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

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 st Century mail processing network-Mitchell
	How the network looks today—Where does your mail go?

- Centralized plants
- Role of hubs and tubs

	 Changes in transportation networks and why they matter How an automated plant handles newspaper mail Why is it changing What will happen next
1:45 p.m.	The importance of software—Brad Hill, Interlink; Pritha Meira, USPS VP of Mail Entry and Payment Technology Why do you need it? How does it affect the work USPS performs? How PostalONE interacts with your software Mailer Scorecard—Will postage assessments affect newspapers? How flaws in your software set-up can send newspapers astray What if you have gotten along without PAVE-certified software so far?
2:30 p.m.	BREAK
3 p.m.	Visibility: who knows where your mail is—Robert Cintron, USPS Vice President of Product Information; Brad Hill, Interlink Newspapers are not visible and why How we will change that Why ePub Watch won't patch the holes any longer
3:45 p.m.	Best practices from the Kaizens—why we did them and what we learned— Williams,Mitchell, Heath, Hill Bundle Preparation Flats Trays (Tubs) Clean, proper labels Knowing postal transportation
4:45 p.m.	Wrap up—Rush, Mitchell Where we go from here
5 p.m.	Thank you and evaluationHutcheson