



PCC Advisory Committee

Strategic Innovation

and

PCC Policy Café

Get Innovative and Grow

Presenters: Mark Fallon, Judy Antisdell, Melissa Lomax and Judy Caldwell



Housekeeping



You may unmute yourself and ask questions at any time, or you may use the Chat box for your questions.



PPT presentation along with the recording will posted on Postal Pro.



Please ensure you are muted when you are not asking questions or participating with the presentation.



Agenda



Get Innovative and Grow

- ❖ **PCC Policy:** Judy Caldwell
- ❖ **Tell Your Story in an Innovative Way:**
Melissa Lomax
- ❖ **Be Innovative for Success:** Judy Antisdell
and Mark Fallon
- ❖ **PCC Innovation Road trip:** Mark Fallon and
Judy Antisdell
- ❖ **Q&A**



PCC Policy

- ❖ Trademark and other legal restrictions prohibit the showing pre-recorded films or clips at USPS facilities.
 - ❖ Includes: prerecorded motion pictures on VHS, DVDs, Blu-ray discs, YouTube, Facebook, Instagram as well as movies accessed through streaming services like Netflix, Amazon Prime, Disney+ and Apple TV.
- ❖ Does not apply to films produced, published or owned by the Postal Service.

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PCC Policy

- ❖ PCCs must be compliant with copyright laws, including:
- ❖ No unauthorized photos or images (including cartoons)
 - ❖ No unlicensed images from Google image searches
 - ❖ No unauthorized downloads – text or video or audio

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PCC Policy

PCC Alert sent to Executive Board Members – October 26,2020

- ❖ Approval of a charitable activity under CSAP can only be given to those designed to meet the needs of one or more of these specific causes:
 - ❖ Assisting victims of a disaster
 - ❖ Relieving hunger
 - ❖ Promoting education/literacy
 - ❖ Enhancing the environment
 - ❖ Promoting wellness
 - ❖ Promoting child safety and well-being

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PCC Innovation

Melissa Lomax, Administrator and Communications Chair from the South Jersey PCC says:



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PCC Innovation

- ❖ How to tell your PCC story?
 - Accept a challenge from headquarters: Make a Spotlight Video of your PCC
 - Utilize the tools that you already have: Smartphone, Creativity, and

- ❖ Postal/Industry members
 - Be confident and daring; you will be amazed at what you will accomplish
 - What do you want to highlight about your PCC?

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PCC Innovation

- ❖ Demo: Post your PCC's video testimonial on PCC Voice
 - It's super easy to post articles, pictures, tips, and videos
 - Many different editing/movie making apps to choose from
 - Once your video has been edited, simply upload to PCC Voice

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PCC Innovation

- ❖ Let People Talk
- ❖ Making sure there is a moderator: Assign roles
- ❖ Chat box
- ❖ Remember people are humans



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PCC Innovation Road Trip



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