



NRLCA FACT SHEET

National Rural Letter Carriers' Association
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Do Not Mail

The Postal Service and its employees take pride in the postal service's universal service obligation, delivering to every address, in all locations, six days a week. Do Not Mail bills would jeopardize the mail stream, resulting in economic hardships not only for the postal service, but also for the businesses who utilize the postal service. Rural letter carriers are also directly affected, because their pay is structured on mail volume.

While the intent of these bills is to eliminate "junk" mail, the inadvertent effect would be decreasing rural letter carrier pay and eliminating jobs throughout our country.

Despite the growth of electronic communications, the mail – including direct mail – remains an important vehicle for commerce and information exchange in the United States. Studies show that 85% of US households read their advertising mail and 69% shop from direct mail advertisements.

Advertising mail, or "bulk mail", currently provides more than half of the annual revenue the US Postal Service needs to maintain its daily operations and provide a universal, reliable, and affordable method of communication for all American households, businesses, and nonprofit organizations.

The USPS is required by federal law to provide six day-per-week service to more than 146 million separate delivery points across the nation – a complex and expensive undertaking that is made possible by the significant contributions of advertising mail to USPS revenues.

Without the revenues generated by advertising mail postal customers could see curtailed service, lost jobs, and higher rates. The USPS might not be able to continue to provide guaranteed six day-per-week delivery to every American household and business. Local post offices might be forced to close, costing jobs in communities and creating inconvenience for postal customers. For individual postal customers, reduced advertising mail could mean higher prices, a longer drive to find a post office, and less certain delivery times for birthday cards, bills, and packages.

In 2007, 15 states proposed the creation of state Do Not Mail registries, similar to the national do not call registry, or are considering other limitations on advertising mail. This is a significant increase in the number of Do Not Mail bills seen in previous years; three in 2005 and four in 2006. The 2008 state legislative year began with nine states having bills that would create state-run Do Not Mail registries -- seven states carried over legislation from their 2007 session and two states filed new bills at the beginning of the session.

NRLCA Position

The NRLCA opposes all state and federal efforts to diminish the mail volume which would decrease rural letter carrier pay and eliminate jobs.

Contact Paul Swartz (Senate) or Kevin Talley (House) if you have any questions or would like more information on this issue.