

MMA Generating Balanced News Coverage on Do Not Mail

Mail Moves America, with the assistance of the Direct Marketing Association (DMA), Pitney Bowes and the Printing Industry of Illinois and Indiana (PII), recently had more success in shaping media coverage on the Do Not Mail issue, this time with Reuters-TV and with the NBC affiliate in Chicago. Our well-coordinated outreach and efforts helped persuade these reporters that this is a complicated issue with a real economic impact. Communications efforts like this one are beginning to turn the tide on what had been a steady stream of one-sided stories.

Reuters-TV

Reuters Television recently reached out to the U.S. Postal Service for a story they were working on about Do Not Mail efforts. The story had clearly been pitched to them by activists at ForestEthics.

Upon learning about this story, the Direct Marketing Association reached out to the reporter and provided information about existing options for managing mail including DMAchoice. DMA also introduced the reporter to the Mail Moves America coalition. The MMA team then pro-actively reached out to the Reuters reporter to provide him with information about the economic benefits of advertising mail. We spent a great deal of time with the reporter walking through our economic points and knocking down the environmental points raised by ForestEthics. In addition, we offered to arrange an on-camera interview with an MMA member so they could produce a more balanced piece -- an offer that was gladly accepted by the reporter.

Matt Broder, Vice President of External Communications for Pitney Bowes, agreed to do the interview, and did an excellent job talking about the effectiveness and economic importance of advertising mail. He also ably tackled all of environmental points put forth by ForestEthics. The finished piece came out very balanced, and the effectiveness of our economic arguments was made clear when the piece began with the question: "Can Junk Mail Help the Economy?" The Reuters-TV piece can be viewed [here](#).

NBC-Chicago

For Earth Day, NBC's Chicago affiliate prepared a story about Do Not Mail efforts. This story was for a weekly "Going Green" segment reported by meteorologist Ginger Zee and was again pitched by Forest Ethics - all elements that strongly suggested the piece would likely be very negative toward advertising mail.

While developing the story, the reporter contacted the Printing Industry of Illinois and Indiana (PII) for an interview. PII, a MMA Member, consulted with the MMA communications team and together they fielded the request, planned a response, and conducted a mock media interview with the chairman of PII's board in preparation for the actual interview with NBC.

As with the recent WNBC story, the result was a very balanced story that represented our jobs message so well that the reporter was even echoing our concerns. In fact, the tag line for the story both in the video and online became "legislation against direct mail makes 'going green' go grey" because the jobs impact made this anything but an easy issue.

As you can read in the story or watch in the embedded video, PII chairman Ed Rossini was confident, well-prepared and did a great job by focusing on the jobs message while not letting groundless environmental charges go unanswered: To read more, [click here](#).

In Case You Missed It - The Washington Post's Federal Page Discusses Current Plight of the Postal Service

The Washington Post's Federal Page recently published an article about the financial perils currently facing the U.S. Postal Service. The article discussed possible remedies, including whether delivery might be cut down to five days. The full article can be viewed [here](#).