



the **Minute**
magazine

WHO WE Are

Over 90% of our Staff works on a strictly volunteer basis! That's how strongly we believe in our cause. And what exactly is our cause? We're dedicated to bringing our readers articles that inspire, encourage and enlighten. We believe in living life to the fullest, in making the most of every MINUTE of life, and in the belief that it's the little things in life that really matter. We are lighting the way for POSITIVE journalism in our community. And we believe that this emphasis will make a difference in our readers' lives.



How do you spell Fried Green Tomatoes

Award-Winning Author Fannie Flagg opens up about the disability that almost prevented her writing career.

I have an author that...
 ...the WHISTLE STOP...
 ...the WHISTLE STOP...
 ...the WHISTLE STOP...

WHAT WE Photograph

Brilliant, unique photography. That's what our staff of Photographers (Kerry Easley of Main Street Photography, Jackie Lewis and Tiffany Byram) showcase in each issue. By photographing simple objects and incorporating those photos into vignettes with inspiring quotes, we have created a very effective way to convey our message of living life to the fullest. While flipping through our publication, our readers have the opportunity to not only read POSITIVE, upbeat stories, but to sit back and take in the beauty of life.

WHY WE Write

Edwin Schlossberg once wrote that "the skill of writing is to create a context in which other people can think." When you have the opportunity to reach out to a large number of readers, it is important to realize that your voice will not only be heard, but will be put into practice. And at **The Minute Magazine**, we do not take this responsibility lightly. We understand that it is our duty to bring stories with an almost life-changing quality to our readers. Our focus often includes back-to-the-basics style topics such as gardening, family history, local history, social awareness, environmental responsibility, and local living. We encourage and enlighten. That's what we do. And it makes a difference. We know this because of a tremendous reader response to each and every new issue!

10 • Aug / Sept 2010

Southern Women and the War Effort

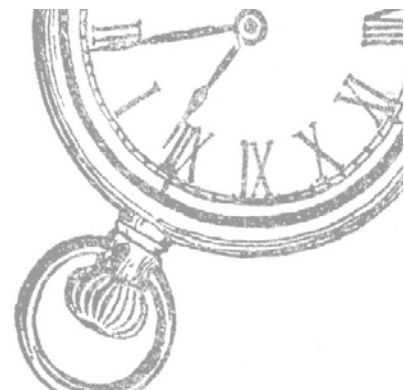
Wages by Rebecca Gomez

The year: 1942. As America's young men answered the call to defend our nation's shores, women stepped into a new world. With war production needs increasing and young men enlisting, women were needed in the workforce. Many women took special training courses, then headed out to factories far from home. Some, like Alice Paul Brown and her friend, Fannie Thompson, took a different path. They immediately upon arrival at the war effort. They worked at the...
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WHAT WE Offer

“Many a small thing has been made large by the right kind of advertising.”
~ Mark Twain

Did you know that by advertising in *The Minute Magazine*, you will not only be increasing your bottom line, but you will also be supporting a business that is entirely devoted to doing good in our community! Chances are that if you are reading our Media Kit, you already know about our mission and already appreciate the difference that we’re making in our community. But did you know that we can’t do it without the support of our Advertisers? We have some of the lowest print media rates in the region. In fact, our ad rates are lower than any other local magazine with a comparable readership! If you can find a lower rate than ours in a magazine with a distribution rate of more than 20,000 copies per issue, let us know and we’ll match their written, undiscounted price quote!



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100 MONKEY MOVEMENT for children

One little monkey sits in a tree, holler and holler for all to see. "Hey, everybody, climb up here with me, the world is different from the top of this tree!"

"Ooo Ooo Aaa Aaa," she calls out loud, "Are there any more Monkeys out in that crowd?" The faces look blank, but to her surprise, all she sees are blank, staring people eyes!

"Ooo Ooo Aaa Aaa," she calls once more, "Everyone below her tries to ignore, "Get down, get quiet," they yell her way, but the little Monkey knows she will get her day!

When out of nowhere, another Monkey climbs, "It's a Monkey too, and it's Monkey time!" She climbs on up high and sits on the same limb, "Together we can both get through to them!"

But down below, all the people are surprised, for they have never seen a Monkey with their own eyes! "Get down, get quiet," people yell their way, but the little Monkey knows they will get their day!

"Ooo Ooo Aaa Aaa," they holler out loud, "Are there any more Monkeys out in that crowd?" Then out of the back, there comes another holler, "I belong up there in that tree with you!"

"Come on, get up," the Monkeys both plead, "As the third little Monkey climbs up in that tree, "Get down, get quiet," the people all say, but the three Monkeys know they will get their day!

"Ooo Ooo Aaa Aaa," they yell so loud, that five more Monkeys come out in that crowd! Before the day is finished, there are more than one or two, Enlightened little Monkeys taking in their new view

The people started to notice all the Monkeys on the limb, and wonder why the Monkeys look so very much like them! "Get down, get quiet," all day the people pleaded, but up in the tree, those Monkeys stay seated!

"Ooo Ooo Aaa Aaa," eight happy Monkeys shout, while down below, all the angry people shout, "Why are they up there, and what do they want?" "I don't like to hear Monkeys preach!" at last!

"Ooo Ooo Aaa Aaa," we're not playin' around! Monkeys don't belong down there on that ground! When out of the woods, more Monkeys do you, by ten and then twenty, till the people say, "Stop!"

"Get down, get quiet," the people all say, but twenty-eight Monkeys tend to have their way, high upon that limb, all the Monkeys start to cheer, "You'd really like the view if you climbed up here!"

"The city looks different, and the world does, too! Come on up now and see from our view!" You see the world different, we see the world clear, "You'd like the view, too, if you climbed up here!"

Their voices all together, with Bruce Monkey Might, "Ooo Ooo Aaa Aaa," they chant day and night! They call out to each other, they call out to the crowd, until a hundred Monkeys have proudly gathered round!

One hundred Mighty Monkeys and the people start to hear, the loudest Monkey of all, she calls to "Come up here!" Their voices all together, their chant one and the same, the people start to notice that these aren't just Monkey games!

"There's something to those Monkeys, high upon that limb, and suddenly the people know, the Monkeys are like them! And in that single moment, the people there all knew, there's a tiny bit of Monkey inside of me and you!"

For we all have inner Monkeys, just begging to get out, so go ahead today and just let those Monkeys shout! "Ooo Ooo Aaa Aaa," we can holler and holler loud, 'Til there's not a single Monkey, still in the people crowd!

Teaching our children to stand up for what they believe in is one of the most important lessons we can teach the next generation. And it's easier than you'd think.

art by
GARRIS
BOUSSARD
poetry by
JACQUELYN
TRIPP LEWIS

WHAT TO Expect

At *The Minute Magazine*, you can expect top-notch quality and highly-motivated, HAPPY Staff members who LOVE their jobs. We have found that work and happiness can not only coincide, but can become intertwined! We love our purpose, and feel truly blessed to have the opportunity to do what we do. When you begin working with us, you will notice the smiles on our faces because they are genuine. ~ You can also expect to get real results from your advertising dollar. ~ Our newsstands are located all across the Ark-La-Tex and in New Orleans, and our distribution is often focused in the smaller, rural towns that make up the majority of our region's population. ~ Our readership has grown to over 50,000 per issue. ~ The majority of our subscriptions are given as GIFTS! Our readers love *The Minute Magazine* so much that they often share it with the special people in their lives. So what are you waiting for? Call us today to begin making a difference both in business & in our community!