

2022 Circulation Study Results

THE PENNSYLVANIA NEWSMEDIA ASSOCIATION

distribution

What steps have you taken to overcome these challenges?



NEWSPAPER CARRIERS

- Higher wages.
- Higher mileage compensation.
- Bonuses.
- Gift cards to offset high gas prices.
- Strategic shifts to USPS to cover service gaps.
- More than one route per carrier.
- Daily communication with carriers to meet their needs and provide support.
- Direct delivery (“exceptional dispatch” is USPS terminology) to several local post offices.



UNITED STATES POSTAL SERVICE

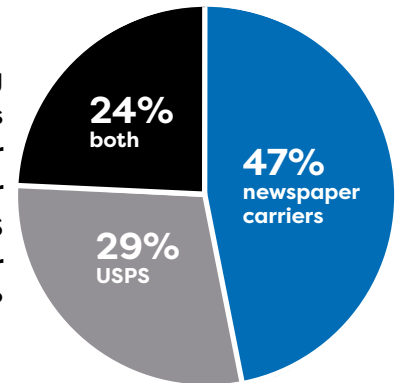
- Working with the post offices that have the most problems delivering our papers on time.
- Talked with local post office representatives.
- Wrote to Sens. Casey and Toomey.
- Talked with local congressman.

ADDITIONAL COMMENTS:

Horrible delivery of our weekly editions which go outside our in-county service area. Towns 25 miles away get our edition, which we mail on Wednesday, the following Monday. Any newspapers going to Lehigh Valley and Philadelphia distribution centers will be delayed up to two weeks.

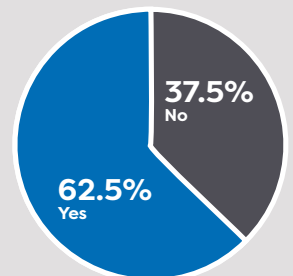
Local USPS service is fine, but they are unaccountable for any delivery problems outside of the local area.

Are you facing any challenges with newspaper delivery either through the USPS or with newspaper carriers?



Are you facing other distribution-related obstacles?

- Difficulty hiring district managers.
- Difficulty hiring and retaining employee drivers.
- Road conditions.
- Fuel prices.



recruitment

What type of compensation plan do you offer to newspaper carriers?

77% – Tips

69% – Auto allowance or reimbursement

46% – Employer-provided incentives

15% – Piece rate per subscriber plus route subsidy

15% – Base salary

8% – Per piece delivery

How do you recruit newspaper carriers?

- Ads in the print newspaper
- Ads on a newspaper website
- Ads on hiring websites (Indeed, Monster, etc.)
- Ads on social media
- Newspaper inserts
- Yard signs
- Email blasts
- Referrals – sign-on bonus
- Outreach to former carriers
- Personal contacts
- Recruiter

News Media Alliance continues to advocate for postal reform

The News Media Alliance (NMA) was part of a coalition, including the National Newspaper Association (NNA), that supported the [Postal Service Reform Act](#), which was signed into law by President Biden on April 6. **The new law will reduce costs of the Postal Service to curb rate increases for Alliance members.** The law requires the United States Postal Service to develop a service-performance portal including a new public-facing, online dashboard with national and local service performance data updated each week to help promote compliance with on-time delivery of mail. NMA is working to ensure this data is meaningful and accurate for our members. In addition, Section 204 of that Act raised the annual cap on the number of copies that a Periodicals publisher can send to nonsubscribers at In-County rates from 10% to 50% of your annual subscriber volume. This change became effective May 27. While the legislation is a meaningful step toward reduced costs and reliable service, NMA will continue to work toward further stabilizing postal rates.

The Postal Regulatory Commission has invited stakeholder input regarding a study on rate increases; NMA and NNA plan to submit comments. The Alliance has created a Postal Group and will advocate for future policy recommendations to the Postal Service and congressional leaders to find solutions that will help protect news publishers and our communities' access to high-quality journalism.

The Alliance has also partnered with NNA in a joint task force to educate and train members in using the Postal Service more effectively with the goal of saving members costs and creating efficiencies. Additionally, following a decision by the U.S. Court of Appeals for the District of Columbia Circuit in November upholding the Postal Regulatory Commission's new rate-making system that led to rate increases for news publishers, the Alliance, NNA, and others filed a petition for Writ of Certiorari to the Supreme Court in February arguing the nondelegation doctrine should be strengthened to prevent Congress from transferring to a federal agency the power to rewrite the postal rate-setting system. The Justice Department, on behalf of the Postal Regulatory Commission, has opposed this petition. We sent a follow-up brief on May 31, which was also denied. The Alliance will continue to monitor these developments. If you have any questions, please contact Holly Lubart at holly@newsmediaalliance.org.

