

KEEP SIX-DAY MAIL DELIVERY

The U.S. Postal Service is proposing elimination of mail processing and delivery on Saturday beginning in 2011. The proposal is a budget move the USPS contends will help them stop massive operational financial losses.

Many business analysts and others decry the proposal as the wrong first step. The National Newspaper Association Board of Directors has voted to intervene on behalf of community newspapers. The NNA filing will cost about \$50,000.

OPA Executive Vice President Mark Thomas believes this is the wrong move.

“Just think of how many local businesses depend on Saturday transactions. The move to stop both mail processing and delivery will mean a major delay in commerce for the entire nation,” said Thomas.

“I have asked many people about this. The man on the street thinks the USPS just delivers junk mail anymore so there is no need for Saturday mail. The USPS has inadvertently created this perception that they don’t matter, but they matter a great deal, and not just to newspapers but the entire country,” said Thomas.

NNA postal expert Max Heath has also commented on the proposal: “The Postal Service has underestimated the public’s concern about the change. I know that USPS has persuaded itself that a lot of Americans believe Saturday delivery is dispensable,” Heath said.

“To the extent that is true, it is not a good sign for the future of our nation’s universal service if people do not care whether the

mail arrives. Fortunately, I believe the polls are misreading the public’s mood on this topic. As the old song said, ‘You don’t know what you got ‘til it’s gone,’” said Heath.

To help Oklahoma newspapers understand the seriousness of the issue, OPA tested how many newspapers arrived at their offices on Saturday for three consecutive weeks in March. The delivery delays are an eye-opening look at what will happen to newspapers that mail their papers, said Thomas.

“On Saturday, March 6, 41 of the state’s weekly papers – more than 25 percent – arrived at OPA (see chart at right).

Twenty-eight of the 39 daily newspapers also arrived that Saturday at OPA. Just think how that will affect the mindset of advertisers and readers if their papers do not reach their destination until the following Monday. And don’t forget that 10 times a year those Monday postal holidays will delay delivery even further,” said Thomas.

Many newspapers have sounded the alarm on their editorial pages.

The Clinton Daily News recently published an editorial that clearly stated the feelings of the newspaper industry.

“Dropping Saturday mail delivery should be the final step, not the first, in reinventing USPS and keeping it viable. We hope the USPS will concentrate on growing a business instead of adopting policies that drive business – including newspapers – away,” said the editorial published last week.

The Enid News and Eagle also

editorialized about the proposal saying addressing the question of high costs with the answer of dropping another day of weekend delivery is short-sighted and threatens to speed up trend of postal customers fleeing to alternative delivery methods.

A coalition of business observers worried about the financial welfare of the USPS has also expressed concerns to congressional leaders. The Coalition for a 21st Century Postal Service has weighed in



on matters including flexibility on restructuring and facility closings, labor negotiations and costs, the extra 75 billion dollars sitting in the postal pension fund, and elimination of Saturday mail.

“The Coalition believes the ultimate solution is sizing the system...to the volume of mail it is likely to handle and revenue it is likely to generate.

“Absent that, other changes will end up as stopgaps that will neither close the USPS deficits fully nor assure a path forward for the postal system as we know and value it.

“If USPS becomes more expensive, and its quality and service diminishes, its alternatives will become that much more attractive to already-stressed mailers – business users and households alike.”

Saturday Newspaper Delivery to OPA

MARCH 6
41 WEEKLY
28 DAILY

MARCH 13
47 WEEKLY
29 DAILY

MARCH 20
19 WEEKLY
22 DAILY

For three weeks in March, the Oklahoma Press Association tracked publications it received on Saturday. See complete list of publications received on all three dates on the OPA Website at www.OkPress.com/postal-resources.

NEWSPAPERS RECEIVED AT OPA IN OKLAHOMA CITY ON SATURDAY, MARCH 6

NEWSPAPER	ISSUE DATE	DAYS PUBLISHED
Ada Evening News	March 4	Su, M, T, W, Th, F
Allen Advocate	March 4	Th
Antlers American	March 4	Th
Apache News	March 4	Th
Ardmore - Ardmoreite	March 4,5	Su, M, T, W, Th, F
Bartlesville Examiner-Enterprise	March 3	Su, M, T, W, Th, F
Bixby Bulletin	March 4	Th
Carnegie Herald	March 3	W
Chelsea Reporter	March 4	Th
Chickasha Express-Star	March 4	Su, M, T, W, Th, F
Clinton Daily News	March 4	T, W, Th, F, Sa
Coalgate Record-Register	March 3	W
Cordell Beacon	March 3	W
Cushing Citizen	March 3	W, Sa
Durant Daily Democrat	March 3,4	Su, T, W, Th, F
Elgin - Comanche County Chronicle	March 4	Th
Enid News & Eagle	March 4,5	Su, M, T, W, Th, F, Sa
Eufaula - Indian Journal	March 4	Th
Grove Sun	March 5	T, F
Haskell News	March 4	Th
Heavener Ledger	March 4	Th
Holdenville Tribune	March 3	W
Hominy News-Progress	March 3	W
Hugo Daily News	March 1	M, T, W, Th, F
Hugo - Choctaw County Times	March 3	W
Idabel - McCurtain Daily Gazette	Feb. 28	Su, T, W, Th, F
Inola Independent	March 3	W
Jenks Journal	March 4	Th
Konawa Leader	March 4	Th
Lawton Constitution	March 4	Su, M, T, W, Th, F, Sa
Lawton - County Times	March 4	Th
Marlow Review	March 4	Th
McAlester News-Capital	March 4	Su, M, T, W, Th, F
Miami News-Record	March 3,4	Su, M, T, W, Th, F
Muskogee Phoenix	March 4	Su, M, T, W, Th, F, Sa
Mustang News	March 4	Th, Sa
Norman - The Oklahoma Daily, OU	March 4	M, T, W, Th, F
Okemah News Leader	March 3	W, Sa
OKC - Oklahoman	March 6	Su, M, T, W, Th, F, Sa
OKC - Black Chronicle	March 4	Th
OKC - Capitol Hill Beacon	March 4	Th
OKC - Sooner Catholic	March 7	Su
Okmulgee Daily Times	March 2	Su, T, W, Th, F
Owasso Reporter	March 4	T, Th
Pauls Valley Daily Democrat	March 4	Su, T, W, Th, F
Pawhuska Journal-Capital	March 3	W
Pawnee Chief	March 3	W
Perry Daily Journal	March 4	T, W, Th, F, Sa
Piedmont-Surrey Gazette	March 4	Th
Ponca City News	Feb. 28, March 4	Su, M, T, W, Th, F
Poteau Daily News	March 3,4	T, W, Th, F, Sa
Pryor Daily Times	March 5	Su, T, W, Th, F
Ringling Eagle	March 4	Th
Sand Springs Leader	March 3	Su, W
Seiling - Dewey County Record	March 4	Th
Seminole Producer	March 4	Su, T, W, Th, F
Shawnee News-Star	March 4	Su, T, W, Th, F, Sa
Shidler - Review	March 4	Th
Stigler News-Sentinel	March 4	Th
Stillwater - The Daily O'Collegian, OSU	March 4,5	M, T, W, Th, F
Tahlequah Daily Press	March 3, 5	Su, T, W, Th, F
Tahlequah - Weekly Leader	March 4	Th
Tonkawa News	March 4	Th
Tulsa Daily Commerce & Legal News	March 4	M, T, W, Th, F
Tulsa - Oklahoma Eagle	March 5	F
Vici Vision	March 4	Th
Vinita Daily Journal	March 5	T, W, Th, F, Sa
Wagoner Tribune	March 4	Th
Weatherford Daily News	March 4	T, W, Th, F, Sa

