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NOV 05 2021

LABOR RELATIONS



November 2, 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 developed USPS advertising campaigns by participating in a focus group.

The focus group is being conducted by a third-party company and the interest form to participate will be available through November 8, 2021. The focus group meeting will be held virtually on November 16, 2021. Employees who decide to volunteer must complete the participation form and focus group on non-postal equipment during non-duty hours.

Please find enclosed a copy of the Link Article with details about the focus group and how to sign up to participate.

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](#)

Sharing your thoughts

Want to volunteer to review new ads?

Employees have an opportunity to participate in a focus group about the Postal Service's new advertising campaign.

Two 75-minute focus groups will be held virtually on Nov. 16. Employees can volunteer for either session.

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

All employees who are interested in participating in a focus group can complete [an online form](#) to be considered. Only a limited number of employees will be selected.

The deadline to submit the form is Nov. 8.

The focus groups are being conducted by a third-party company on a nonpostal website.

Employees who decide to volunteer should complete the form on nonpostal equipment during nonwork hours. Employees who are selected for a focus group should not participate during their scheduled work hours.

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