

## 'Your Postal Podcast' 67th Edition Transcript – December 2013

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**Richard Watkins:** Welcome to *Your Postal Podcast*. This is Richard Watkins of U.S. Postal Service Corporate Communications. In this December 2013 edition, you'll hear how postal employees are singing a familiar tune to let customers know what should be their Priority for shipping during the holiday season.

### **Priority Mail Commercial Segment**

**Watkins:** The spirit of the holiday season is captured in a new TV ad for the U.S. Postal Service that features real postal employees singing the praises of Priority Mail. Peter Hass was able to speak with one of these carolers who dressed up in letter carrier finery for the tuneful, snowy spot.

*(Audio from TV commercial, male voice singing: 'By the end of December, we'll be delivering...')*

**Peter Hass:** A song that's been around almost as long as the Postal Service itself has become a hit again, thanks to some witty new lyrics delivered with style by a group of carolers comprised of postal employees from across the country.

In the new USPS TV ad titled "Whatever It Takes," several humorous wintry and holiday-related hurdles are described in song by friendly letter carriers -- sung to the tune of the famous "12 Days of Christmas" song, as these employees are depicted dependably delivering dozens of Priority Mail packages.

Among the employees who appear in the USPS TV commercial, airing nationally throughout the holiday season, is Jamie Wright, the Postmaster of Lost Hills, California. Wright said the transformation from Postmaster to singer-slash-actor-slash-letter-carrier occurred in whirlwind fashion.

**Jamie Wright:** I received an email on my blue page... it was just indicating that they were looking for enthusiastic employees of the Postal Service to help them promote our Priority Express Mail for the holidays. They asked that you would send in your own version of "The 12 Days of Christmas." I went home and I made up my own like, huge song (laughs) and I came in the next day and I dressed pretty fancy – like had bows in my hair, like really frilly, showing my enthusiasm you know... I had my (rural) route carrier videotape me singing my version of "The 12 Days of Christmas" next to her letter case, and I submitted it then.

They expressed interest in my video, I'd say three days after I had submitted the video. And they asked if I'd do a Skype interview with the director. And so the following day, it was a Wednesday I believe, I Skyped with the director. And he said that if they were to choose me he would notify me by email. And that following Tuesday, they gave me a phone call and they said we would like for you to be here tomorrow in the morning in the Santa Clarita area so that we can start filming and see where it goes from there. We filmed on November 5<sup>th</sup> and the commercial came out the 18<sup>th</sup>. It was a week and a half. That's it – everything. So it was "a wrap!" (Laughs.)

**Hass:** Wright's segment represented the "eighth day," as she explained:

**Wright:** I am walking in front of a really big, lit-up house that has all the stops pulled out for Christmas. I believe the line I say is, “Eight front yards blinding.” I’m just representing that neither rain nor sleet nor snow nor “bright yards blinding” will keep us from delivering the mail (*laughs*). ... (*Singing:*) “Eight Bright Yards Blinding!”

**Hass:** Wright said she enjoyed the day-long experience of working on the ad, and appreciates being part of the effort to inform customers about our improved Priority Mail service.

**Wright:** I’m super proud to be a part of the Postal Service and I’m super-super proud to represent them in any format. Certainly being promoted with a commercial has been an awesome experience in and of itself. But I really believe in our product and I really, really believe in our customers. And it’s just an honor to be a part of the national campaign that is promoting all of these things; that’s going to be helping our customers get better service.

**Hass:** In late December, as the final few holiday mailing deadlines approached, a sequel 30-second ad started airing nationally, along with a one-minute edition released online that includes all 12 days of funny holiday delivery hurdles.

All three versions can be seen on the Postal Service’s YouTube page at youtube dot com slash U S P S.

*(Audio from commercial, male voice singing: “And a giant blow-up snowman that kinda freaks me out!”)*

## **News Roundup**

**Watkins:** And now here's a roundup of recent Postal Service news. In an article from the daily USPS News Link, postal employees know they are a vital factor in delivering cards, letters and packages in time for holiday celebrations.

Now, the public also has a better idea how important the Postal Service is during the holidays. To showcase its booming holiday activities, the Postal Service invited the media to tour processing facilities around the country and record their complex but efficient mailing and shipping operations. During the busiest mailing weeks of the year, news crews visited 44 facilities to gain a better understanding of mail processing.

Across the nation, from Hawaii to the East Coast, and from Alaska to the southern border states, tours were held nearly every day since Dec. 2.

At the Rochester, NY, plant, three local TV stations were on hand for on-camera interviews with Acting Plant Manager Ignatius Vaccaro. He highlighted the facility’s two Automated Package Processing Systems and described volumes and flows. Reporters were impressed with the magnitude of the operation and the orchestrated movement of containers in and out of the facility.

Rochester employees were excited to see their plant in lights. Quote “We often receive internal praise for our performance,” said Mail Handler Sean Zadora. “It’s nice to be recognized and appreciated on the outside too.” Unquote.

Postal employees can check out a set of photos taken at the various plant tours by going online to the December 20th USPS News Link.

Thanks for listening to *Your Postal Podcast*. Now, we'd like to hear from you. Please email your feedback and story ideas to [YourPostalPodcast@USPS.com](mailto:YourPostalPodcast@USPS.com).

One lucky listener who emails a comment about this month's podcast will be picked at random to receive a "Garden of Love" Notecard Set with Stamps. The winner will be selected from all qualifying comments emailed to [YourPostalPodcast@usps.com](mailto:YourPostalPodcast@usps.com) by Tuesday, January 14th, 2014.

Our congratulations go out to Bjoern Gruetzmacher of Snoqualmie, Washington, who emailed us a comment about November's podcast and has won a collectible program from the Harry Potter Forever Stamps' First Day of Issue Ceremony in Orlando, Florida.

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