pick up points and routes near your home are available.

Requirements:

- Have a reliable vehicle
- Have valid drivers license and proof of insurance

Routes are limited and are available on a first-come, first-served basis

- **Overnight hours** starting between 1-2 am
- **3-4 hours daily**
- **4 days per week** (4, 5 and 7 day delivery routes available)
- **\$300 Sign-On Bonus**
- **Delivery experience not required!**

Visit: [plaindealer.com/circulation/independent-contractors](http://plaindealer.com/circulation/independent-contractors) or call to leave a voicemail at 216-999-6493 and let us know your: name, mobile and home number and what city or area you would like to deliver. We will contact you as soon as possible.

30482

**THE PLAIN DEALER**



**EARN UP TO \$1,200 PER MONTH! NO COLLECTIONS**

**Early morning newspaper delivery drivers wanted!**

We need motivated self-starters to deliver The Plain Dealer and Sun News. Local pick up points and routes near your home are available.

Requirements:

- Have a reliable vehicle
- Have valid drivers license and proof of insurance

Routes are limited and are available on a first-come, first-served basis

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30482

**THE PLAIN DEALER**

**OVERNIGHT HOURS NEWSPAPER DELIVERY DRIVERS WANTED**

**EARN UP TO \$1,000 PER MONTH NO COLLECTIONS**


We need motivated self-starters to deliver The Oregonian, Wall Street Journal, New York Times and USA Today as independent contractors for the greater Portland Metro Area (Multnomah, Washington and Clackamas counties as well as parts of Yamhill and Columbia counties).

Requirements:

- Have a reliable vehicle
- Have valid drivers license and proof of insurance
- Delivery experience not required
- Early morning hours starting between 1-2 am
- 3-4 hours daily
- 4 days/week (7 day per week routes also available)

**\$300.00 Sign-On BONUS**

Routes are limited and are available on a first-come, first-served basis. Call to leave a voicemail at 503-221-8409 or email us at [carrier@oregonian.com](mailto:carrier@oregonian.com) and let us know your: name, phone number and what city or area you would like to deliver in the metro area (Beaverton, Happy Valley, Oregon City, etc.). If in Portland, please specify location in the city (i.e. Garden Home, Downtown, inner southeast, etc.) We will forward this information to our Independent Distributors and they will be in contact with you ASAP.



**The Oregonian**

30542

## Front Page Post It Notes/Strip Ads

**\$300 Sign-On Bonus**

**EARN EXTRA CASH**  
**Drivers Wanted**

Early morning hours • Newspaper deliveries  
3-4 hours per day • 4 days per week • (4, 5 and 7 day per week routes also available)

**Earn up to \$1,200 per month**

Routes are limited and are available on a first-come, first-served basis

**216-999-6493**

Visit: [plaindealer.com/circulation/independent-contractors](http://plaindealer.com/circulation/independent-contractors)  
name, mobile and home number and what city or area you would like to deliver. We will contact you as soon as possible.

**THE PLAIN DEALER**

30482

## Lawn Signs

**\$300 Sign-On Bonus**

**EARN EXTRA CASH**  
**Drivers Wanted**

Early morning hours • Newspaper deliveries  
3-4 hours per day • 4 days per week (7 day per week routes also available)

**Earn up to \$1,000 per month**

ROUTES ARE LIMITED AND ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS

**503-221-8409**  
[carrier@oregonian.com](mailto:carrier@oregonian.com)  
mention area/city you are interested in and your contact info

**The Oregonian**

## Invoice Stuffers

**Earn up to \$1,200 per month**  
**No Collections**

Candidates are independently contracted. Routes are 4 days per week (4, 5 and 7 day per week routes also available), 3-4 hours daily, starting around 1:00-2:00 AM. No \$ collections. Must be at least 18 years old with a reliable vehicle, valid driver's license and proof of insurance.

**NEWSPAPER DELIVERY DRIVERS WANTED**

Visit: [plaindealer.com/circulation/independent-contractors](http://plaindealer.com/circulation/independent-contractors)  
or call to leave a voicemail at 216-999-6493  
and let us know your:  
name, mobile and home number and what city or area you would like to deliver. We will contact you as soon as possible.

- 3-4 hours daily
- 4 days per week
- **\$300 Sign-On Bonus**

**THE PLAIN DEALER**

## *Other ideas.....*

- *Vending Machine Rack Card*
- *Single Copy Stack Talker*
- *Member Site Tab*
- *e-Mail Blast, Subscribers and Non-Subscribers*
- *Pull-Tab-Flyers*
- *Poly Bags*
- *Finder's Fee Flyers*
- *Local Community newspaper*
- *Indeed/Craigs List*
- *Texting Leads*

The Citizens' Voice  
3x6 Rise Carrier Ad

# RISE. SHINE. GRIND

Be your own boss and Earn up to \$1,200 as an  
**Independent Contractor** for  
**THE CITIZENS' VOICE**

If you are interested in earning extra money in the early morning hours,  
please contact Tom Hartmann: 570-821-2019 • [earnextracash@citizensvoice.com](mailto:earnextracash@citizensvoice.com)  
or visit: [citizensvoice.com/contact/become-a-carrier](http://citizensvoice.com/contact/become-a-carrier)

**Ask about a \$350 sign on bonus!**

**Ask about our  
College Scholarship  
Opportunities!**

**Receive a \$10 gift card  
for applying!**



# The Citizen's Voice

**JOIN THE** [earnextracash@citizensvoice.com](mailto:earnextracash@citizensvoice.com)  
**WINNING TEAM &**  
**EARN UP TO**  
**\$1,200 A MONTH**



The image shows a newspaper with the title 'THE CITIZEN'S VOICE' and a red delivery bag with the same title printed on it.

**You DELIVER.**  
**We DELIVER.**



**Be your own Boss and Earn up to \$1,200 as an Independent Contractor for**  
**THE CITIZEN'S VOICE**

This Route is currently open. If you are interested in earning extra money in the early morning hours please contact Tom Hartmann:  
570-821-2019 • [earnextracash@citizensvoice.com](mailto:earnextracash@citizensvoice.com)  
**Ask about our College Scholarship Opportunities!**



# Citizens' Voice

**Be your own boss!**

**Earn Extra Cash  
in Avoca!**

**\$1,500** a month

**PLUS Tips!**

Earn it all in a few hours before sunrise.

**THE CITIZENS' VOICE**

Routes available in  
Avoca and surrounding areas!

**Start Earning Today**



**NEED EXTRA  
HOLIDAY \$\$\$?**

Earn Cash Delivering  
**THE CITIZENS' VOICE**

**\$500-\$1,200 A MONTH!**



Email: [earnextracash@citizensvoice.com](mailto:earnextracash@citizensvoice.com)  
or call **570-821-2019** today to get started!

**Earn Extra Cash and More  
This Holiday Season**

Delivering



- Early morning hours-  
Perfect for Virtual Learning
- Extra Money To Help Pay Bills
- Earn School Scholarships

**Routes Available in: Avoca, Hanover Township,  
Nanticoke, Plymouth & Wilkes-Barre!**

Visit: [citizensvoice.com/contact/become-a-carrier](http://citizensvoice.com/contact/become-a-carrier)

Email: [earnextracash@citizensvoice.com](mailto:earnextracash@citizensvoice.com)  
or call **570-821-2107** today to get started!



# The Times-Tribune

**Pay off those monthly bills with ease.**

Earn **extra cash** delivering the  
**The Times-Tribune**  
in the early morning hours.

**MONTHLY BILLS:**

CAR PAYMENT: \$300  
CELL PHONE: \$75  
MORTGAGE: \$600  
INTERNET/CABLE: \$125

**TOTAL: \$1,100**

**AMOUNT YOU HAVE: \$800**

**\$500-\$1,200  
A MONTH!**



**Ask about our College  
Scholarship Opportunities!**

Visit: [thetimes-tribune.com/contact/become-a-carrier](http://thetimes-tribune.com/contact/become-a-carrier)

Email: [skroptavich@timeshamrock.com](mailto:skroptavich@timeshamrock.com)  
or call 570-348-9190 today to get started!

**Pay off those monthly bills with ease.**

Earn **extra cash** delivering the  
**The Times-Tribune**  
in the early morning hours.

**\$500-\$1,200  
A MONTH!**



**Ask about our College  
Scholarship Opportunities!**

Visit: [thetimes-tribune.com/contact/become-a-carrier](http://thetimes-tribune.com/contact/become-a-carrier)

**MONTHLY BILLS:**  
CAR PAYMENT: \$300  
CELL PHONE: \$75  
MORTGAGE: \$600  
INTERNET/CABLE: \$125  
**TOTAL: \$1,100**  
**AMOUNT YOU HAVE: \$300**

# The Times-Tribune



**BIG**  
Heating Bill  
Coming up?


Earn extra cash quick  
as a *Times-Tribune*  
Independent  
Contractor!

**\$500 - \$1,200  
A MONTH!**



**The Times-Tribune**  
SCRANTON, PA

Call 570-348-9190 or email:  
delivery@timeshamrock.com  
today to get started!






Looking To  
Pay Off  
Holiday Bills?

Need More  
Stimulus?

Recently  
Unemployed?

**DELIVER**  
**The Times-Tribune**



Extra income to  
help pay bills

Early morning hours  
leaving the rest  
of your day free!

Earn School  
Scholarships

**Get Started Today!**

**DELIVER  
Newspapers  
EARN EXTRA  
\$\$\$  
CALL  
570-348-9197**

# TRIB Total Media

## Supplement Your Income! **Carriers Wanted!**

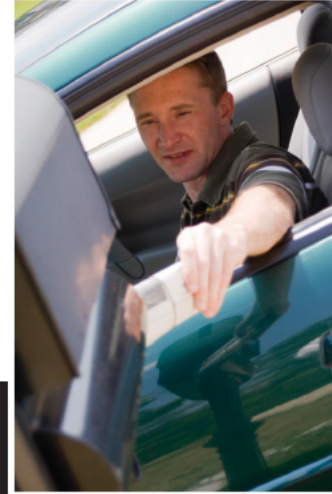
Become an  
**Independent Contractor**

**THIS ROUTE IS  
AVAILABLE NOW!!**

**Other areas are also  
available!**

Reliable transportation, proof of insurance,  
and valid driver's license required.

**For more information, call  
Bill @ 724 610-8961  
or fill out and return the form below**



Mail this form to:  
Trib Total Media

Attn: District Manager  
Bill  
622 Cabin Hill Dr  
Greensburg, PA 15601

**TRIB** | TOTAL  
MEDIA

**YES! I want to find out how I can earn extra money  
by becoming an Independent Contractor!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

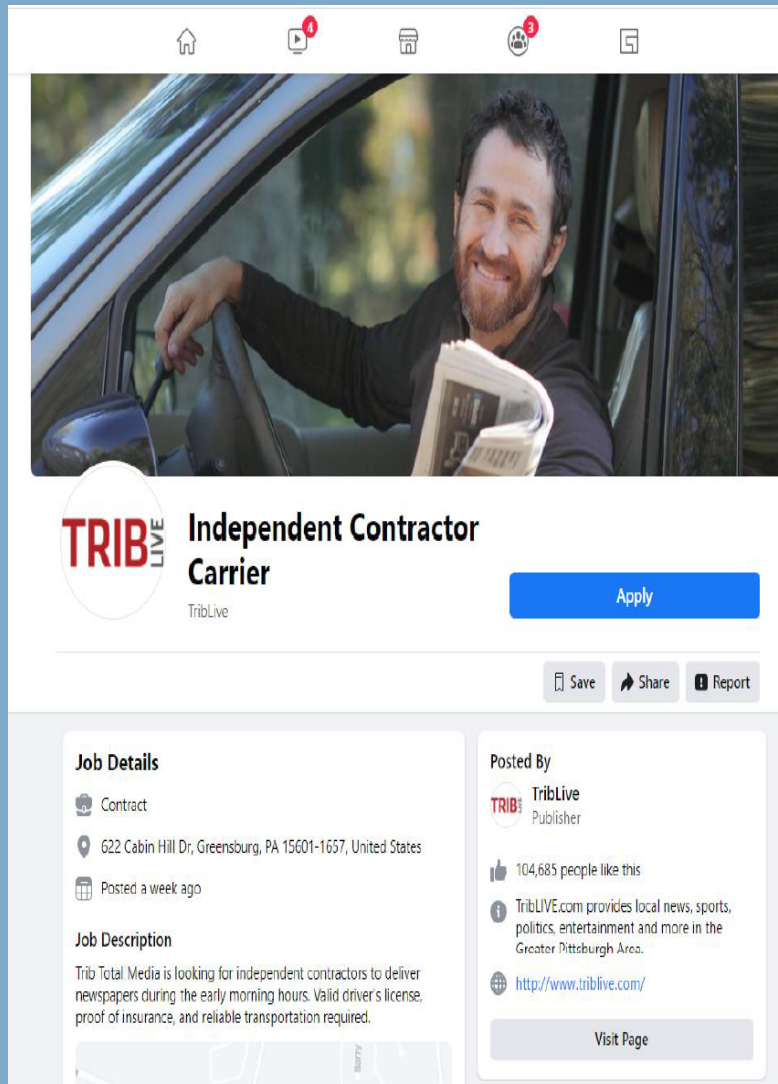
Phone: (\_\_\_\_\_) \_\_\_\_\_

email: \_\_\_\_\_@\_\_\_\_\_

Areas of interest: \_\_\_\_\_

08/10/08

# Facebook



The image shows a Facebook job listing for 'Independent Contractor Carrier' by TribLive. The top navigation bar includes icons for home, video (4 notifications), marketplace, groups (3 notifications), and a search icon. The main image shows a man with a beard driving a car and holding a newspaper. Below the image is the TribLive logo and the job title 'Independent Contractor Carrier' with a blue 'Apply' button. Underneath are 'Save', 'Share', and 'Report' buttons. The 'Job Details' section lists the contract type, address (622 Cabin Hill Dr, Greensburg, PA 15601-1657), and posting date. The 'Job Description' section provides details about the role and requirements. The 'Posted By' section identifies TribLive as the publisher, shows 104,685 likes, and includes a link to the website.

**TRIB LIVE** Independent Contractor Carrier  
TribLive [Apply](#)

[Save](#) [Share](#) [Report](#)

**Job Details**

- Contract
- 622 Cabin Hill Dr, Greensburg, PA 15601-1657, United States
- Posted a week ago

**Job Description**

Trib Total Media is looking for independent contractors to deliver newspapers during the early morning hours. Valid driver's license, proof of insurance, and reliable transportation required.

**Posted By**

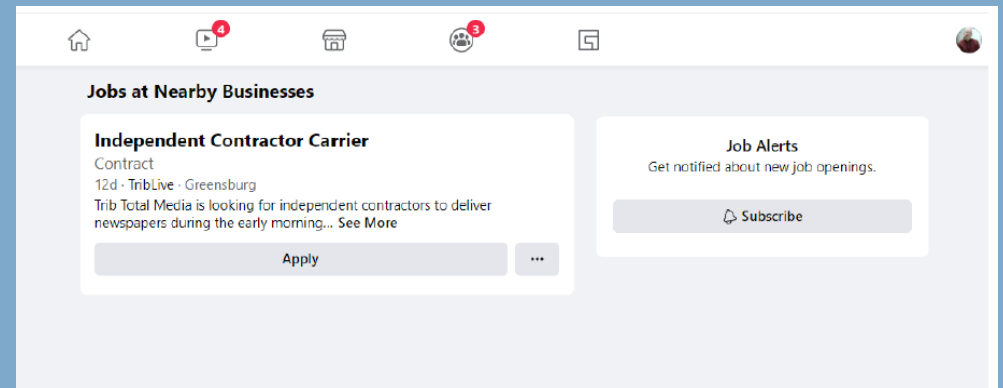
**TRIB LIVE** TribLive  
Publisher

104,685 people like this

TribLIVE.com provides local news, sports, politics, entertainment and more in the Greater Pittsburgh Area.

<http://www.triblive.com/>

[Visit Page](#)



The image shows the 'Jobs at Nearby Businesses' section of a Facebook page. The top navigation bar is identical to the previous image. The section title is 'Jobs at Nearby Businesses'. Below it is a job listing for 'Independent Contractor Carrier' with a blue 'Apply' button. To the right is a 'Job Alerts' section with the text 'Get notified about new job openings.' and a 'Subscribe' button.

**Jobs at Nearby Businesses**

**Independent Contractor Carrier**  
Contract  
12d · TribLive · Greensburg  
Trib Total Media is looking for independent contractors to deliver newspapers during the early morning... See More

[Apply](#)

**Job Alerts**  
Get notified about new job openings.

[Subscribe](#)

# Digital Ad on Dotcom

SUBSCRIBE NEWSLETTERS    ADVERTISE | CLASSIFIEDS | JOBS | E-TRIB    HIGH SCHOOL SPORTS NETWORK    NEIGHBORHOOD NEWS NETWORK

# TRIB LIVE

MONDAY, JANUARY 25, 2021    Western Pennsylvania's trusted news source

LOCAL    SPORTS    NEWS    OPINION    A&E    LIFESTYLES    VIDEO    OBITUARIES

everybodyadventures SHOP NOW

**Independent Contractors NEEDED** for newspaper routes!

LEARN MORE **Tribune-Review**

**COVID-19 CASES:** World 99,346,343 (2,132,491 deaths)    U.S. 25,144,973 (419,341)    Pa. 307,867 (20,664)    Allegheny 67,429 (1,269)    Westmoreland 24,175 (571)

**Covid contact tracing still challenging in Pennsylvania**

**New coronavirus cases continue to decline in Allegheny County**

**Former Westmoreland County driver claims racial discrimination in suit against transit authority**

**Former Catholic school on Mt. Washington poised to become loft apartments**

ROP

## Independent Contractors Needed For Newspaper Routes



Routes available in:

- Greensburg, Irwin, Jeannette, Mt. Pleasant, Latrobe, New Stanton, Youngwood
- Tarentum, Natrona Heights, Springdale and Cheswick

**Excellent Business Opportunity for the right individuals**

Please email [jteta@tribweb.com](mailto:jteta@tribweb.com) for more information.

### Tribune-Review



# The Republican Herald

## Yard Sign



# *Ideas.....*

- *Is social media an option?*
- *Employee websites: Indeed, Monster. Option?*
- *Radio Ads*
- *Are your current carriers your best resource?*



*How Do We Retain Carriers?*



# Some thoughts....

- **Route optimization**
  - *Profitability*
  - *Delivery time*
  - *Difficulty of delivery*
  - *Optimal sizing and delivery area*
- **Route introduction**
  - Interview with intelligence, maps, route list, profit including tips
  - How do you show the prospect the new route? First days are crucial
  - Follow up by manager each day....how did it go? on-going communication
- **Show them you care: Keep the good carriers you have.**
  - Keeping your existing carriers is the best open route remedy: Keep in constant communication with your seasoned carriers, listen to their concerns, act when necessary. Show them your care with regular small tokens: lottery tickets, winter gloves, small gift cards. And maybe, a BBQ at the depot in the spring.

***Ideas???***

***Thoughts????***

***Solutions???***

***It only takes one idea to make a difference!***





# *Round Table Takeaways.....*

## Recruitment...

- Best recruits are those that have a FT job and are looking for a side hustle.
- Front page strip ads work best for carrier recruiting
- Ads that show how carriers could use the money to pay bills i.e. car, insurance, cable etc.
- Yard signs/large yellow posters (more leads than classified ad), tear offs placed at community-type locations i.e. laundromat, churches, YMCA, Legions etc
- Facebook – job section great success for inquiries (not necessarily closing). No expense. Create “ghost account”.
- Work with your local marketing/ad team to develop a full-blown strategy i.e. print, Facebook, job sites like Indeed
- Stay away from the income range in ads as it sets the expectation and that hinders retention
- Grocery store digital racks to run carrier ads. Its a digital version of the flyers on the community boards.
- Craigslist

# Round Table Takeaways.....

## Retention....

- Interview with “intelligence” – be specific about the responsibilities of the opportunity
  - Advise 7-day commitment, but inform candidate substitutes are acceptable
- Route optimization for profitability, however, be careful not to make routes too large.
- Care about your carriers, **listen** to concerns and act on them.
- Incentives and thank you trinkets. Show them you care with regular small tokens: lottery tickets, winter gloves, small gift cards.
  - *Some promotional item websites...*
    - Ray Lyon at Lyon Enterprises <https://www.lyonenterprises.com/>
    - I-SCMA Business Partner Prime Time Promotions <https://primetimepromo.com/>
- Communication is key!