

## Your Postal Podcast Version 20 Transcript

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Welcome to Your Postal Podcast. This is Richard Watkins with the Postal Service's office of Corporate Communications. In this edition, you'll hear about a new tool that, among other things, will help customers use their iPhone to find the nearest Post Office - - as well as track their latest USPS shipment. We'll hear from a letter carrier hero who was among the guests of honor on one of America's most talked-about television shows. And you'll learn what new stamps to expect at Post Offices this year.

### (Phone App Segment)

Last month, the Postal Service introduced a new, innovative tool for our increasingly techno-savvy customers. Peter Hass has the details.

**Peter Hass:** Need to find a Post Office? Want to track and confirm your Priority Mail package with Delivery Confirmation? Looking up a ZIP Code?

*There's an App for that!*

The Postal Service recently introduced an application for iPhones and iTouch iPods, that is already wildly popular as a business app.

Joe Adams, general manager of online and marketing services at USPS Headquarters in Washington D.C., explains how the decision came about to join the thousands of developers providing helpful tools to iPhone users.

**Joe Adams:** Well, the concept was developed internally by postal employees here on the Web Team at HQ. They noticed the huge surge in iPhone apps and they suggested that we develop one to meet the things that we see all the time that customers need. The most common needs are: find a postal location, look up a ZIP Code, track and confirm -- that's what we see in the call center; that's what we see online. It made a ton of sense to do an iPhone app for those services. Anybody can go download it at the iPhone Store... but like any iPhone app, you need an iPhone or an iPod Touch to use any of these iPhone apps.

**Hass:** The application -- absolutely free to download at the iPhone store -- took four months to create, and Adams says customers will find the most convenient features on the USPS website even easier to use via the new app:

**Adams:** First, there's track and confirm; we see millions of hits a year on tracking packages and confirming things, right? So the cool thing is on this, that once you type in a tracking number once, it can remember it, so they don't have to re-enter it later if they want to check the update, right? So, the iPhone users and iPod Touch users carry this around with them and with just a couple clicks they can see the latest status of the package that they are tracking. Very convenient anywhere they're at.

The second thing is looking up a ZIP. Of course they can type in any address in the country and find a ZIP Code. But the cool thing is, when they first go to the screen, it

automatically comes up with the ZIP Code for where they're actually standing at. It uses the GPS in the phone to determine where they're at and what the ZIP Code of that location is automatically. So, no matter where they're at in the country, they can know the ZIP Code.

And then third, they can use it to find a postal location. So, when they go to *that* screen, it automatically goes to a map that plots it with their location and then has icons for nearby Post Offices and blue boxes. Then they can get directions to either walk or drive to any of those locations.

**Hass:** Don't have an iPhone? Don't feel left out, Adams says:

**Adams:** In September, we launched the first version of our mobile website. So, it's just a regular website that anybody with a mobile phone -- as long as you have internet connectivity on that phone -- they can type in usps.com and get directed to this mobile site automatically, and that site enables anybody then to track their package, look up a ZIP or find a postal location. It's just that it's not as slick and cool because each phone doesn't have the same capabilities as the iPhone and iPod Touch. So, that's out there today. And that gets even better, because with the device capabilities -- we're also building apps for the BlackBerry and then we'll evaluate other devices, to these, they're called smart phones, that have more robust capabilities. We'll develop these apps for the most popular smart phones, which is the wave of the future.

**Hass:** By the way, Adams noted that the USPS app is already the third-most downloaded business-related app at the iPhone Store -- not bad for something just released to the public last month.

(Postal Heroes on Oprah Segment)

**Watkins:** In November, the Oprah Winfrey Show featured "People Magazine's Salute to Headline-Making Heroes". Included among the show's guests were Capt. Chesley Sullenberger, who safely landed a US Airways jet in the Hudson River, and five letter carriers. Melissa Kelley, a city carrier at the Bakersfield, California Post Office, was among those whose heroic acts were highlighted.

**Watkins:** Kelley was on her delivery route when she saw an elderly man being attacked by a pit bull. She threw her body in front of the man and used pepper spray to fight off the dog.

**Watkins:** Melissa, what were your impressions from behind the scenes of the Oprah Winfrey Show?

**Melissa Kelley:** I think what really impressed me was how genuinely nice everybody was at the show. There was so much going on; I didn't realize how much it took to put on that show. And there were so many people running around and doing anything and everything; and everybody had their purpose and everything got done so well. And everybody was just so overwhelmingly nice and friendly and helpful. They just wanted us to have a good time. "We want you to have a good time, want you to have fun, don't want you to be nervous." And showed us around the lot on both of her sets. And just really made us feel at ease. So I think that was the most overwhelmingly important thing that I took from it. That's why her show is so successful is because she has these people

that really know what they're doing and really take the time to make you feel comfortable.

**Watkins:** Have you talked with the elderly customer who you helped rescue?

**Kelley:** Yes I have. As a matter of fact, Mr. Gulard lives on my route, so I see him almost every day.

**Watkins:** What's been the reaction to your sudden fame by members of his family since your appearance on the show?

**Kelley:** They have been so nice and so appreciative the whole time and they were so excited and eager for me to go on the show, you wouldn't believe it.

**Watkins:** And how about the response among your coworkers and postal customers?

**Kelley:** They have been so excited and so happy for me, and so encouraging because I really didn't want to do it because I didn't think I was deserving to go. But they all really encouraged me, and really kind of talked me into going.

**Watkins:** How is your customer doing health wise since the dog attack?

**Kelley:** He's doing a lot better. He lost quite a few of his teeth, because when he fell, he knocked some of his teeth out. And he still doesn't have a bunch of his teeth, but he's going to the dentist and trying to get some false teeth. So he's doing a lot better.

(New Stamps for 2010 Segment)

**Watkins:** The curtain recently went up on the 2010 stamp program revealing subjects ranging from the Sunday Funnies to the Hawaiian Rain Forest. Here with this philatelic feature is Brian Sperry.

**Reporter Brian Sperry:** U.S. postage stamps are windows to the American experience, history lessons, if you will, of the people, places, and things that Americans hold dear.

So what can we expect from this year's stamp program?

I caught up with David Failor, who is the Executive Director of Stamp Services, and he shared some of his insights, including the stamps he expects will be the most popular.

**David Failor:** One of them that comes to mind is the Scouting Stamp. We're going to issue it in conjunction with the 100<sup>th</sup> Anniversary of the Boy Scouts of America. We also have some really fun stamps. Like in July, I think we're going to issue five different stamps called Sunday Funnies' and it includes tributes to Beetle Bailey, Archie Comics, Garfield, Calvin and Hobbes, and Dennis the Menace, and they'll just be a lot of fun.

For maybe a little older crowd we have our Cowboys of the Silver Screen. You know, like Roy Rogers, Gene Autry, Tom Mix, William S. Hart. And then of course we'll start off the year with our Olympic Stamp. We're going to issue a stamp in January in Park City, Utah. In conjunction with the Snowboarding event that they're going to be having up there that helps select the U.S. Olympic Team.

**Sperry:** While U.S. Stamps generally feature events, persons and themes with widespread national appeal, there is one stamp that will hold worldwide appeal.

**Failor:** We're going to have a Mother Teresa Stamp that will be issued probably some time in late summer. A lot of people, the first thing they'll say is 'yeah, but she's not an American Citizen, and don't we just feature American citizens on stamps?' Well, our rules state that we primarily feature American citizens. But, Mother Teresa's unique in that she is one of five people that have been granted honorary citizenship by the Congress back in the early 1990s I think. And I think everybody agrees that the work that she did, working with the poor and the sick, certainly the kind of individual that we love to feature on postage stamps.

**Sperry:** The Black Heritage series will continue in 2010, and will feature a pioneering filmmaker.

**Failor:** It's going to feature Oscar Micheaux. He was a great filmmaker before the 1940s, kind of a larger than life figure, and just thrived at a time when African Americans really didn't have the opportunities in the entertainment world.

**Sperry:** Without a stamp price change this year Failor sees a window of opportunity for commemorative stamps.

**Failor:** It's our hope that the retail associates will offer their customers a wider variety of the stamps that we have out there, and kind of re-introduce some people to the commemorative program.

**Sperry:** An American icon is among other stamps sure to be popular with customers. .

**Failor:** We're going to have a Kate Smith stamp where she's noted for God Bless America, and really a great American, who during the war years raised hundreds of millions of dollars selling War Bonds. We're going to come out with our fourth set of the Flags of Our Nation – Montana through I think it's North Dakota alphabetically will have stamps in their honor. And then finally, along sports lines, we're going to issue a pair of stamps that celebrate the Negro Leagues Baseball Teams. And one of the stamps features kind of the founder, or the father of Negro Leagues, which was Rube Foster. Just a really great mix of stamps this year.

**Watkins:** Thank you for listening to Your Postal Podcast. Now, we'd like to hear from you. Send your story ideas and feedback to [yourpostalpodcast@usps.com](mailto:yourpostalpodcast@usps.com). A production of Western Area Corporate Communications. Copyright 2010, all rights reserved.