

# POSTAL UNIONS JOIN FORCES ON TELEVISION AND PRINT MEDIA CAMPAIGN

To help raise public awareness regarding important issues involving the USPS, the National Postal Mail Handlers Union has joined forces with two of its sister postal unions, the American Postal Workers Union (APWU) and the National Association of Letter Carriers (NALC), to develop two separate television ads, and to purchase a nationwide media buy. All four of the postal unions (including the National Rural Letter Carriers Association—NRLCA) also combined resources to sponsor a print ad in all of the Capitol Hill newspapers.

The first TV ad in this joint campaign began airing in late September on CNN, MSNBC, and Fox News, and will continue to air through late November. In this 30-second spot, we seek to enlighten the public that it is far more than declining mail volume that has created this postal financial crisis – and to reinforce the message that Congress helped create this problem, and that Congress can take action now to fix it.

All four postal unions also coordinated efforts with a leading veterans advocacy group, VoteVets.org, to run a print advertisement in several prominent Capitol Hill newspapers. The ad was designed to raise awareness on Capitol Hill of the devastating effects that H.R. 2309, introduced by Congressman Darrell Issa (R-CA), would have on the workforce of the USPS. In particular, the advertisement draws attention to the fact that tens of thousands of military veterans would be among the 120,000 postal workers laid off under the provisions of this anti-worker bill.

The second TV ad in this effort is set to air on those same national networks beginning in early November, to coincide with the Veterans Day holiday. Similar to the print ad, this television ad draws attention to the fact that the Postal Service puts more veterans to work than any other civilian employer, and issues a call to action to demand that Congress oppose any legislation that would force the Postal Service to fire tens of thousands of veterans during the worst recession in decades.

Please visit the NPMHU website at [www.npmhu.org](http://www.npmhu.org) to see these advertisements.



## The Postal Service Hires More Veterans Than Any Other Civilian Employer



## Some in Congress Want to Fire Them

The Postal Service puts more veterans to work than any other civilian employer. But the Issa-Ross Bill (H.R. 2309), which the House Oversight and Government Reform Committee is expected to vote on this week, would force the USPS to fire employees—including tens of thousands of veterans. That's American vets fired in the worst economy in decades.

Putting tens of thousands of America's veterans out of work won't fix the Postal Service. Congress talks a lot about patriotism, but there's nothing patriotic about destroying the USPS, devastating mail service, and telling our veterans they're not wanted.

**TELL CONGRESS TO DELIVER FOR OUR VETERANS—AND AMERICA.**



Call (202) 224-3121

THANK YOU VETERANS,  
FOR YOUR SERVICE

APWU  
American Postal Workers Union, AFL-CIO

NATIONAL POSTAL MAILHANDLERS  
NPMHU  
POSTAL MAIL HANDLERS UNION

PAID FOR BY THE AMERICAN POSTAL WORKERS UNION AND THE NATIONAL POSTAL MAIL HANDLERS UNION.