

ZIP Code PROMOTION PLAN

March 25, 1963

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Department, with assistance from Gene Lape and
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PHASE 1 -- Designation of 1,000 New Zoned Cities

- Step 1 -- Press release, or announcement in speech by Postmaster General, or both, that department will shortly increase its number of postal zoned cities by 1,000 per cent. Stress: Zone numbers reduce errors, speed processing. Cite Pittsburgh plan.
- Step 2 -- Tailor stories for as many of the 1,000 cities as possible, identifying them as among those selected for stepped-up mail service through community zoning. For example: "Columbia will shortly become the first city in South Carolina to be zoned by the Post Office Department for more efficient mail service." Where there is no particular advantage in tailoring local stories, standard "fill-in" releases should be sent to postmasters of affected communities for their local adaptation and use.
- Step 3 -- Initial release should be followed up in each zoned city with a release and a diagram showing zone boundaries and numbers. Photos (glossies for press, matte finish for TV) should be prepared, showing zone maps. Where zone maps will appear in Yellow Pages, this fact should be stressed in all publicity.
- Step 4 -- After identification of zoned cities, but before zoning is put into effect, postmasters should arrange a "coffee meeting" with selected community leaders (including publishers, editors and station managers) to discuss zoning and ZIP Code. Pittsburgh experiment should be cited to demonstrate how business community and public benefits from use of zone numbers. Whole zoning concept based upon cooperation of business community. News media coverage should be invited and encourage for the discussion.
- Step 5 -- Single-sheet flyer, similar to "story of a Letter", should be sent to each mail address in the country, household and business, with covering letter from local postmaster explaining advantages of zoning and ZIP Code. Flyer should show the steps necessary to process and deliver an unzoned letter in comparison with the steps necessary in handling a zoned letter.
- Step 6 -- A sustained, saturation effort should be undertaken in each of the cities to educate the public to use of zone numbers. TV slides and clips animated with Mr. ZIP (nee Mr. P.O.Zone) should be made available for public service use. Tapes should be provided to radio stations. Large cutouts (plywood or Masonite) of Mr. ZIP should be provided to major post offices for display in lobbies. Where feasible, these should be equipped with built-in tape cassettes to enable Mr. ZIP to "talk" to customers, explaining the ZIP Code system. Order and disseminate Mr. ZIP posters, signs, decals - the works! Dispatch postal representatives
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to speak on radio and television guest appearance spots, news broadcasts, public affairs shows and talk shows. Arrange appearances for postal personnel before service clubs, citizens groups classroom gatherings, religious meetings, etc.

Local businessmen should be encouraged by postmasters to use bill inserts to publicize the fact that zoning has come to Ourtown and that "Zone Numbers Speed Your Mail" Peak mailing periods offer valuable opportunities for such a message.

Company vehicles and post office vehicles provide valuable display space for the ZIP story. Truck posters will be dispatched nationwide featuring Mr. ZIP and urging use of Zone numbers. Where an "angel" can be found to pick up the tap, bumper-strip advertising should be fashioned and attached to trucks and automobiles.

Public offices, employee bulletin boards, lounges, elevators, cafeterias and reception areas in all government buildings and as many private buildings as possible should be utilized to stress the zoning message through posters, counter cards, and throw-away flyers.

Postmasters should approach local businessmen, the Chamber of Commerce and/ or other local trade groups to urge that they place tent cards (to be provided by the Post Office Department) on prominent display in the buildings and offices.

Where possible, huge posters (the bigger the better) should be erected in bus stations, train depots and airports, stressing: "this is a zone city. When writing your friends or relatives here, use their postal zone numbers to assure speedier service."

School officials and teachers should be asked to acquaint their student with the facts about ZIP Code.

Postage meter slugs and special die-hub cancellations should be distributed nationwide for use in publicizing ZIP Code.

Stationers, printing firms and business houses should be urged to include postal zone numbers on letterheads and return address envelope.

Advertising managers for newspapers, television and radio stations should be asked to encourage advertisers to include postal zone numbers as part of the address information in their ads. This request should also be made by the postmaster himself to local business directly, and through their trade associations, account executives and/or display managers, as applicable.

A concerted effort should be made to get local business (through post master contacts) to include -- as a public service - "hitch -hike" tag lines in their newspaper, magazine, radio and television advertising, urging the use of ZIP Codes to speed mail handling.

Radio and television stations should be provided feature and news scripts plugging the zone number message, and requested to use them either on news and talk shows, or as public service announcements, adapting them, as desired, to local conditions and possibly using the postmaster for comment, discussion or interview.

Local governments (city, county, and where appropriate, state governments) should be approached by the Postmaster and urged to cooperate, not only by using their own zone numbers on all their mail, but by lending their support to the Post Office Department's efforts to publicize the Zoning Improvement Plan (ZIP) in their respective communities. Mayors and Governors should be asked to issue proclamations urging the public use of ZIP numbers in the interest of holding postal costs down and increasing efficiency.

Postmasters should urge local newspaper editors to carry editorials urging the community to cooperate in speeding mail handling by using zone numbers. Newspaper might also be willing to use one-sentence reminder that "Zone Numbers Speed Your Mail," or similar slugs.

ZIP-Code Publicity.

April 22, 1963

Jamison Cain.

DJC/vsd

Public Relations staff.

Phase II

We have precious little time left to get rolling on the ZIP plan and ZIP-Code. I am listing below the things that immediately occur to me that we will need and I am sure there are some things I have overlooked. I think it behooves all of us to get together and split these up, assigning certain responsibilities to certain members of the staff, or I am afraid we will never get it done.

1. A national release to go out simultaneously with Mr. Day's press conference (Kelleher has prepared a draft).
2. A fact sheet on ZIP-Code that is up-to-date.
3. Q & A sheet on how local zoning fits into ZIP-Code.
4. A local fill-in press release on zoning.
5. A local fill-in release announcing zone boundaries.
6. Zone maps (line drawings as used in ABCD) showing zone numbers and boundaries.
7. A local fill-in feature story on what ZIP-code will mean to Ourtown.
8. A speech with appropriate local fill-ins to used by postmasters before civic groups.
9. A flyer showing steps ZIP-Code eliminates. (Jim Crawford is now working on this but we'll need copy
10. An Instruction sheet for postmasters outlining a suggested promotional plan.
11. Life-sized Mr. ZIP reproductions on heavy white paper with instructions telling postmasters how to attach to plywood and cut where dotted lines are with jigsaw.
12. Scripts for spot radio and TV public service announcements (Podunk is zoned for ZIP-Code).

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13. A parody on Walt Disney's Zippedodah, adapting it to Mr. ZIP and ZIP-Code. (Kelleher Offers a fifth of good booze to the one who comes up with the most appropriate parody.)
14. Clearance from whoever holds the copyright on Zippedodah to utilize the melody in our promotional campaign.
15. Tapes of Mr. ZIP singing the song.
16. TV slides and clips with animated Mr. ZIP to be made available for public service use.
17. Plywood cutouts of life-sized Mr. ZIP, equipped with tape transmitter explaining ZIP-Code zoning.
18. Zip truck poster for national use, to be substituted on all mail vehicles for the currently used "Address your Mail Carefully" standard truck poster.
19. Adaptation of AT&T slides to ZIP-Code promotion plan, with new script and some new slide shots.
20. Suggested layouts for local reproduction of lobby posters, signs, tent cards, bulletin board notices.
21. Postage meter slugs and special cancellation dies stressing ZIP-Codes zoning.
22. Memorandum from Mr. Day to all postmasters in the newly zoned cities stressing urgency of a massive promotional campaign within the little time that remains between now and July 1.
23. ZIP-Code news kit envelopes of sufficient size and capacity to hold most of the foregoing and with an appropriate Mr. ZIP symbol on the cover. The cover should also have the Post Office Department's ZIP-Code number rather than the Zone 25 in the return address.
24. Newspaper mats of Mr. Zip.
25. Local truck posters to be used in 208 cities with gummed label for localization, to be used in connection with the zoning for ZIP-Code program. (This has already gone to Cleary for reproduction)
26. Mr. ZIP decals for every mail truck in the country.
27. Stencils for decals for every carrier's mail pouch in the country.
28. Copy for 5 x 7-inch two-color cards to be delivered to every mailbox holder in the country.

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29. Copy for one-column by 3-inch ads to be placed in all major magazines in the country (the top 20 or 25).
30. 5 x 7-inch decals of Mr. ZIP and appropriate ZIP-Code slogan, two to be placed on each mailbox in the country
31. A good, catchy solid slogan, brief but comprehensive, to be hammered home as the central message in all of our promotional efforts.
32. Maps of the U. S. showing ZIP-Code areas and sectional center boundaries.
33. Have an optical banner installed in the Postmaster General's Reception Room.
34. Maps of each ZIP-Code area in the country showing sectional center boundaries.
35. Slides to be used by Day in his presentation next week.
36. Notices to be sent out well in advance of the press conference notifying the press of the time and place.
37. Rear-screen projector to be used during the Mr. Day's presentation (Pete Del Grosso working on this).