



ACTION: Tell Congress and The Administration to Fix Overtime Rules

In July, the Department of Labor (DOL) published a Notice of Proposed Rulemaking (NPRM) in response to a presidential directive to update the white collar exemption of the Fair Labor Standards Act (FLSA). The DOL has proposed increasing the salary test threshold used to determine whether an employee should receive overtime pay. In its proposal, the agency proposes raising the threshold from \$23,600 to \$50,440 – a 102 percent increase. If finalized without any changes, this would mean that currently exempt employees – including managerial

positions – would need to be paid overtime for more than 40-hours of work in a week if they make less than \$50,440. The DOL could finalize the rule by late Spring or early Summer 2016.

With over 205,000 comments filed in response to the proposal, the NPRM has been met with opposition - from large and small businesses, and non-profit organizations - for having a “one-size-fits-all” approach and failing to consider regional cost-of-living differences. As it currently stands,

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the Department's proposed threshold is nearly \$10,000 higher than that of the State of California's threshold for overtime and nearly \$15,000 higher than that of New York – two of the country's most expensive states to live in.

In addition to the increase in the salaries test, the DOL rule also proposes automatically increasing the minimum salary threshold annually to keep up with inflation – publishing the increased threshold only 60 days before employers would need to comply.

While the Newspaper Association of America (NAA) believes the salary threshold should be increased – since it has not been raised since 2004 – the proposal to double the current standard would add unsustainable costs on newspapers – in large and small markets – that could reduce the amount of journalism provided in a community and change operational structures that would move full-time positions into part-time positions, which would have a negative impact on current employees. The Department of Labor proposal simply goes too far, too fast.

NAA is a member of the Partnership to Protect Workplace Opportunity, which sent a letter to members of Congress urging them to weigh in with the administration on the negative economic impact of the DOL rule change. NAA encourages you to start educating your members of Congress on the impact of the DOL's proposal on your newspaper.

TAKE ACTION HERE

We also encourage newspapers to start thinking about what would happen if the proposed rule would go into effect, specifically which employees would need to be transitioned to non-exempt status and/or which employees you might consider compensating differently to ensure they remain exempt. This will also help you determine the impact of the proposal to communicate with your members of Congress.

If you have any questions please contact Kristina Zaumseil at **Kristina.Zaumseil@naa.org**.



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The Election is One Year Away – Ready to Increase Your Political Ad Revenues?

According to Borrell Associates more than \$11 billion will be spent on political advertising leading up to the November 8, 2016 election. Nearly 75 percent of the election activity will be in county and local elections where newspaper brands are strongest and most influential.

Do you want to capture more political advertising in your local market? Take advantage of the following resources:

IDENTIFY SUPERPACS SPENDING \$ IN YOUR MARKET

Hundreds of independent expenditure-only committees or so-called SuperPACs have registered with the Federal Election Commission. These SuperPACs can spend unlimited amounts of money in support of political candidates or to advance a particular political issue. These SuperPACs are already reserving broadcast air time in local markets in key states and congressional districts.

You can find contact information on these SuperPACs and the planned broadcast spend in your market by going to a Federal Communications Commission hosted database that has this information in “political files” for full-power and Class A broadcast TV stations. (Note: Currently radio stations and cable operators are not required to post their political files online, but they are required to make the information available and will do so if approached in person at the local station level.)

HOW TO ACCESS THIS INFORMATION IN A STATION’S POLITICAL FILE:

- Go to: <https://stations.fcc.gov/>
- Search for the station’s call sign under “Find A Station”
- Click on the “Political Files” icon.



While the information available about broadcast political advertisement varies, you can find the planned schedule or time purchased; the rates charged; the name of the candidate; and contact information for the candidate or person purchasing the time for a SuperPAC.

NAA SPONSORED ADS PROMOTING POLITICAL ADVERTISING

Nielsen Scarborough research shows that among adults who vote in local elections, seven in 10 read newspapers in print, online and on mobile devices in a given week. Newspapers are better positioned than any medium to connect candidates and their campaigns with voters and potential contributors. As NAA President & CEO, David Chavern, stated in this Op-Ed; “Elections are a local business. Newspapers are a local business. The connection between the two is essential for democracy to function”. You can educate candidates and other influencers in your market on the value of the newspaper medium for political advertising by running these NAA-created ads now – and throughout the campaign season.



The Holidays are a Good Time to Connect with Your Member of Congress

Legislators will be heading home for December recess until they reconvene on January 5, 2016. During the break legislators will likely be active in your home district, attending civic events and meeting with constituents. This is a good time to build a relationship with a policy maker or maintain a previously established one.

We encourage you to reach out your Representative or Senator's scheduler to arrange a meeting in their office or invite them to take a tour of the newspaper. If you schedule a meeting or if they are going to visit the newspaper, we encourage you to take a few minutes to talk to them about public policy issues in play in Washington, DC, such as the Department of Labor's proposed rule change to the salary test used to determine who qualifies for overtime pay (see previous story).

There is nothing like a contact from back home to support NAA's legislative efforts in Washington.

To report a successful meeting, communication or for assistance contacting the scheduler for your legislator, please email Kristina Zaumseil at Kristina.Zaumseil@naa.org.

FIND MY LEGISLATOR ▶

NAA mediaXchange 2016 in the Nation's Capital

Taking place April 17-20, 2016 at the new Marriott Marquis in Washington, DC, NAA mediaXchange 2016 is designed to inspire by providing valuable and practical ideas to help newspaper print and digital professionals grow audience and revenue. The event is recognized as the premier annual event for local and national news organizations. Register today at <http://www.naa.org/mediaXchange>



MEDIA XCHANGE April 17-20, 2016 | Washington, D.C.

