ZIP Code Campaign Public Service Announcements:

“Reporter” 1968

Transcript provided by Smithsonian National Postal Museum

Reporter: Excuse me, I’m a reporter. I’m doing a story about the post office and I’d like to see how the mail is processed.

Postal employee: Be our guest, but better move back; another truckload of mail is coming in.

[Sound of truck]

Postal employee: Just pile it here, Harry!

Reporter: Wow! That’s a lot of mail!

[Background chatter]

Postal employee: Are you kidding? Those are just a few sacks. Dozens more come in every minute loaded with letters that have to be sorted. The ZIP coded ones are a snap, but those others…I’d like to talk to every person who sent a letter today without using a ZIP Code.

Reporter: Yeah? What would you tell them?

Postal employee: I’d tell them their letter’s gonna hold up the works! Look – they’ll be picking up the sorted mail in five minutes. Now, if every letter here had ZIP Codes, they’d all make that pickup, but no. A lot of them will have to be sorted the old way. People who don’t use ZIP Codes are holding up the mail! Hey, that’s a pretty good slogan; why don’t you print that?

Reporter: I don’t have to. You see, I’m a radio reporter. Your message is travelling all over the country right now.

Postal employee: No kidding! Say, can I just say one more thing?

Reporter: Sure.

Postal employee: Hello Sally! Hi Ben! Hi Susie…

[End]