



# Time is running out for newspaper classifieds ... **CAN YOU SAVE THEM?**

## ATTENTION COLLEGE STUDENTS

*The loss of several billion dollars in classifieds revenue in recent years has put newspapers – and the important watchdog and investigative journalism they produce – at risk. Can you help?*

- What would you do to reinvent newspaper classifieds?
- What ideas do you have for getting newspapers – and their online and digital properties – back into the game?
- How can newspapers get back classifieds revenues that have been lost to Craigslist and other online classifieds competitors?
- What can newspapers do to get young people to use their classifieds?

Write (or record) an essay with your ideas or proposed solutions. The winning essay, as judged by ReinventingClassifieds.com, will win:

**1st place essay: \$250 cash**

**Runner-up essay: \$50**

Submission deadline is September 30, 2008. Entry form available here:

**<http://reinventingclassifieds.com/collegecontest>**

