

Branded content: New revenue opportunity for newspapers

Bill Ostendorf
President & founder

Creative Circle
MEDIA SOLUTIONS

**Branded content
is a lot like sponsored content,
paid content and advertorials.**

Done correctly, branded content is just a more sophisticated approach to content provided by companies.

**It's marketing
through story telling.**

The biggest spenders are:


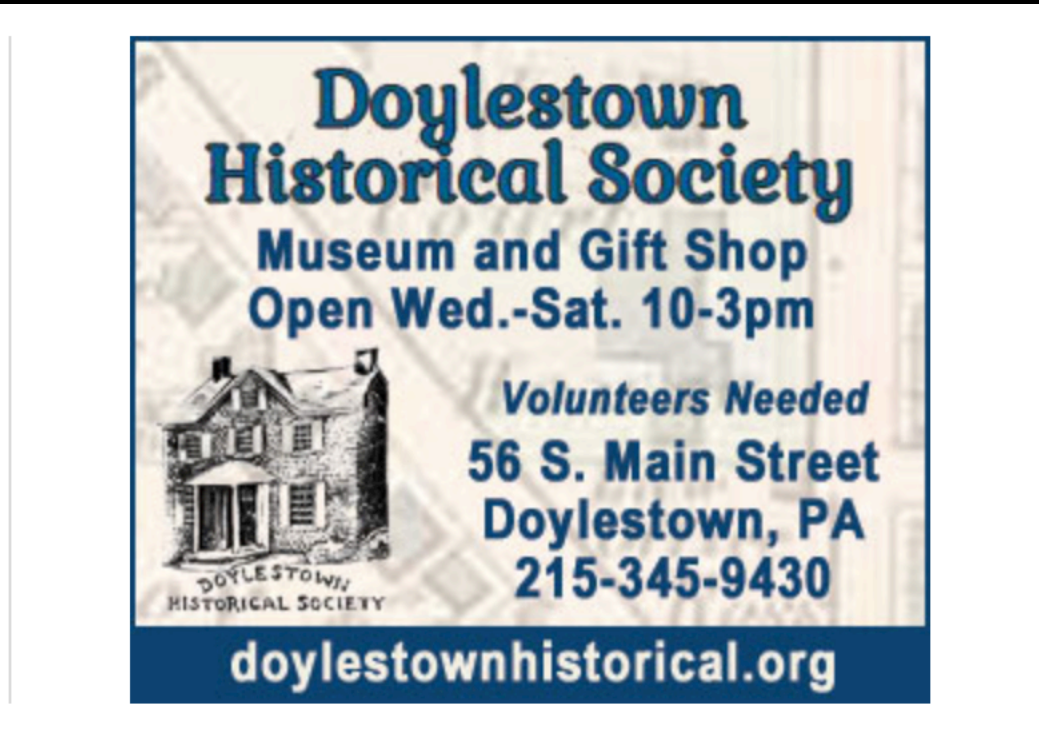

- Financial & insurance
- Health & wellness
- Automotive
- Retail
- Entertainment

One 2020 study found businesses will spend \$63 billion on content marketing and branded content.

**Brands got a 50% boost
when their was distributed
by media than when
they published it themselves.**

**It has the potential
not only to generate more money
but also to provide
more content our readers crave.**

What would you rather click on?

 <p>EISEMAN WE HAVE YOU COVERED PUTTING ROOFS OVER HEADS SINCE 1968</p>	 <p>Doylestown Historical Society Museum and Gift Shop Open Wed.-Sat. 10-3pm <i>Volunteers Needed</i> 56 S. Main Street Doylestown, PA 215-345-9430 doylestownhistorical.org</p>	 <p>CRAFTS IN THE MEADOW Musical Entertainment</p>
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Hot Topics

Education



5 tips for easing the transition to in-person back to school

(BPT) - As most working American parents and students prepare to return to in-person work and school, after a year plus of remote work and virtual learning, it begs the question for parents: How ...

[More Food News ▶](#)

Pets



How to Save Money on Pet Care

(NewsUSA) - Owning a pet has a lot of perks, but caring for one can take its toll on your wallet. According to the ASPCA, owning a dog or cat can cost up to \$1,000 in the first year, and many people ...

[More Pet News ▶](#)

Travel



Pay for your vacation by renting your home while away

(BPT) - Traveling is part of the human experience. Whether you prefer meandering road trips to small towns, focused explorations of top tourist destinations or fast flights to energetic big city ...

[More Travel News ▶](#)

**But it requires a commitment
to doing it right.**

**It's hard to get started.
It's hard to get your staff and advertisers
to understand it.**

It requires a focus and an investment.

Tips to bring joy to seniors all year long

Posted January 4, 2021



(BPT) - Many seniors and their loved ones are taking special precautions to stay healthy, including limiting or eliminating visits and other activities that can cause COVID-19 to spread. That's because the older you are, the higher your risk of severe illness from the coronavirus, according to the Centers for Disease Control and Prevention.

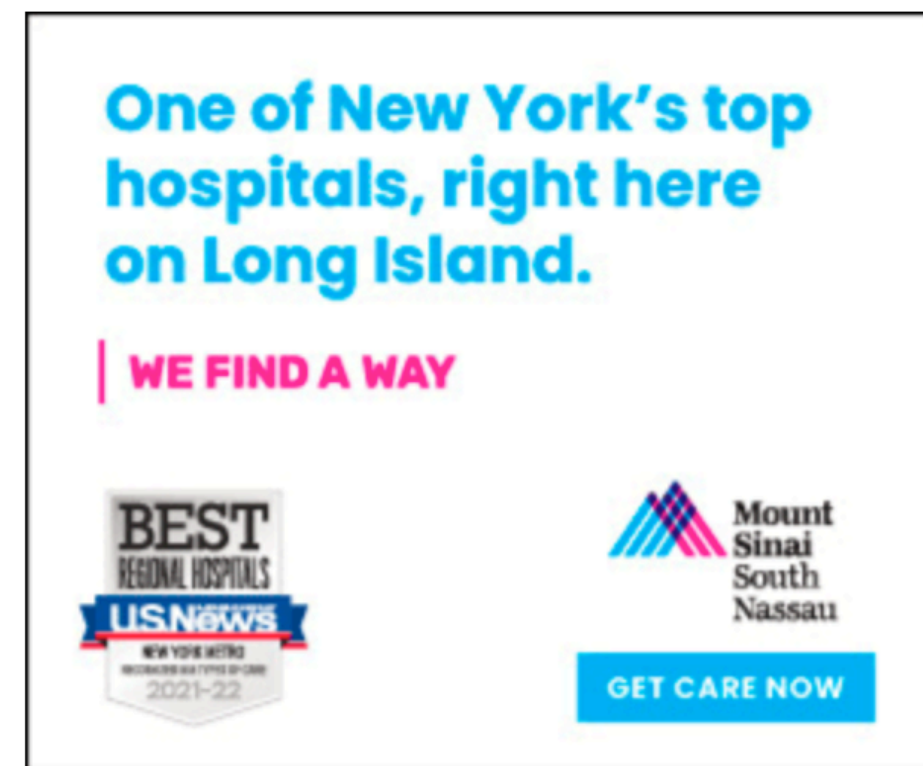
Screenshot

While these important steps help keep seniors physically healthy, they can have a negative impact on mental well-being. Many elderly people already felt isolation before COVID-19 limitations. Now that many activities and interactions they previously enjoyed are no longer an option, this can be particularly disheartening.

In fact, 76% of people 65 and older are anxious to spend time in-person with their loved ones, according to a COVID-19 impact study by [Comfort Keepers](#), providers of senior in-home and respite care. What's more, 57% are eagerly awaiting the chance to embrace a loved one as soon as they can.

"Seniors are struggling with the emotional impact of isolation now more than ever due to COVID-19," says Carl McManus, CEO, Comfort Keepers North America. "Fortunately, with a bit of creativity and outside-the-box thinking, friends and family can still bring joy to older loved ones to elevate the human spirit even from afar."

McManus and the experts at Comfort Keepers share their top tips to bring joy to seniors in a safe manner:



Send joy in the mail: Many seniors still hold close the art of the handwritten letter, so try sitting down and writing out your thoughts to share with a loved one. An alternative would be a greeting card with a salutation and positive thoughts for the future. While sending mail for special occasions is always a welcome idea, consider sending letters periodically just to brighten the day.

Share meaningful memories: Show seniors you're thinking about them by sending imagery of your times together over the past few years. This could be a photo either via text, email or mail. You can also have children paint or draw their favorite memories with senior loved ones. A picture is worth a thousand words and by sharing imagery of meaningful experiences you're showing that you cherish time together also. And sharing photos can help older adults feel connected and loved.

Make movie magic: Plan a time to virtually connect and watch a joyful movie together. It might be a classic, an option that's been on your must-see list for a while, or a new release. A video meeting app can work best for this activity as it allows for easy interaction as you watch your flick, plus you can see each other's reactions throughout the movie. For seniors who are less comfortable with technology, consider sending them your favorite film and theater treats to enjoy, and share your thoughts together later over the phone.

Name that tune: Music is a special part of the human experience and our favorite songs can bring a smile any time of the year. Take time to make a playlist of your loved one's favorite music and send it as a gift in whatever manner is most easily accessible, digital or on CD. You can also plan a list of different songs and play them on random and guess to see who gets the most song titles right the fastest. Video and phone calls are also a Screenshot for a sing-along or impromptu serenade!

Get grandkids in on the fun: For grandparents, grandkids are their pride and joy. Invite your kids of all ages to participate in activities, including singing contests, book reading, board games, crafts and more. Even a simple conversation sharing their interests, what's happening at school and any craft projects is a pure joy. Also consider asking grandma and grandpa to have a Zoom class to teach kids a treasured craft, activity or recipe. And many seniors love to connect with children in their community, so consider having kids write cards or draw pictures for seniors that may be feeling lonely or isolated.

Become baking buddies: If you both have the ability, it can be a fun experience to bake together simultaneously. You might try a new recipe or one that is a family tradition. Get all the ingredients ready and then set a time to meet online virtually to start chopping, mixing and blending until you bake and compare results. Kids love participating in kitchen adventures as well. You can also make your favorite treats and gift them to seniors in your local area.

"Having a connection is so important to so many seniors, which is why a simple act of kindness can mean the world even if that looks a little different this year," says McManus.

Here, a local video or TV ad is packaged with a large web display ad and some native text in a paid layer.

The screenshot shows a web page layout. At the top, a blue header contains the text "Community First Credit Union". Below this, a large video player is featured. The video player has a play button icon in the center and a text overlay that reads "As one of the largest credit unions in Florida we offer:". Below the video player, there is a small text block: "To view this video please enable JavaScript, and consider upgrading to a web browser that supports HTML5 video". Underneath that, the text "Community First Credit Union" is followed by a short paragraph: "Community First Credit Union mortgage rates are at historic lows (most loans close in 30 days) Community First Credit Union has recently lowered mortgage rates to help you save more than ever ...". To the right of the video player is a vertical advertisement for mortgage refinancing. It has a dark blue background with white text that says "Refinance with the Mortgage Champions" and "New Low Rates + No Appraisal Fee". Below the text is a photograph of a man and a woman sitting on a porch, smiling. At the bottom of this ad is a blue button with the text "Learn More →". Below the video player and mortgage ad, a blue header contains the word "Sports". Underneath, there are two smaller advertisements. The left one is titled "START YOUR WELLNESS JOURNEY" and features a woman. The right one is titled "Pass-happy? Indians defy rain to beat Raiders" and features a football player in a blue helmet.

Local paid or sponsored content from NativeNewsQ is integrated into list views of local news. Note that it is clearly labeled and uses color to set it off from news content.

Sports



Columbine rumbles past Arvada West in home opener

LAKEWOOD – Columbine junior Wes Jones is the Rebels' latest multiple dimensional player. The junior had a rushing touchdown, receiving touchdown and interception on defense – not to mention ...

Chatfield survives scare against Wheat Ridge in 4A Jeffco opener

LAKEWOOD – One big offensive pass play and a defensive stop on the final play of the game Saturday ...

State semifinal heartbreak for Jeffco softball teams

AURORA – The strange and different softball season due to COVID-19 came to a close Saturday, Oct. 10, ...

Green Mountain senior Graham Tuohy-Gaydos pulls off three-peat

ARVADA – Green Mountain senior Grahm Tuohy-Gaydos and Evergreen senior Sarah Allen have made the most ...

Sponsored

[What's this?](#)

Encore Castle Rock Condos Selling Fast

Encore Castle Rock has 124 one-, two- and three-bedroom condos, as well as 20,000 square feet of for-sale retail and office condos. [View more](#) [Post your news](#)

D'Evelyn softball finishes regular season with 15-1 record

CONIFER – D'Evelyn softball closed out its regular season in style Sept. 30. The Jaguars – No. 2 ...

Chatfield softball captures first 5A Jeffco League since 2011

LITTLETON – Chatfield softball coach Jen Lazzeri won't have to break out a calculator to figure ...

Sponsored

[What's this?](#)

Explore Valor Christian H.S. October 8, 21, or 27

Valor Christian High School is offering an in-person event for families of 7th and 8th graders wanting to explore educational opportunities for next year. Explore Valor will be held three separate evenings in October to allow for social distancing on Oct. 8, 21, 27. [View more](#) [Post your news](#)

Jeffco golfers wrap up league play at West Woods Golf Club

ARVADA – The final Jeffco League boys golf tournament of the season had a very different feel ...

Wheat Ridge softball gets back on track in 4A Jeffco

WHEAT RIDGE – Wheat Ridge's softball team didn't have any time to dwell over its first loss ...

Lakewood softball grabs five wins at Dave Sanders Tournament

AURORA – Being a little unpredictable

**It can take several forms.
And doesn't necessarily
have to be in print
or on our web sites.**

**Maybe we put it on
the company's web site
or in their or our social feeds.**

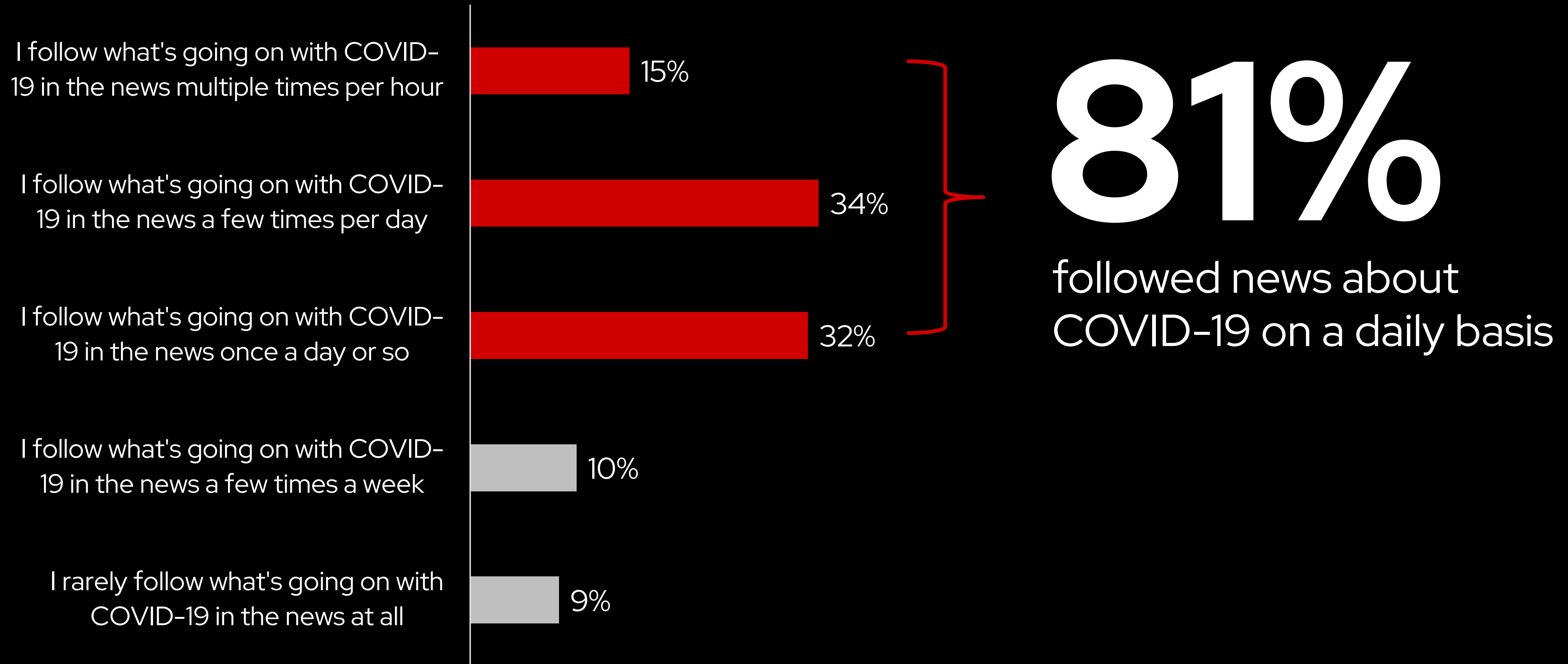
**Most folks talk about
branded content
just because of revenue.**

But I see bigger opportunities.

**It could lead to content
and other revenue improvements.**

**Local media has led
the COVID battle for eyeballs
and for credibility.**

When it comes to the news, Americans were very plugged in during COVID.

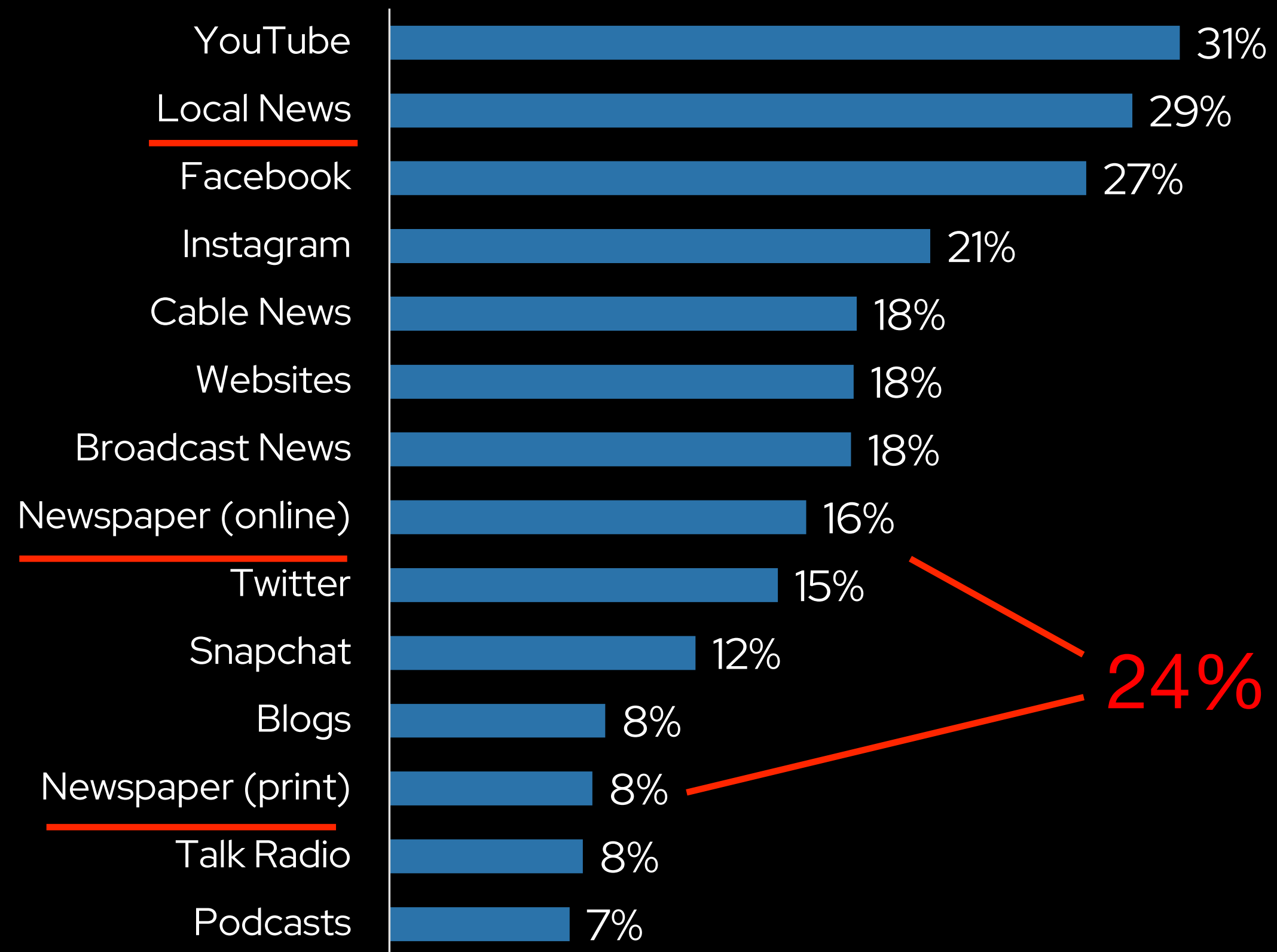


1 in 3 have started using new sources and platforms for News as a result of the COVID-19 pandemic

34%

have started using new sources and platforms for news as a result of the COVID-19 pandemic

New Sources Used (among the 34% of New Users)



“The ache for authenticity is overwhelming. Local media are best positioned to deliver that.”

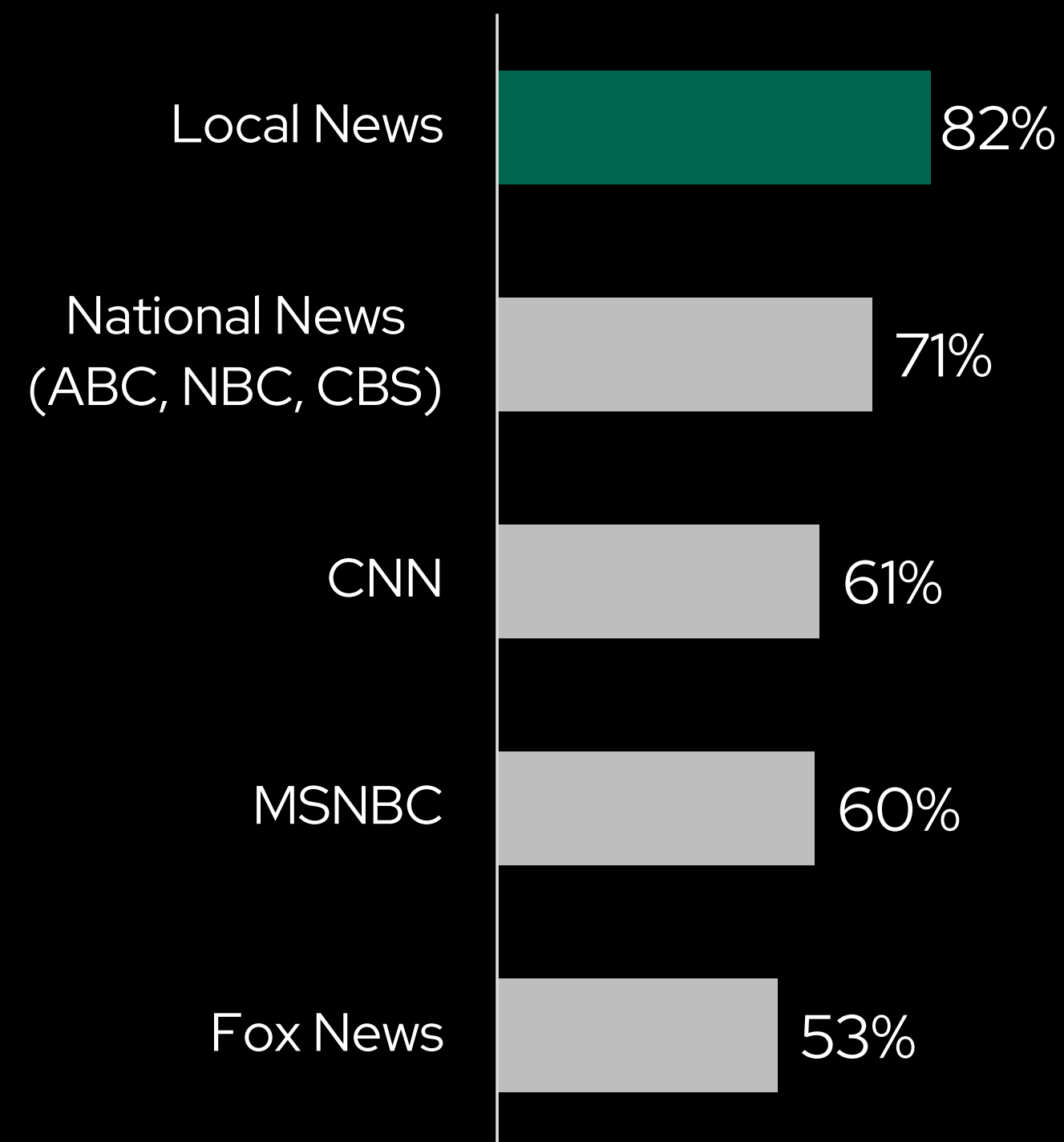
– Bernard Whitman, WINS

Local News is the most trusted source across a range of measures

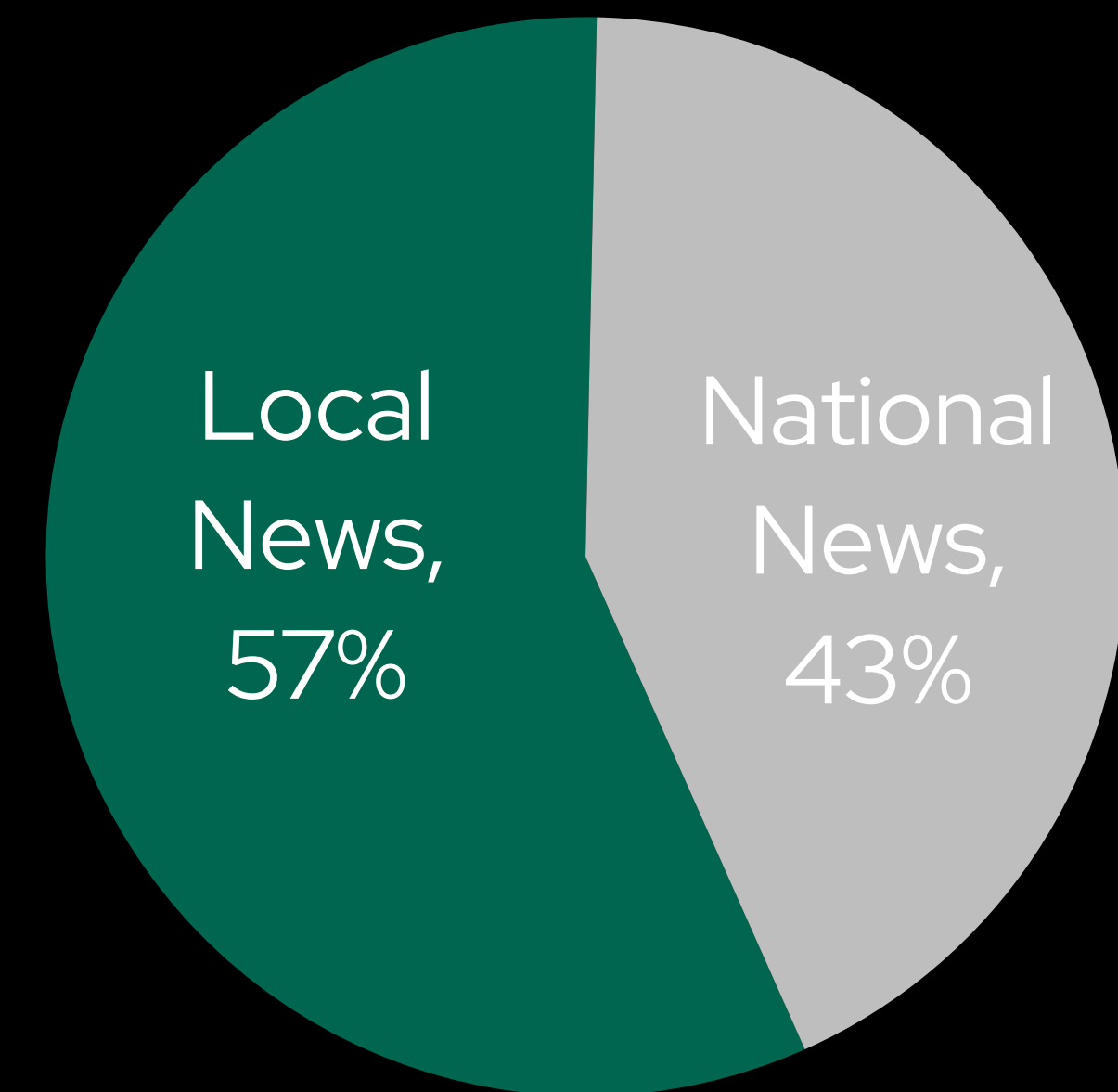
When it comes to different news sources and the COVID-19 pandemic, where do you think the BEST information comes from? (Select one)

Local News	26%
Broadcast News	16%
Cable News	16%
Facebook	6%
Websites	6%
YouTube	6%
Instagram	4%
Newspaper (online)	4%
Snapchat	3%
Twitter	3%
Newspaper (print)	2%
Talk Radio	2%
Podcasts	1%
Blogs	1%

How much do you trust each of the following news sources?



Which do you trust more lately?



**“People are starved for content.
They are starved for connections.
That’s why community media
have so much to gain. You are
already part of the community
and people feel like they know
you or they should know you.”**

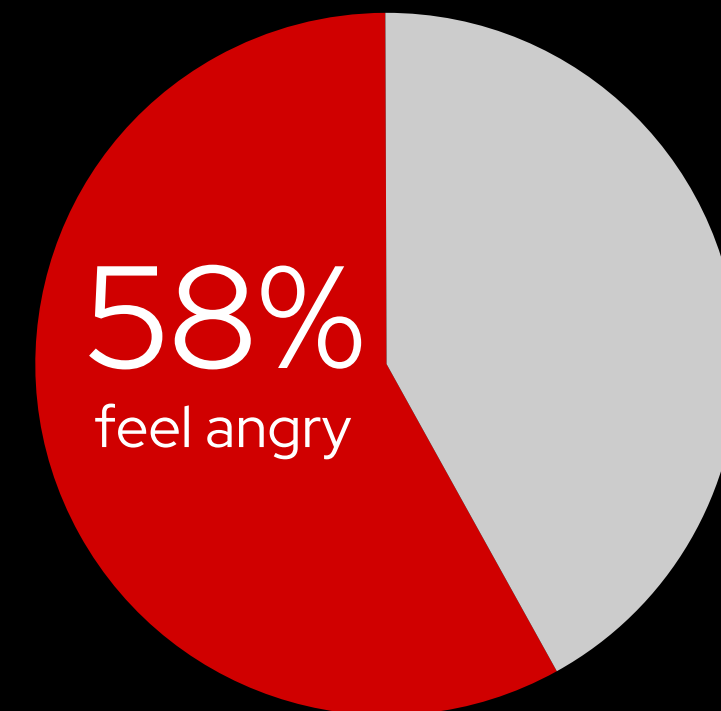
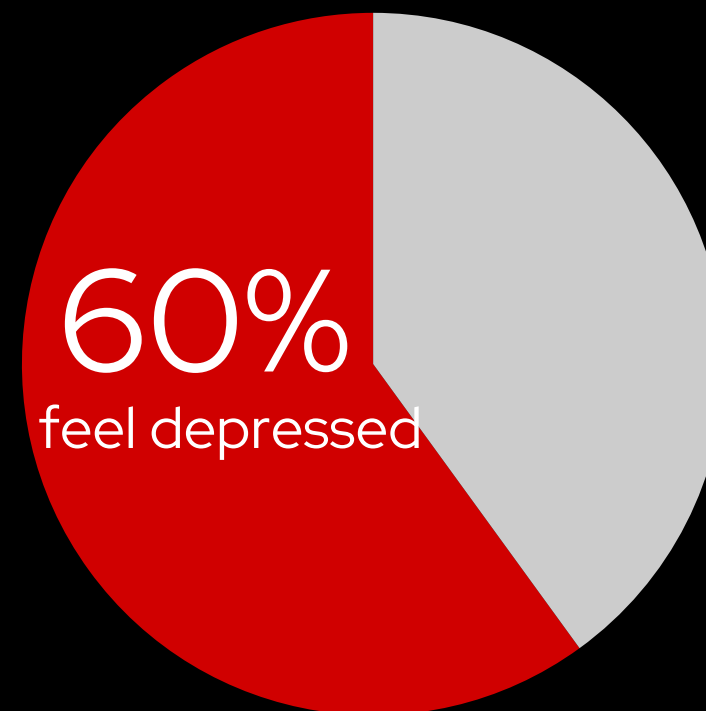
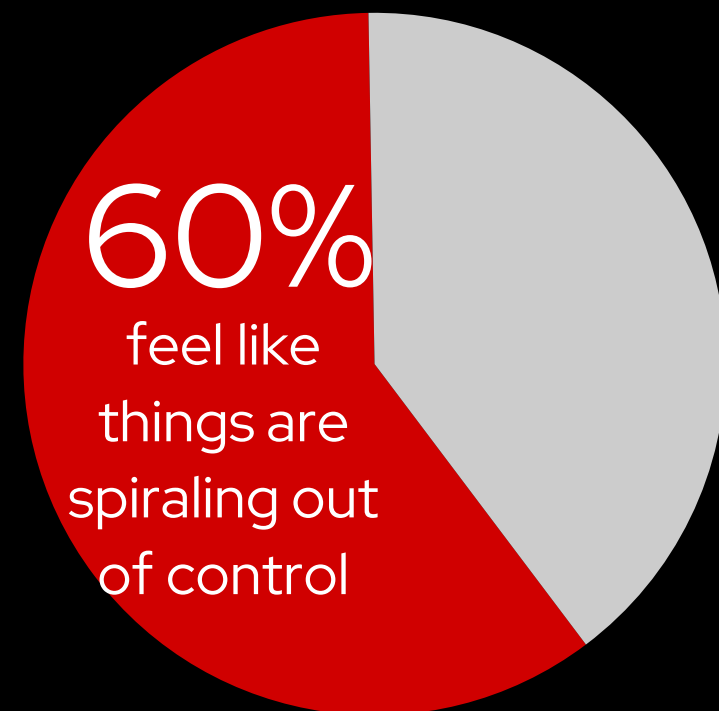
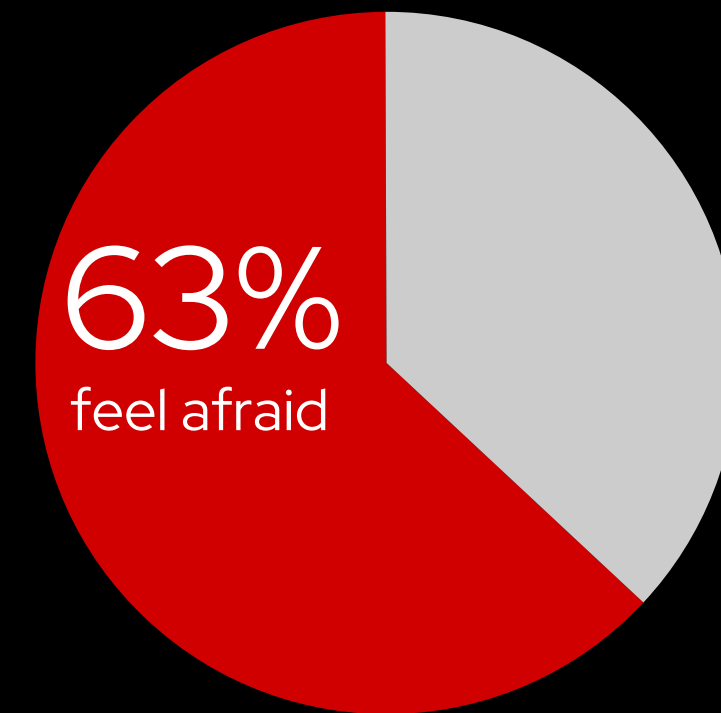
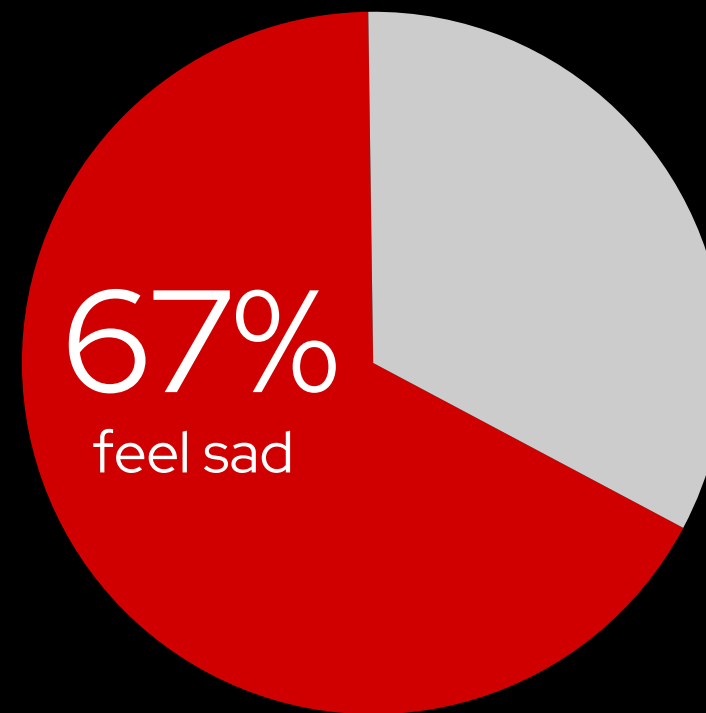
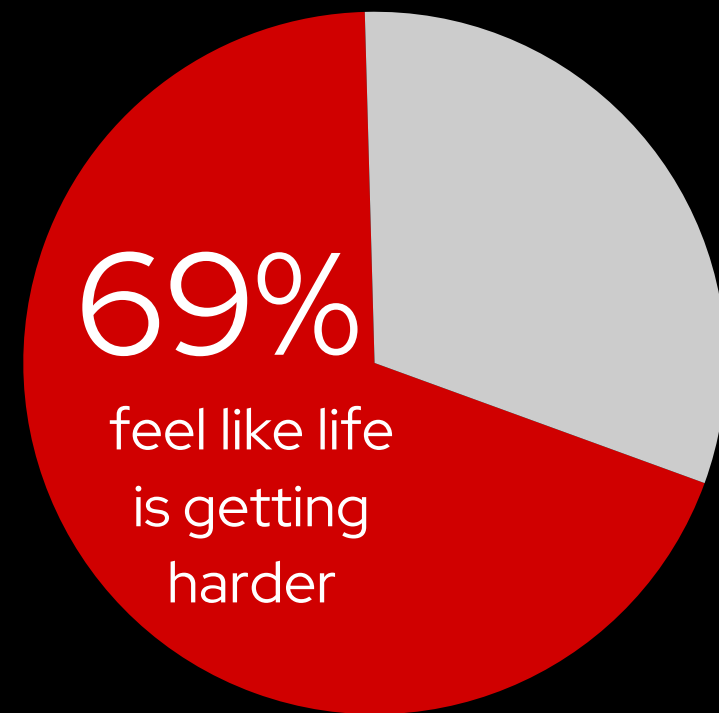
– Bernard Whitman, WINS

**“We have new eyeballs and
more eyeballs. We have an
opportunity to provide new
kinds of content. Better content.
If we create more engaging
content now, we can change
the way they view newspapers
and how they value us.”**

– Bill Ostendorf, Creative Circle

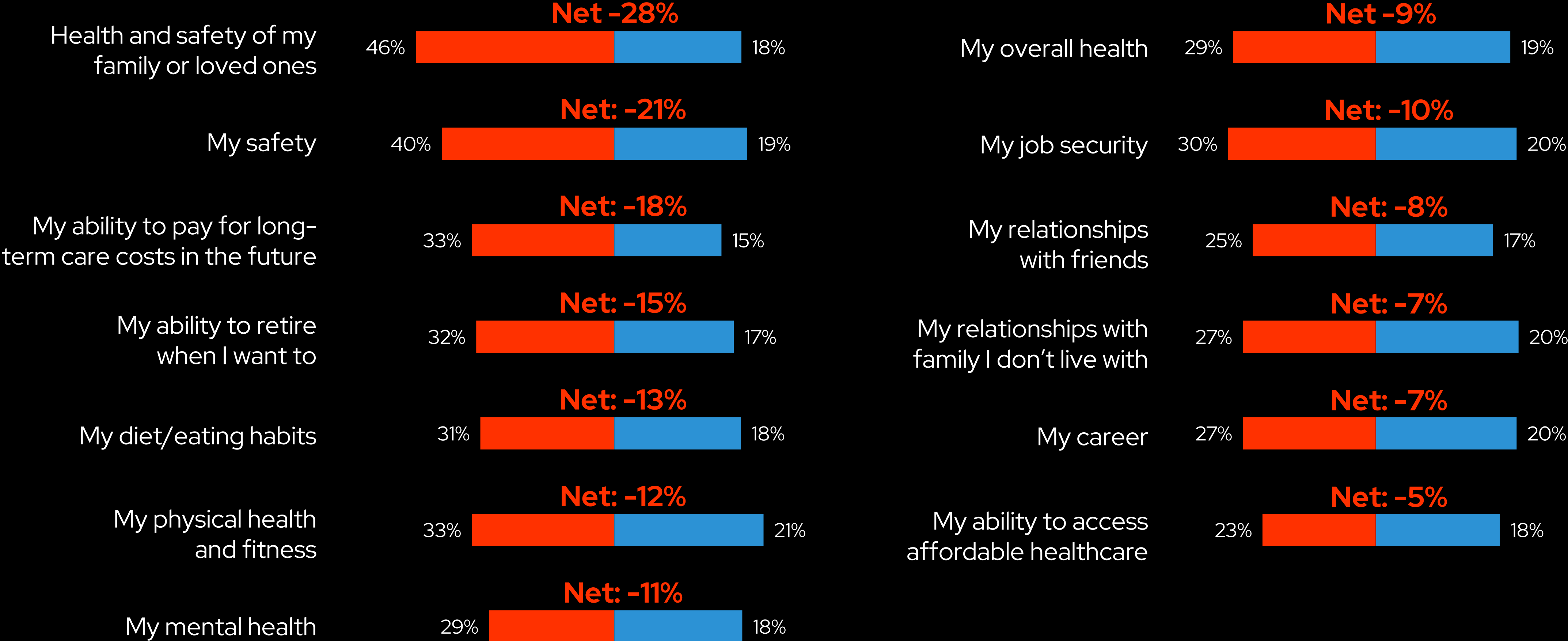
**Our readers are scared
and they want institutions to help them.**

People are scared, anxious, depressed and conflicted



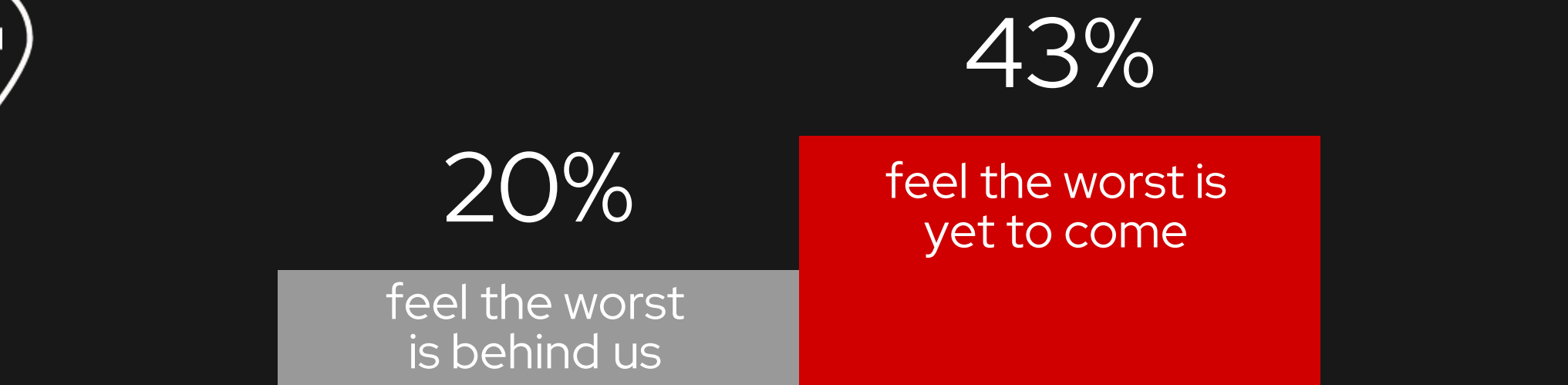
They are feeling worse about many aspects of their lives

■ Feel worse about this since COVID-19 began ■ Feel better about this since COVID-19 began



Many believe the worst is yet to come

On Americans' Health



37% feel the worst is happening right now

On the Economy

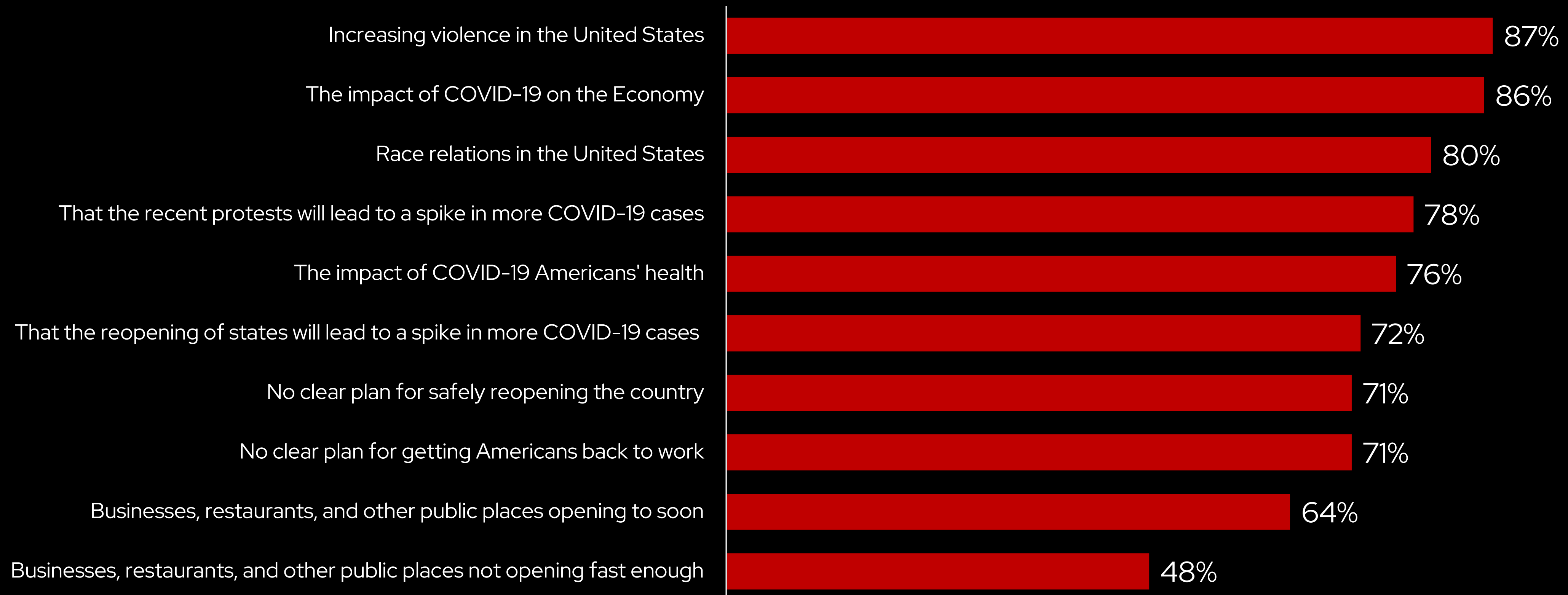


36% feel the worst is happening right now



Vast majorities are worried about Violence, the Economy, Race Relations, Health, another spike of COVID-19 cases, and no roadmap to be found

How worried are you about each of the following?



**Our readers' lives are changing
dramatically.**

47%

of workers moved to
work-from-home as a
result of the COVID-19
pandemic



While work from home may become increasingly ubiquitous, employers will need to meet employees where they are



49%
I can't wait to get back to my job and work at an office/outside of home

51%
I prefer working from home compared to my office

Among Employees who have moved to Work-From-Home during COVID-19

“The issue of whether to work from home or at the office is polarizing, just like a lot of other issues are in our society today.”

– Bernard Whitman, WINS

“In deciding what to do when it’s okay to bring everyone back to the office, managers have to realize not everyone wants to come back. How will we handle that?”

– Bill Ostendorf, Creative Circle

**Our coverage isn't keeping up
with our readers' needs and interests.**

“Local news can’t just be about crime and government. We have to learn to be more nuanced than that. Coverage should be more intimate and personal.”

– Bernard Whitman, WINS

“Newspapers are are missing this great opportunity to grow. We’re covering COVID the old fashioned way. We should be all about people and relationships and how our lives are changing.”

– Bill Ostendorf, Creative Circle

HOW WORKING FROM HOME IS CHANGING LIFE SHOULD BE A BIG PART OF OUR COVID COVERAGE

How are people getting along? How do they separate work from home?

Do they work more? Are they more productive?

What do managers and business owners think about all this?

How will this impact schools, traffic, demographics?

How is this impacting your home's value? How is it changing what is selling?

Will people who like being at home quit when it's time to return?

How is this impacting pocketbook issues and how people are spending?

SO SHOULD SOME OF THESE OTHER BIG SOCIETAL ISSUES

More drinking and drug abuse.

More divorces.

Kids falling behind in classes, learning, social development.

Businesses going under, especially restaurants.

Massive deficit spending which will mean big tax increases.

Major shifts in spending, demand for real estate.

Traffic changes.

BUT THE SMALL CHANGES ARE ALSO CRITICAL TO COVER

More people are gardening.

More people are cooking.

More people took up bird feeding.

People are remodeling like crazy.

Lots of people got pets.

People are walking and using parks more.

Holidays are being reshaped, from weddings to Christmas.

“The opportunity to create stronger bonds and a stronger sense of community with softer, more intimate content is very real.”

– Bernard Whitman, WINS

“We’ve long encouraged our clients to cover life, not news. To be more relevant, we’ve got to reconnect with readers and write about their lives and what they are doing.”

– Bill Ostendorf, Creative Circle

**Our advertising is missing the mark
during this pandemic.**



**EVERY
COVID-19
COMMERCIAL IS
EXACTLY THE SAME**

72%

of Americans say the ads they see from companies during COVID-19 all say the same thing

To cut through the sea of sameness, successful companies will lean even further into what they uniquely stand for

77%

say that during these times it's more important than ever to know what a company stands for, not just what they sell





Pets & People

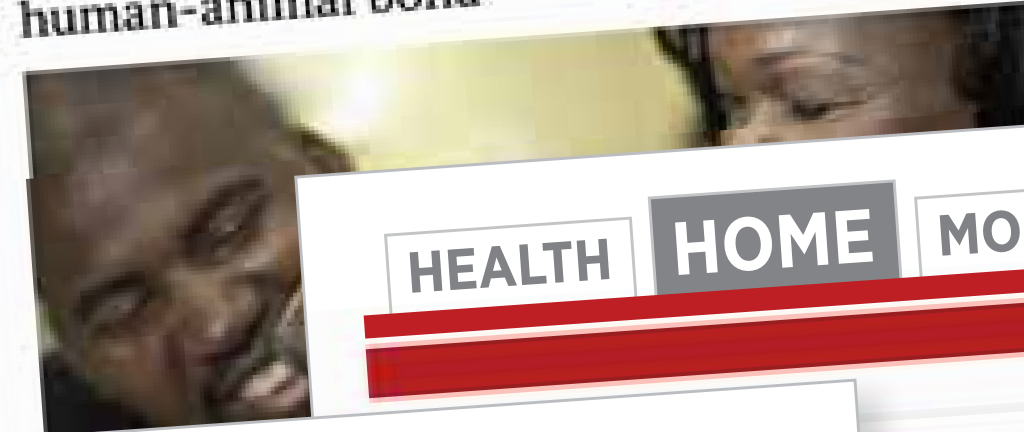
Giving The Gift Of Love

(NAPSI) — Most people would agree, the best gift during the holidays—and all year round—is the gift of love. For thousands of families, that means welcoming a puppy into their home. ...



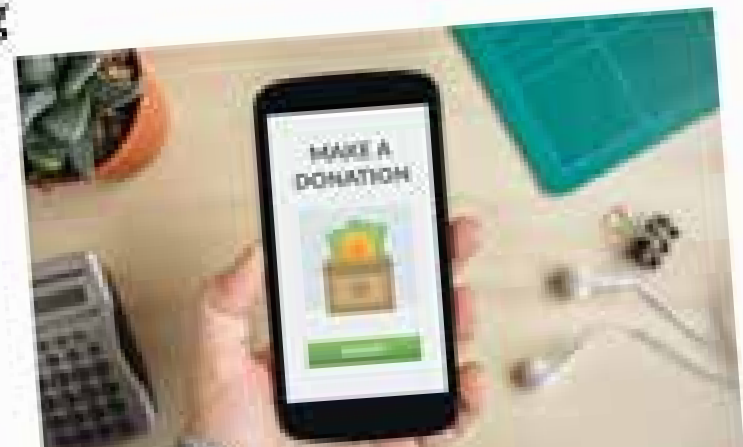
The pet effect: Facts about the incredible human-animal bond

Just for cat lovers



Top stories

Financial Planning Tips to Maximize Your Giving

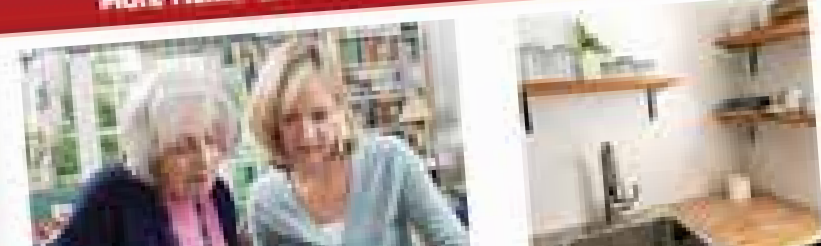


Protect Yourself Against the Unexpected

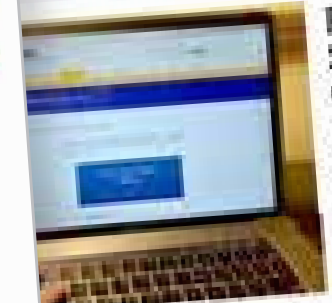
A financial emergency may have previously seemed like a "hot air" scenario, but it's now a reality many families across America are dealing with as the impact of the COVID-19 pandemic continues to affect the economy.

- GO** ... **Advice**
- Online Learning Made Better**
- Let's All Cheer For The Plant And Flower Of The Year**
- 10 Tips For Safer Winter Generator Use**

More Home & Garden



Free Online Survey Alerts Older Adults to Risks of Falling, a Major Hazard



(News)SA - The coronavirus pandemic has changed a lot of things. One thing that's NOT a normal ...

Featured stories

Prostate Cancer Screening with Concerns Surrounding What Men Should Know

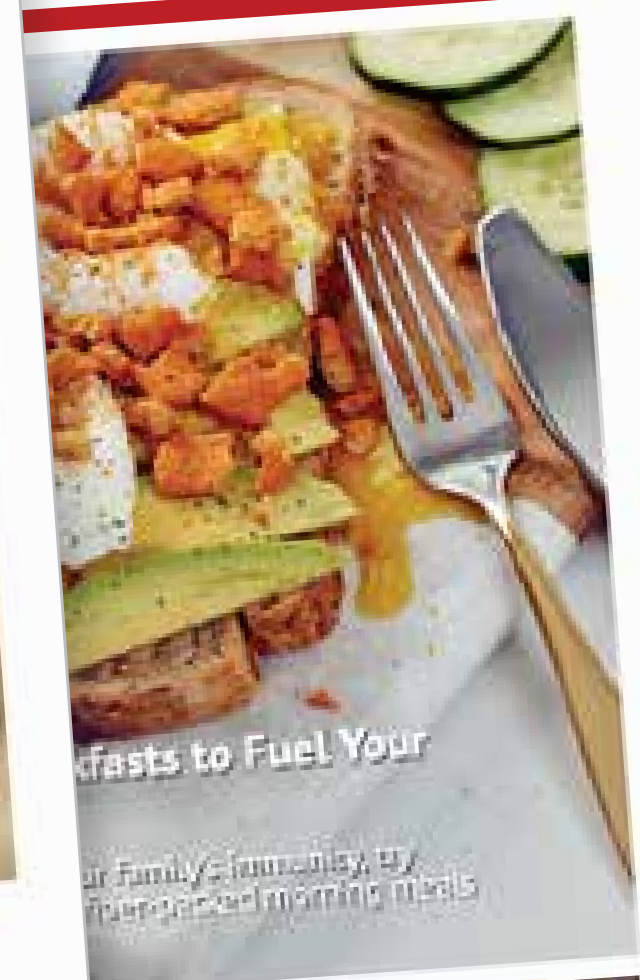


(BPT) - In the early part of the COVID-19 pandemic, procedures in an effort to slow the spread of the ...

5 simple tips to keep



(BPT) - Heartburn can last anyw...



Breakfasts to Fuel Your

... your family's immunity by prepac...

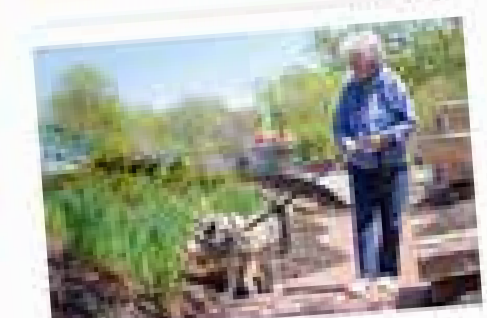
... during a pandemic

... might May



How to combat isolation and loneliness among older adults

(BPT) - Feeling a sense of connection and belonging with others is a basic human need. But unfortunately for many older adults, social isolation and loneliness are on the rise, especially because of ...



The Pet Boost: Furry Friends Help Seniors Feel Less Lonely

(News)SA - Many older adults experience feelings of loneliness and isolation as they age, but pets can provide the companionship and love seniors desire. A new survey conducted by Home Instead ...

PREMIUM PAGE TOPICS

Food

Home Improvement

Pets

Money Matters

Education & Careers

Travel

Health

Seniors

Gardening

Green Living

Kids & Family



FDA Gives Clearance to PulmoScan Device for At-home Lung Function Monitoring

Wednesday, November 4, 2020

The U.S. Food and Drug Administration has granted clearance to PulmoScan, a device developed by Cognita Labs that will facilitate at-home testing of lung function. The device could be useful in ...



Health Care Service Corporation Now Covering Zephyr Valve in US

Wednesday, November 4, 2020

Health Care Service Corporation (HCSC) has issued a positive coverage policy for Pulmonx's Zephyr Endobronchial Valve for treating severe emphysema, a form of chronic obstructive pulmonary ...



Training in Use of Inhaler Devices Seen to Help Older Patients

Wednesday, November 4, 2020

Training in the handling of inhaler devices improved treatment and eased clinical symptoms in older people with chronic obstructive pulmonary disease (COPD), a study found. COPD patients with ...



RejuvenAir System Tested in 1st Trial Participant With COPD and Chronic Bronchitis

Wednesday, November 4, 2020

The first participant has been treated in a clinical trial testing CSA Medical's RejuvenAir System as a potential treatment for people with moderate to severe chronic obstructive pulmonary ...

5 simple tips to keep heartburn at bay



(BPT) - Heartburn can come on unexpectedly. That uncomfortable burning sensation in the center of your chest can last anywhere from a few minutes to a few hours. Fortunately, there are a few easy ...

Top Stories

No Link Between Face Masks and CO2 Poisoning, Even in People With COPD, Study Finds



The use of face masks does not cause intoxication induced by exhaled carbon dioxide (CO2), even in people with lung function impairment such as those with chronic obstructive pulmonary disease ...

Mask Matters: Why Selecting The Right Mask Provides Pandemic Protection

(NAPSI)—Experts of all sorts now say face masks are a must to prevent the spread of COVID-19. Someone you meet could have the coronavirus and not realize it. Not all masks work equally well, ...

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World Restart a Heart Day Highlights CPR Safety | NewsUSA TV | Health

If you witness someone going into cardiac arrest, don't be afraid to act, especially because that person may be someone you know in a familiar setting. According to the American Heart ...

4 Weight Loss Tips From a Woman Who Lost 140 Pounds

(NewsUSA) – Losing weight and getting healthy doesn't have to be a struggle. Just ask Alexis Freed. At a peak weight of 285 pounds, Alexis's health was declining, she was pre-diabetic and ...

Insurance



4 ways to refresh and reset this New Year's

(BPT) – Face it, the past year has been a tough one. Chances are, you're looking for ways to push a reset button as you usher in the New Year. Wouldn't it be great if you could completely ...



New Option for Certain Patients with Resectable Non-Small Cell Lung Cancer

(BPT) – In 2018, Jenn Carroll, a human resources director from Connecticut, visited her doctor for what she thought was a routine exam. Although Jenn, a former smoker, was asymptomatic at the time of ...



5 benefits of weighted blankets, including better sleep

(BPT) – Quality sleep is essential to good health, but daily life – the stresses of work and family, too much screen time, caffeine or alcohol – disrupts our body's natural sleep ...

Why Long-Term Care Should Be A Retiree's Top Concern

Thursday, January 28
(NAPS) – For many Boomers, retirement may involve taking vacations, taking up a new hobby, and spending more time with family, friends and the grandchildren. In anticipation of these activities, Boomers work diligently to build up their nest eggs. But as Boomers age, and as healthcare costs rise, one item they must account for is care in retirement. Unfortunately, too many are failing to prepare.



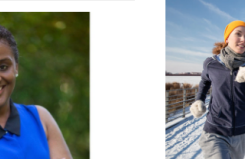
Long-Term Care Planning Made Easier

Multiple Myeloma: Maintaining Hope While Navigating a ...



When Recurring Respiratory Symptoms Could be the Sign of a Chronic Lung Condition

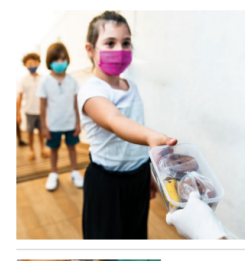
(BPT) – Living with a chronic lung condition can be challenging. The first step toward improving your lung health is understanding what kind of lung condition you have and what you can do to manage ...



Match Your Winter Skin Care Routine With Your ...

Match Your Winter Skin Care Routine With Your ...

Kids health



5 Steps Schools Are Taking to Help Feed Children During the Pandemic

Since the start of the pandemic, the number of food-insecure children has increased 20% to 1 in 4. Although many schools are operating remote or hybrid models, most are still open full-time for feeding students.



The Tooth Fairy Is Now Taking Calls

(NAPS) – Good news for families: The Tooth Fairy now has her own phone number to congratulate kids on losing teeth and encourage them to care for their smiles – helping to promote good oral health ...



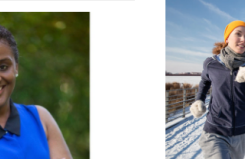
How to Be an Effective Partner in Your IBD Care

Consider these recommendations from the Crohn's & Colitis Foundation to partner with your health care team to manage your IBD.



5 Ways to Help Prevent the Spread of Illness

This year, as cold and flu season converges with the COVID-19 pandemic, it's important to take precautions to help prevent the spread of illness and infection both in and out of the home.



Match Your Winter Skin Care Routine With Your ...

Match Your Winter Skin Care Routine With Your ...

Prenatal Smoke Exposure May Increase Baby's Later COPD Risk, Mouse Study Says



Exposure to cigarette smoke during pregnancy impairs lung embryonic development, which may increase the baby's later-in-life risk for disorders like chronic obstructive ...

Nurse Educators Combat COVID-19 Vaccine Myths

(NewsUSA) – Distribution and administration of vaccines to combat the COVID-19 virus continues to expand, but myths and disinformation about the vaccine and its safety and benefits ...

COVID-19 Job Losses Put Women's Financial Security At Risk

(NewsUSA) – The daunting number of jobs lost by women during the coronavirus pandemic is only the beginning of the story. Yes, it's widely recognized that women have taken the brunt of the ...



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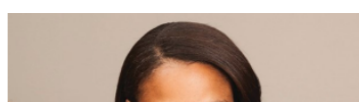
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Exposure to cigarette smoke during pregnancy impairs lung embryonic development, which may increase the baby's later-in-life risk for disorders like chronic obstructive ...

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Since the start of the pandemic, the number of food-insecure children has increased 20% to 1 in 4. Although many schools are operating remote or hybrid models, most are still open full-time for feeding students.



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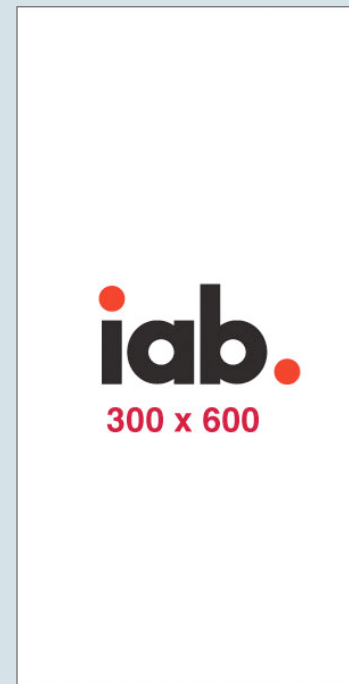
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To keep your lawn in good shape and ready to welcome spring growth, consider these tips:

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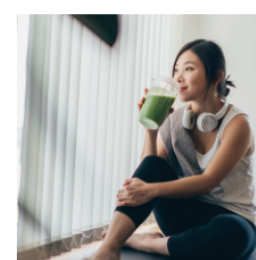
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Pinon Investments of Taos



TOWN OF TAOS
A Taos Classic, the "Hobby Horse Ranch" originally built in the 1930's by Taos artist and cowboy Frank Hoffman. Historically used as a horse ranch, now reconfigured and remodeled as an Adobe compound of 4 contiguous units. Situated on 1.2 acres and graced with large cottonwood trees and lilacs, this property has a rural ambiance and great views of Taos Mountain yet is close to town. Total square footage on the 4 units is 51,065 sqft. So that lends itself to a spacious, airy feel and computes to 51.32 sqft. There are 2 studio spaces with great north light in units 3 and 4. Each unit has a kitchen and a private bathroom. Property is in one of the best locations in Taos. Call for more information. MLS # 101865 \$675,000



ARROYO SECO
In view of the Sangre de Cristo Mountains just outside the Village of Arroyo Seco and opposite Taos Pueblo, you will discover an exceptional contemporary Adobe. 3 bedrooms, 3 bathrooms, which have been remodeled. Updated modern kitchen with stone counter tops and stainless appliances. Part of the open floor plan including living room with a gas corner fireplace and high ceilings opening into a spacious dining room. A gallery hallway leads to separate master's suite boasting a walk-in closet and a private fire place. A private patio with hot tub. The floor is rough, with a stone hearth, water radiant heating. Extra bonus is an artist's studio open to the south with light exposure. An apple orchard, mature trees and several gardens around the home's garden stream. Within walking distance to Arroyo Seco hosting shops, grocery stores and restaurants. Taos charm awaits you! MLS # 101340 \$545,000



DES MONTES RIM ROAD
LEED Platinum Certified Rim Road, stunningly beautiful handcrafted super energy efficient home of 2500 sqft. 2 bedrooms, 2 full bathrooms, office or potential 3rd bedroom. Open floor plan with magnificent views and privacy features. Gourmet kitchen with bamboo cabinets, stone counter tops, large pantry and stainless appliances. Private master's suite with built-in king size bed, soaking tub and separate walk-in shower and large walk-in closet. Floors are hardwood and heated, pre-warmed by solar collectors. Owner built gas mastercraftsmen reflects beautiful detail throughout with hand made bamboo doors and Alaska yellow cedar panel detailing. Separated deck and wood deck of 1500 sqft heated with hot water radiant and a bathroom. Versatile uses for this building are garage, artist studio or guesthouse conversion. MLS # 101308 \$750,000



TAOS SKI VALLEY
River frontage location on private Upper Twinning Road with skin and ski out access. Charming remodel of A-Frame with sleeping loft. Cozy and cute, ready to rock. Open floor plan with kitchen, living and dining areas. Kitchen remodel includes Viking gas range and stainless appliances. Light and bright with high ceilings. Deck overlooks seasonal stream which flows into reservoirs. Water frontage on stream and private ashorthopto. Rubezahakathereum trail. You can be out the door and in the base area in minutes. Pull up a chair and enjoy the fire pits, summer and great mountain access with private bridge to open winter. MLS # 101986 \$645,000



CALLE FILIBERTO
A high quality affordable Pueblo style home with attached heated garage. Open floor plan with tasteful finishes, vigas and tile ceilings. Hemlock cabinets, granite counter tops, Sierra Pacific windows, quality lighting, smooth plaster, natural stone floors, hand made doors, master features walk-in closet. Garage is heated and is oversized for extra storage, full size laundry/mudroom. Quality and attention to detail throughout. Flagstone patio off living room for enjoying spectacular mountain views. Stainless appliances with stainless exterior vented range hood. Amazing mountain views! MLS # 101303 \$375,000



AMIZETTE
Adorable cabin on the Rio Honda in Amizette. 2 bedroom, 1 bath, 2nd bedroom is a loft. Cozy and cute with deck overlooking river and back from the road to provide solitude. Lots of commercial so opportunities abound in the meantime enjoy this cute little cabin and the ambiance by the river fly fish in your backyard. MLS # 99909 \$349,000

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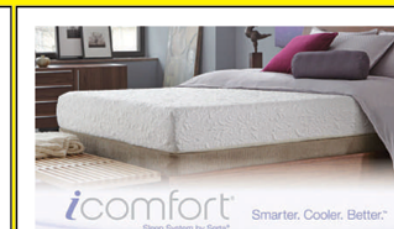
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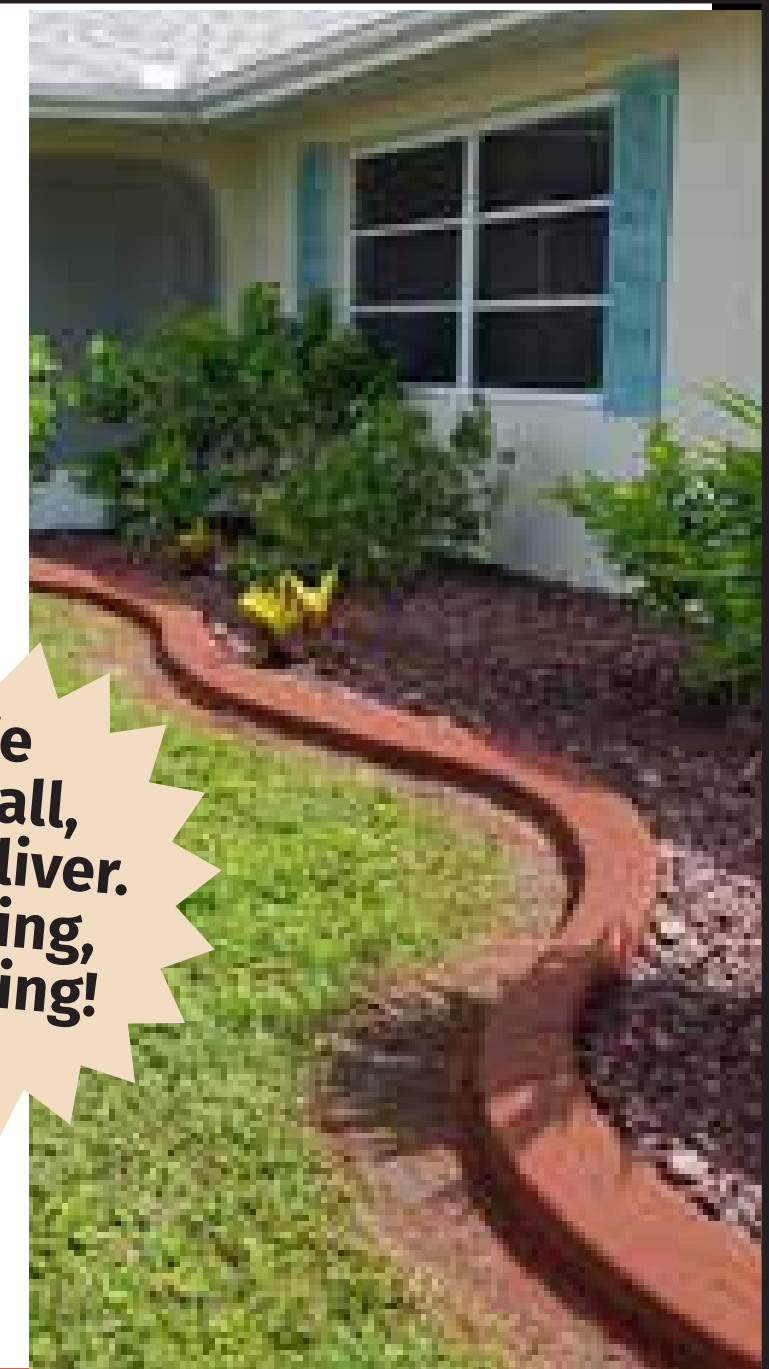
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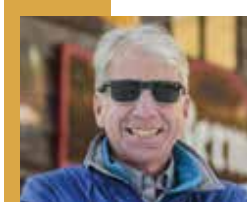


DES MONTES RIM ROAD
LEED Platinum Certified on Rim Road, stunningly beautiful handcrafted super energy efficient home of 2500 sq ft, 2 bedrooms, 2 full baths with office, potential 3rd bedroom. Open floor plan with magnificent views and privacy features, gourmet kitchen with bamboo cabinets, stone counter, top of the line appliances, private master suite with built-in king size bed, soaking tub and separate walk-in shower and large walk-in closet. Floors are hot water radiant heated, pre-warmed by solar collectors. Owner built, a master craftsman reflects beautiful detailing throughout with hand made bamboo doors and Alaskan yellow cedar panel detailing. Separated detached wood shop of 1500 sq ft heated with hot water radiant and has a bathroom. Versatile uses for this building are garage, artist studio or guesthouse conversion. MLS # 101308 \$750,000



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A high quality affordable Pueblo style home with attached heated garage. Open floor plan with tasteful finishes, Viigas and tile ceilings, Hemple cabinets, granite counter tops, Sierra Pacific windows, quality lighting, smooth plaster, natural stone floors, hand made doors, master features walk-in closet. Garage is heated and oversized for extra storage, full size laundry/mudroom. Quality and attention to detail throughout. Flagstone patio off living room for enjoying spectacular mountain views. Stainless appliances with stainless exterior vented range hood. Amazing mountain views! MLS # 101303 \$375,000

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ARROYO SECO
In view of the Sangre de Cristo Mountains, just outside the Village of Arroyo Seco and opposite Taos Pueblo pastures, you will discover this exceptional contemporary Adobe/Rastra 3 bedroom 3 bath home which has been remodeled. Updated modern kitchen with slate stone counter tops and stainless appliances. Spacious open floor plan including living room with Viigas corner kitchen and high ceiling opening into a spacious dining room. A gallery hallway leads to separate Master suite boasting walk-in closet, a private fireplace and private patio with hot tub. The floor throughout the home has a heated radiant heating. Extra bonus is an artist's studio open to east and south light exposure. An apple orchard, mature trees and several gardens around the home suggest a serene stream. Within walking distance of Arroyo Seco hosting shops, grocery stores and restaurants. Taos charm awaits you! MLS # 101340 \$545,000



TAOS SKI VALLEY
River frontage location on private Upper Twinning Road with ski and ski out access. Charming remodeled A-Frame with sleeping loft. Cozy and cute and ready to rock. Open floor plan with kitchen living and dining areas. Kitchen remodel includes Viking gas range and stainless appliances. Light and bright with high ceilings. Dedicated bookcase on a stream which flows into the river. Waterfrontage on steam and dirt road. A north hog to Tubezah Lake trail. You can be on the shore in 10 minutes. Pull up a chair and enjoy the fresh summer and great mountain access with private bridge to slopes in winter. MLS # 101986 \$645,000



AMIZETTE
Adorable cabin on the Rio Haondo in Amizette, 2 bedroom 1 bath, 2nd bedroom is a loft. Cozy and cute with deck overlooking the river and set back from the road to provide solitude. Lot is zoned commercial so opportunities abound. In the meantime, enjoy this cute little ski cabin and the unmatched life on the river. Fly fish in your backyard. MLS # 99909 \$349,000

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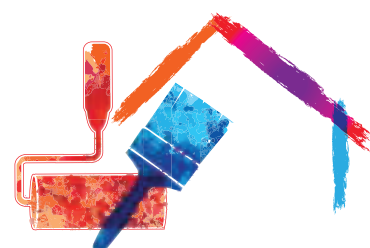
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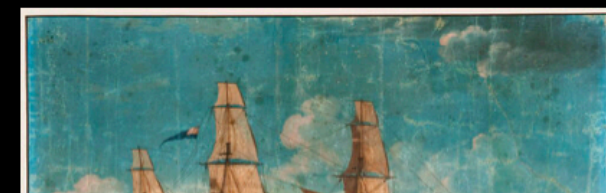
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UIL delays start of fall sports for Class 5A and 6A schools

The UIL altered the start of the fall sports season for Class 5A and 6A schools, pushing back the ...

LISD suspends extracurricular activities following discussion at board meeting

Leander ISD suspended all extra- and co-curricular activities until further notice on Sunday night.

KickOff 2020

KickOff 2020



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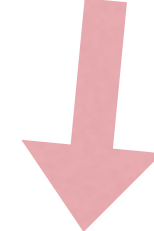
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CITY PULSE ON RADIO/TV

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Debate: Tom Reich v. Rick Jones

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City Pulse's Zoom interview with Gabrielle Lawrence, president of the Lansing Public School District Board of Education.
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Jack C. Davis remembered: Part 2
MONDAY, June 1 — Jack C. Davis, a lawyer, arts patron and champion of many causes — often with his checkbook — died ...



City Pulse On the Air, Sept. 6, 2020: Matt Grossmann, Art in the Wild and New Era
City Pulse Radio · City Pulse On



City Pulse On the Air, Aug. 30, 2020: Kathleen Gray and Matt Grossmann
City Pulse Radio · City Pulse On

KIMBERLY KAYE AZIMA

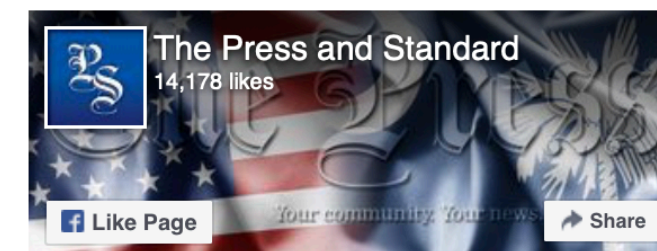
A half page centered between news content



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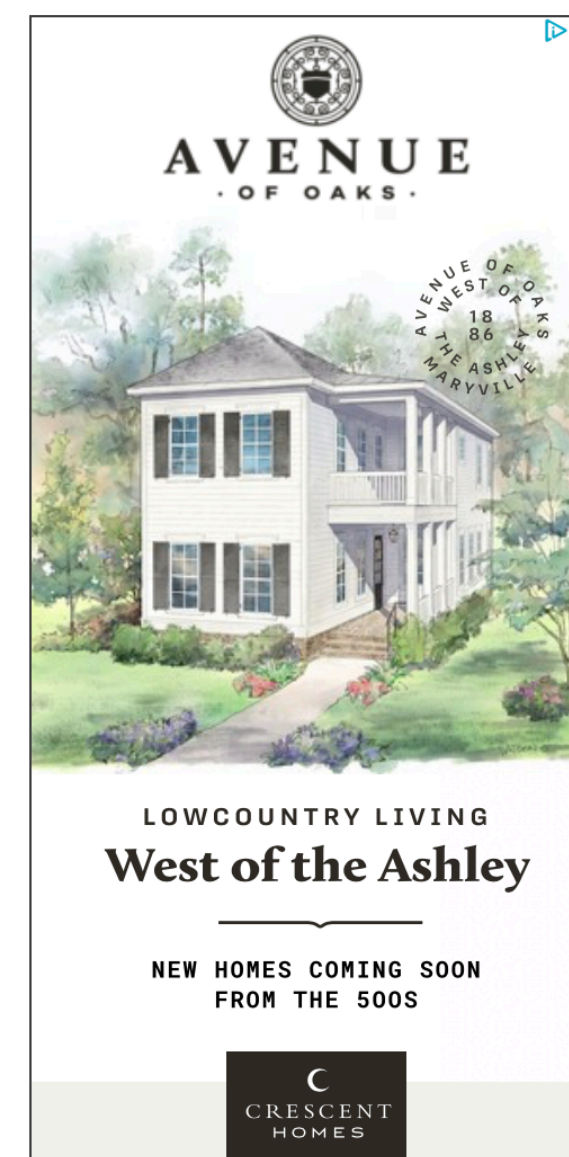


The Press and Standard
11 hours ago

Congratulations to the CCHS Volleyball Seniors. Photo courtesy of The Press and Standard and Jim Killian.

60 6 10

senshot



FAITH & VALUES



Christian patriotism: God and government | Faith

Psalm 33:12 "Blessed is the nation whose God is the Lord..." We've all heard the phrase, "God and government" There are those who deny a place for

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[www.brandedcontent](http://www.brandedcontent.com)

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