



NEWS BRIEF

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USPS SEES ENVIRONMENTAL EFFORTS AS ANTIDOTE TO DO NOT MAIL

The mailing industry is doing its part to improve the environment by using a good amount of recycled material, PMG Jack Potter told 5,000 people gathered at the National Postal Forum in May. "And because paper is recyclable, that means mail is recyclable. Just about all of the paper used for mail comes from renewable resources, resources dedicated to this purpose," he said.

Potter said the USPS continues to make mail more environmentally friendly. It's a good story, the postmaster general said, and one the Postal Service needs to tell to counter Do Not Mail initiatives.

Among the green efforts of the Postal Service, are its "Cradle-to-Cradle" packaging for Priority Mail and Express Mail products; improved heating, cooling and lighting systems to help reduce energy use; and changing motors on equipment so the USPS can use less electricity. The Postal Service recycles a million tons of waste each year and buys hundreds of millions of dollars worth of recycled material. It has the largest fleet of alternative-fuel-capable vehicles in America.

Potter noted that the industry is making a significant mark, as well, by using a lot of recycled material, receiving environmental awards in the process. All of which increases the value of the mail, he said.

"Another important environmental contribution is the value of having something delivered right to your door instead of having to jump into the car and drive to three different stores to get what you need," Potter said. "It's great to shop from a catalog and to order on the phone, or online, or through the mail and have it brought right to you. One carrier, stopping at hundreds of addresses every day, can help eliminate dozens of car trips, the gasoline they use, and the environmental impact of each of those trips. That can really make a difference."

This is another story the Postal Service needs to do a better job telling, Potter noted, adding that he expects the USPS to step up its efforts in this regard with the recent creation of the position of the vice president for sustainability. Sam Pulcrano has been named to the position and will focus the efforts of the entire organization so that it has a coordinated effort and message.

As for the "Do Not Mail" legislation, so far, it hasn't been successful, despite the fact that many states have seen some activity, Potter said. "But I think we have to look in the mirror if we want to know why people are concerned about what's in their mailbox." Companies need to open a line of communication between themselves and the folks they serve to understand what mail makes the most sense for them. "I don't think there's a magic solution out there, or that one size fits all."

Potter added, "Everyone needs to reflect on what your company can do, and has to do, to reach out to your customers. How do you provide them with the information they need to do business with you? What information do they need to shop? When - and how often - do they need it? This is a big part of the environmental challenge, and I think it's something we need to address in terms of the drivers of the 'Do Not Mail' legislation. It's all about customer preference and the more we satisfy customers, the more they'll do business with us - you and the Postal Service."

Potter's full speech can be found at <http://www.usps.com/communications/newsroom/speeches/speeches.htm>.

POSTAL SERVICE NAMES VP OF SUSTAINABILITY

As noted above, PMG Potter named Sam Pulcrano, a 33-year Postal Service veteran, as the organization's first

vice president of sustainability, responsible for coordinating energy and environmental programs across all departments of the Postal Service. One of Pulcrano's first goals will be to complete an inventory of greenhouse gas emissions and create an action plan to reduce emissions.

In a briefing with trade reporters, Pulcrano said he envisions a sustainability strategy that engages both the Postal Service's suppliers and its customers. In addition, the USPS will look at an issue from a broad perspective to gauge the full environmental impact. The Postal Service wants to work with industry in this effort.

Pulcrano touted the Postal Service's new online resource for consumers to make environmentally friendly decisions about their mail. It includes eco-friendly products and services as well as recycling ideas and ways to help marketers create greener advertising. The site is www.usps.com/green and it contains hundreds of facts, suggestions and programs to help improve environmental awareness.

A MUST READ

In her recent article in the May-June issue of *Mailing Systems Technology* magazine, Mail Moves America Communications Committee co-chair Debora Haskel says companies can no longer ignore the demands of consumers. She also provides seven concrete steps that the industry can take to combat Do Not Mail initiatives.

1. Know the facts.
2. Make a concerted effort to learn how proponents of Do Not Mail are positioning their arguments.
3. Show your colors.
4. Practice good hygiene.
5. Know your state legislators.
6. Practice what you preach.
7. Become an active member of trade organizations.

Debora Haskel is vice president of marketing at IWCO Direct. You can find her article "7 Steps to Combat Do Not Mail" on the MST website, www.mailingsystemstechnology.com.

HEARD AT THE HEARING

At the marathon oversight hearing in May of the House Subcommittee on the Federal Workforce, the Postal Service and the District of Columbia a few witnesses hit on the threat that Do Not Mail legislation poses to the entire mailing industry. While the focus of the hearing was on what's next under the new postal law, and in particular on the future of universal mail service, the discussion did also touch on Do Not Mail.

Below are a couple of excerpts on the threat of Do Not Mail from witnesses who testified at the hearing.

William Young, President, National Association of Letter Carriers:

"On the flip side, Congress can also help by addressing the threat of so-called Do-Not-Mail initiatives at the state level. These misguided proposals have popped up all over. Fortunately, none has been enacted, but they pose a real danger by wrongly equating direct mail with the unsolicited phone calls that prompted the FTC's do-not-call registry. But direct mail advertising is an unobtrusive medium that encourages economic growth. It helps both large and small businesses find new customers and cultivate existing ones. It is also a vital avenue for political and social advocacy. And direct mail is crucial for underwriting the cost of universal postal service – just as advertising underwrites the cost of radio, television and newspaper communications."

Ted Keating, President of National Association of Postal Supervisors:

"The expansion of voting by mail not only will broaden citizen participation in election processes at the local, state and federal levels, it will generate additional revenue for the Postal Service. At the same time, we will continue to urge state lawmakers to continue to demonstrate continued wisdom in regarding Do Not Mail legislative proposals as misguided and unnecessary, in light of their significant negative impact upon postal income and the viability of opt-out mechanisms that already are available to households to diminish their receipt of advertising mail."

STATE LEGISLATION UPDATE

Of the 12 states that had Do Not Mail legislation this session, the majority have adjourned: Hawaii, Maryland, New Hampshire, New York (although not *sine die*), Rhode Island, Tennessee, Vermont and Washington. The four still in session as of this writing are: Illinois, Michigan, North Carolina and Pennsylvania. As reported on the

recent conference call, the Pennsylvania legislation was introduced in May and referred to the Consumer Affairs Committee. No additional action has been taken on it since then.

FEDERAL LEGISLATION UPDATE

In late June, the House Appropriations Committee approved an appropriations bill amendment offered by Congressman Jack Kingston (R-GA) that would require the Postal Service to study the cost-effectiveness and fuel consumption of a five-day delivery system and consumer demand of Saturday postal delivery.

In a press statement, Rep. Kingston commented that he's been "trying to get the postal service to end Saturday delivery for years. It's a perfect example of government waste that is driving up the price at the pump. I can't think of the last time I got anything but a bill in the mail and, frankly, those can wait until Monday. Now my kids get all of their bills by email. What other way can the government immediately save 20.8 million gallons of gas thereby reducing consumption and gas prices?"

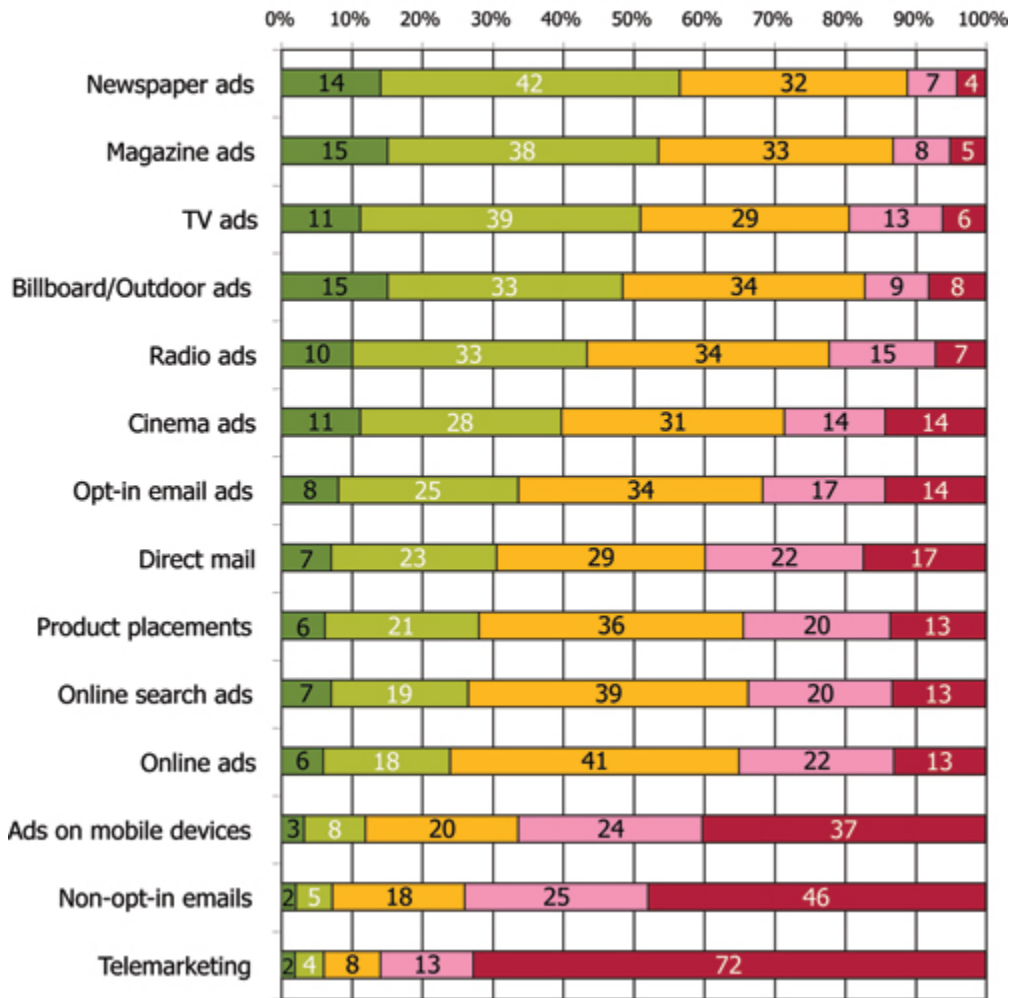
The statement noted that according to the United States Postal Service's (USPS) website, the service uses 121 million gallons of gas each year. At approximately 400,000 gallons per day, the service would conserve 20.8 million gallons with an estimated cost savings of \$84.7 million.

"This is just one way to bring down the cost of fuel," Kingston went on to say. "While some oppose this idea, this study will at least give us hard numbers on which we can make an informed decision."

FAST FACT

From Print in the Mix website (<http://printinthemix.rit.edu/fastfacts/show/78>):

■ Very positive
 ■ Somewhat positive
 ■ Neutral
 ■ Somewhat negative
 ■ Very negative



Print Advertising Rates Most Positively with Consumers

Dynamic Logic's AdReaction 5 research study asked consumers about their overall attitudes towards various advertising mediums. Print advertising and other traditional forms rate most positively, while more intrusive forms--such as non-opt-in email and mobile ads-- lag in consumer appeal.

The study found that the more relevant people feel the ads are to them, the better their opinions of the format. Newspaper, TV and magazine ads were found to be the most relevant, while ads on mobile devices, non-opt-in emails, and telemarketing were least relevant.