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LABOR RELATIONS



October 28, 2021

Mr. Ivan Butts  
President  
National Association of Postal  
Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753

Dear Mr. Butts:

As a matter of general interest, the Postal Service is providing all employees with an opportunity to voluntarily provide feedback on newly proposed USPS advertising campaigns.

The survey is being conducted by a third-party company and will be available through November 2, 2021. Employees must complete the survey on non-postal equipment during non-duty hours.

Please find enclosed a copy of the Link Article with details about accessing the survey.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Mills".

David Mills  
Director  
Labor Relations Policies and Programs

Enclosure

## LINK Article

### Employees can provide feedback on new ads

Employees have an opportunity to provide feedback for a new USPS advertising campaign by completing a survey.

“Employee engagement is an important goal for the Marketing team. We want the ads to resonate with all audiences, including our workforce,” said Marketing Vice President Sheila Holman.

The survey is open to all employees, who can volunteer to participate by going to [the survey website](#) by Nov. 2.

The survey has questions about the campaign ideas and other content that will be shown to the participants.

The survey is being conducted by a third-party company and the survey is available through a non-postal website. Employees who decide to volunteer should complete the survey on nonpostal equipment during nonwork hours.