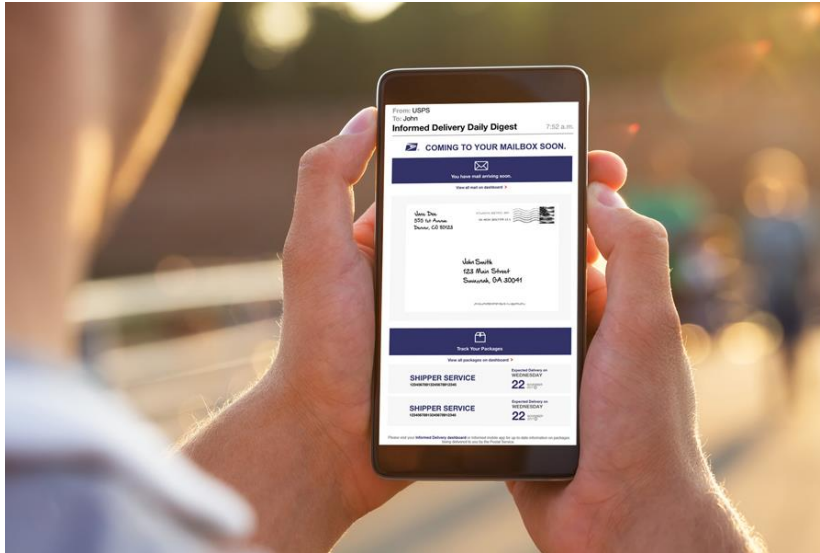


MAIL *SPOKEN HERE*

JULY 2019

*The electronic newsletter from the Industry Engagement & Outreach team
summarizing recent USPS news and developments*

Informed Delivery - What you should know about the free service



Informed Delivery allows you to digitally preview your incoming mail and manage your packages from mobile devices, as well as computers and tablets.

Here's a few things you should know:

- **Informed Delivery bridges digital and physical communications.** The free notification service allows users to digitally preview their incoming mail and manage their packages from computers, smartphones and other devices.
- **It's easy and convenient to use.** Informed Delivery users receive email notifications containing images of the outside of the letter-size mailpieces that will soon arrive in their physical mailboxes. These images are also accessible on the Informed Delivery online dashboard and mobile app.
- **Businesses can add interactive content to Informed Delivery emails.** When a consumer clicks on this content, he or she will be taken to the company's website to receive offers, coupons or to learn more about the firm's products and services.
- **More than 18 million consumers use Informed Delivery.** The feature is available to residential consumers and PO Box residential customers. USPS conducts initiatives like the Inform 5 campaign, which encourages employees to tell at least five customers each day about Informed Delivery.

POTUS postage - The List: 6 facts about presidential stamps



Many presidents have been featured on stamps over the years, including, clockwise from top left, Warren Harding (1930), Thomas Jefferson (1923), William McKinley (1927), Ulysses Grant (1923), James Monroe (1923), James Garfield (1922), Woodrow Wilson (1925), Benjamin Harrison (1926) and Theodore Roosevelt (1922).

To help mark the release of the stamp *honoring George H.W. Bush*, the nation's 41st commander in chief, here are six facts about presidential stamps.

- 1. Presidential stamps are now issued after death.** Since 1945, presidents have been memorialized on stamps usually within a year of their death and often on their date of birth. The stamp honoring Bush, who died last fall, was released June 12, when he would have turned 95.
- 2. George Washington is the president of stamps.** The nation's first commander in chief has appeared on more than 300 different stamp issues, including one of the first U.S. stamps.
- 3. John Adams waited the longest before getting a stamp.** A stamp honoring Adams, the nation's second president, was issued in 1938 — 112 years after his death in 1826.
- 4. Abraham Lincoln was the first president memorialized on a stamp shortly after death.** He died on April 15, 1865; a postage stamp featuring his likeness was issued in April 1866.
- 5. Twelve presidents made their stamp debut in the same year.** John Adams, John Quincy Adams, Martin Van Buren, William Henry Harrison, John Tyler, James Polk, Millard Fillmore, Franklin Pierce, James Buchanan, Andrew Johnson, Chester Arthur and Calvin Coolidge appeared for the first time on a stamp when they were included in the 1938 Presidential Series.
- 6. Franklin D. Roosevelt got four memorial stamps within a year of his death.** Elected president a record four times, Roosevelt died on April 12, 1945, at the beginning of his fourth term. During the next nine months, he was honored on a series of four stamps — the Roosevelt Memorial Series.

Independence Day - History of nation, USPS linked

Thursday, July 4, was Independence Day, the annual holiday that commemorates the adoption of the Declaration of Independence in 1776.

Independence Day holds special significance for the Postal Service, whose history is closely tied to the nation's birth. The organization traces its roots to July 26, 1775, when Benjamin Franklin was appointed Postmaster General by the Second Continental Congress, a convention of delegates from the 13 Colonies.

The Founding Fathers considered a strong postal system so important to the nation's success that the U.S. Constitution empowered Congress to "establish Post Offices and post roads" to help ensure the free flow of ideas and information.

"The Postal Service has served the American people for more than 240 years," said Postmaster General Megan J. Brennan. "Our history is America's history, and we're proud of the important role our organization has played in shaping the nation. Our commitment to public service is unwavering, and we will continue to bind our country through prompt, reliable and efficient delivery services."

The National Archives' site has a history of the Declaration of Independence, while usps.com has more information about the Postal Service's history.

PRC Approves Lower Postal Rates Ahead of UPU Meeting

The Postal Regulatory Commission has approved a range of postal rates for smaller packages originating from overseas to the United States, part of an effort to level the playing field for U.S. merchants and manufacturers disadvantaged by international postage rules.

This action gives the PRC and the USPS leeway whether or not the U.S. remains in the Universal Postal Union (UPU), a conglomeration of 192 countries charged with setting postal rates among member states. The proposed rates impact packages weighing 2 kilograms or less, about 4.4 pounds.

Under existing UPU guidelines, some member states, notably China, receive significantly discounted postal rates as "developing" countries even though that hasn't been the case for some time. This is allowing Chinese merchants to substantially undercut U.S. competitors, to the point where shipping is often cheaper from China to the U.S. than it is within the U.S.

This inequity is what led the Trump administration to consider a pullout from the UPU over so-called terminal dues or UPU negotiated UPU rates, most recently set in 2016. The difference between terminal dues and the U.S. Postal Service's costs has in effect been a subsidy for many foreign shippers.

"This was an essential procedural step in order for the U.S. to self-declare its rates and thereby provide fair postal rates for the U.S. mailers, manufacturers and workers harmed by the current system," Peter Navarro, assistant to the president for trade and manufacturing policy, told Bloomberg Government.

By self-declaring rates, Navarro told Bloomberg, "the Trump administration will end the unfair subsidies now lavished on foreign producers and it will self-declare either inside or outside the UPU—pending the outcome of the Extraordinary Congress," a meeting of all UPU members set for Sept. 25 in Geneva.

The new rates are under seal for the present, with the stipulation that the USPS must disclose them within 15 days of their effective date. Several groups including UPS have urged the PRC to make the

rates public, arguing it makes it harder to evaluate the changes and could negatively impact negotiations at the UPU meeting.

UPS argued that having the proposed rates under seal “made it harder for relevant stakeholders to comment meaningfully on whether [they satisfy] all statutory requirements and are consistent with the policies outlined in the Presidential Memorandum,” i.e. the Trump administration’s 2018 task force report suggesting postal reforms.

The U.S. Chamber of Commerce similarly complained about a lack of transparency, saying it “severely handicap[s]” the ability of interested parties to provide informed comments, according to the PRC filing.

You’ve Got Mail: 5 Benefits of Effective Direct Mail Marketing

Over 56% of consumers who received direct mail went online and visited an online retailer. Of those who responded to direct mail, 62% of shoppers made a purchase online. Today, most businesses think email, social media, and digital marketing are the most effective. What they don’t realize is that direct mail is the perfect complement to their digital marketing and nets a high response rate. Want to know more about effective direct mail marketing?

What Is Direct Mail Marketing?

Direct mail marketing refers to marketing that involves the sending of physical promotional material to customers. The majority of direct mail marketing goes through the US Postal Service. They deliver promotional printed material to the target audience which can be Business to Consumer or Business to Business.

Types of direct mail include postcards, catalogs, newsletters, sales letters, and brochures.

Benefits of Effective Direct Mail Marketing

Although technology is shifting towards more digital marketing, direct mail is still the best marketing mean for businesses to hit a target market with a marketing piece specific to the recipient.

Read on and learn the 5 essential benefits of effective direct mail marketing.

Flexible

Direct mail marketing can serve different marketing goals. First, it promotes upcoming products. Second, it acts as an invitation or a promotional tool where your potential customers can redeem it for coupons.

Direct mail is also a perfect tool for educating your target audience. This helps to create long-lasting relationships. A good example is a newsletter that gives updates on current happenings in your industry.

Don’t forget that direct mail can help your business gather useful information by driving them to a specific website or landing page. Information that includes email addresses and phone numbers.

Efficient

Over 47% of millennials check their physical mailbox every day. This is great news to businesses considering that millennials spend a lot of time online. As a marketer, you can incorporate extra

elements such as QR codes and scannable coupons to your direct mail piece which will help increase response rates.

By doing so, you provide a well-rounded approach not only to millennials but to the Gen Xers too. This helps to leverage their multichannel interests.

Helps Your Brand Connect with Prospects

Personalizing your direct mail evokes emotions from your target audience. This gives your brand the power to connect with your target audience. In fact, including the person's full name increases the response rate by 50%.

What you need to know is that direct mail can connect with people from all generations. The reason for this is that it leaves a positive impression and also makes the customer feel valued.

Gets Your Brand Noticed

Direct mail such as brochures put your brand's name, and message right in front of your target audience face. Compared to email where most marketing messages go to the spam folder and remain unopened, direct mail success rate is higher.

Want to ensure that your brand stands out? Be sure to use postcards, brochures and newsletters that have an eye-catching design. Include a call to action, and use personalization. Calling your prospect by name rather than a generic "hey you" will help you get noticed!

Supports Extra Marketing Key Performance Indicators

Direct mail does not support sales only but extra marketing key performance indicators. For instance, if you send a postcard or catalog to your target audience, they will take action.

That is, to browse and shop from your online shop. In fact, over 92% of customers have ended up shopping online as a result of direct mail.

Effective Direct Mail Marketing Strategy for Your Business

Want to take advantage of effective direct mail marketing? Go after the right people, make sure your message is clear and easy to read. To do so, incorporate text highlights and bullets.

Remember, you can ensure your prospects flow from your direct mail to your website. Visit usps.com for more information and get started today.

July Fun Facts – Did you know?

Every **July**, in Illinois they host the ***Tour de Donut***. A 30 mile bike race where riders take 5 minutes off their time for each donut they eat along the way.

July was renamed for Julius Caesar, and is the seventh month of the year in the Gregorian calendar, and is 31 days long. In prior years, it was called Quintilis.

On this day in July:

July 1st, 1881 - The world's first international telephone call was made between St. Stephen, New Brunswick, Canada, and Calais, Maine, United States.

July 2nd, 1962 - The first Wal-Mart store opened in Rogers, Arkansas.

July 3rd, 1969 - Lulu the elephant went off script on live BBC television's 'Blue Peter,' making the first on-air animal "blooper" we could find.

Federal Register Notices:

Published in the *Federal Register* July 30, 2019

Temporary Emergency Committee of the Board of Governors; Sunshine Act Meeting (Doc # 2019-16342)

AGENCY: Postal Service

STATUS: Thursday, August 8, 2019, at 10:00 a.m.—Closed. Friday, August 9, 2019, at 9:00 a.m.—Open.

DATES AND TIMES: Thursday, August 8, 2019, at 10:00 a.m.; and Friday, August 9, 2019, at 9:00 a.m.

MATTERS TO BE CONSIDERED:

Thursday, August 8, 2019, at 10:00 a.m. (Closed)

1. Strategic Issues.
2. Financial Matters.
3. Compensation and Personnel Matters.
4. Executive Session—Discussion of prior agenda items and Board governance.

Friday, August 9, 2019, at 9:00 a.m. (Open)

1. Remarks of the Chairman of the Temporary Emergency Committee of the Board.
2. Remarks of the Postmaster General and CEO.
3. Approval of Minutes of Previous Meetings.
4. Committee Reports.
5. Quarterly Financial Report.
6. Quarterly Service Performance Report.

A public comment period will begin immediately following the adjournment of the open session on August 9, 2019. During the public comment period, which shall not exceed 30 minutes, members of the public may comment on any item or subject listed on the agenda for the open session above. Registration of speakers at the public comment period is required. Speakers may register online at <https://www.surveymonkey.com/r/BOG-8-9-19>. Onsite registration will be available until thirty minutes before the meeting starts. No more than three minutes shall be allotted to each speaker. The time allotted to each speaker will be determined after registration closes. Participation in the public comment period is governed by 39 CFR 232.1(n).

FOR FURTHER INFORMATION CONTACT: Michael J. Elston, Acting Secretary of the Board, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20260-1000. Telephone: (202) 268-4800.

Negotiated Service Agreements:

Product Changes-**Priority Mail Express, Priority Mail and First-Class Package Service** *Negotiated Service Agreements:*

Product Changes-**Priority Mail Express, Priority Mail and First-Class** *Negotiated Service Agreements:*

Product Changes-**Priority Mail Express and Priority Mail** *Negotiated Service Agreements:* 7/30/19 (Doc# 2019-16078)

Product Changes-**Priority Mail Express** *Negotiated Service Agreements:* 7/17/19 (Doc# 2019-15201)

Product Changes-**Priority Mail** *Negotiated Service Agreements:* 7/29/19 (Doc# 2019-16031), 7/29/19 (Doc# 2019-16035), 7/24/19 (Doc# 2019-15677), 7/24/19 (Doc# 2019-15713), 7/17/19 (Doc# 2019-15200), 7/17/19 (Doc# 2019-15202)

Product Changes-**Priority Mail and First-Class Package Service** *Negotiated Service Agreements:* 7/22/19 (Doc# 2019-15511), 7/18/19 (Doc# 2019-15293), 7/18/19 (Doc# 2019-15295), 7/17/19 (Doc# 2019-15199), 7/17/19 (Doc# 2019-15210)

Product Changes-**First-Class Package Service** *Negotiated Service Agreements:* 7/31/19 (Doc# 2019-16236), 7/24/19 (Doc# 2019-15712)

Product Changes-**Parcel Select** *Negotiated Service Agreements:*

Product Changes-**Parcel Select and Parcel Return Service** *Negotiated Service Agreements:*

Product Changes-**Parcel Return Service** *Negotiated Service Agreements:*

Postal Bulletins:

Postal Bulletin 22524 dated 7/18/19

<https://about.usps.com/postal-bulletin/2019/pb22524/pb22524.pdf>

Manuals

DMM Revision: Electronic Export Information Filing Requirements

IMM Revision: Electronic Export Information Filing Requirements

IMM Revision: Individual Country Listing for Australia

Publications

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Postal Bulletin 22523 dated 7/4/19

<https://about.usps.com/postal-bulletin/2019/pb22523/pb22523.pdf>

Manuals

ELM Revision: Equivalent Grades

IMM Correction: First-Class Mail International Flats Weight Limit

IMM Revision: Individual Country Listing for Canada

Publications

Publication 223 Revision: Directives and Forms Update

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

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