

**AGENDA**  
**NNA Workshop for Printer's That Mail**  
**March 16, 2016**

**A joint program by National Newspaper Association and US Postal Service**

**Who should attend:** publishers with printing operations; centralized printing plant operators that contract for multiple community newspaper printings; daily newspapers geared to private delivery preparation but are interested preparing newspapers for the mail as well; software developers and vendors. ATTENDEES MUST REGISTER IN ADVANCE TO BE ADMITTED BY USPS SECURITY. No registrations will be accepted after March 11, 2016. Space is limited.

**Why a Workshop:** Changes in the Postal Service have created many challenges for newspaper mail delivery. Newspapers are spending more time on subscriber complaints, sometimes losing those readers. NNA and USPS have developed strategies to improve delivery. Printers and publishers must understand how to prepare the mail to avoid snags in the USPS network!

**Goal:** To improve mail service by raising awareness of best mail prep practices for newspapers destined for delivery outside a DDU drop.

**Moderator:** NNA President Chip Hutcheson, publisher of the Princeton (KY) Times-Leader; **Keynote:** Linda Marie Malone, USPS Vice President for Network Operations; Industry facilitators: Max Heath, Landmark Community Newspapers Inc and Athlon Media Group consultant, Shelbyville, KY; Brad Hill, President, Interlink, Inc. Darien, MI; Tonda Rush, director, NNA Washington Office. Postal Facilitators: Paul Mitchell, Dane Coleman and Chung Kim, USPS Operations Integration and Support.

***Program/Agenda***  
***Ben Franklin Room***  
***United States Postal Service Headquarters***  
***475 L'Enfant Plaza SW, Washington DC***

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| 11:30 a.m. | Registration and Buffet Lunch  |
| Noon       | Welcome: Chip Hutcheson, NNA President; Paul Mitchell, USPS Operations Integration and Support |
| 12:30 p.m. | Best Practices in Mail Preparation—introductory remarks -- Malone                              |
| 1 p.m.     | Overview of the 21 <sup>st</sup> Century mail processing network-Mitchell                      |
- How the network looks today—Where does your mail go?
- Centralized plants
  - Role of hubs and tubs

