



FOR IMMEDIATE RELEASE  
September 5, 2004

# POSTAL NEWS

Media Contact: 202-268-2155  
Release No. 057  
USPS Web Site: [www.usps.com](http://www.usps.com)

## **LETTER CARRIERS PLAY A STARRING ROLE IN NEW POSTAL SERVICE ADS**

WASHINGTON – The Postal Service is taking on a new look. Its own Letter Carriers are the stars of this fall's new advertising campaign. It all begins Tuesday with a series of television and print advertising and in-store promotions.

Capitalizing on the popularity of reality television, the new campaign focuses on actual postal employees who will explain the many ways customers can access postal services without having to visit a Post Office or stand in a line.

In a national selection process, a Letter Carrier was chosen from each of the Postal Service's 80 administrative districts across the nation to serve as a local spokesperson. A select group of nine Letter Carriers was selected from the 80 to serve as national postal ambassadors. They will appear in national television, radio and print advertisements and make personal appearances to promote the Postal Service.

"There is no one better qualified to explain the products and services offered by the U.S. Postal Service than our own employees," notes John E. Potter, Postmaster General. "The same Letter Carriers who are so well regarded by many of our customers will now officially represent us in our advertising, showing that there are many ways to access postal services without ever having to leave your home or office." You can print postage and mailing labels from your home or office computer with just a credit card and Letter Carriers can pick-up outgoing mail.

The postal ambassador selection process began in May 2004 when local Postal Service management and National Association of Letter Carriers representatives met in 80 Postal Service districts to identify ten candidates for the ambassadors program in each district. Candidates were rated by management and union officials and media professionals for their presentation skills and their ability to communicate and one letter carrier was selected in each district.

The 80 district representatives gathered in Chicago during the summer where they went through an intense auditioning process to select the nine national ambassadors. In August, they received training as spokespersons.

Later this year, these Letter Carrier "postal ambassadors" will be joined by postmasters from around the country selected through a similar process and representatives of other employee groups will join in the campaign in 2005.

The nine national postal ambassadors are:

- Michael Cardarelli, Providence, R.I.,
- John Dock, Mahwah, N.J.,
- Earl Keeton, Portland, Ore.,
- Gina Mendoza-Telck, Fort Worth, Texas,
- Stephen Scully, Erie, Pa,
- Diana Taylor, Tupelo, Miss.,
- Alicia Tutt, Falls Church, Va.,
- Jim Willson, Royal Oak, Mich., and
- Adele Yoshikawa, Pearl City, Hawaii.

Local letter carrier postal ambassadors include the following: Bradburn, Dudley, Baltimore, Md.; Hutovy, Michael, Gaithersburg, Md.; Lashley, Vanessa, Richmond, Va.; Tutt, Alicia, Falls Church, Va.; Anschutz, Bruce, Columbus, Ohio; Davis, Betty, Shinnston, W.V.; Hall, Bonnie, Evansville, Ind.; Jackson, Doreen, Sewickley, Pa.; Kennedy II, William, Lake City, S.C.; Lok, Mary, Cherry Hill, N.J.; McCoy, Antonio, Winston Salem, N.C.; Negich, Becky, Covington, Ky.; Pekofsky, Leonard, Philadelphia, Pa.; Pendelton, Lynne, Asheville, N.C.; Rockwell, Lyle, Sayre, Pa.; Scully, Steven, Erie, Pa.; Shaffer, Mary, Akron, Ohio; Bates, Patti, Lansing, Mich.; Erlandsend, Dana, Green Bay, Wis.; Hargadon, Sean, Bartlet, Ill.; Jackson, Tee Jay, Detroit, Mich.; McElroy, Keith, Terre Haute, Ind.; O'meara, Mike, Tinley Park, Ill.; Pace, Sibyl, Chicago, Ill.; Wheatley, Patrick, Baldwin, Mo.; Willson, Jim, Royal Oak, Mich.; Brown, Carol, Brentwood, N.Y.; Connors, Kevin, Somers, N.Y.; Dock, John, Mahwah, N.J.; Gutierrez, Javier, City Island, N.Y.; Harris, Eric, Great Neck, N.Y.; Isolde, Carrie, Princeton, N.J.; Ramos, Martin, Calle Loiza, Puerto Rico; Auterio, Rick, Cambridge, Mass.; Cardarelli, Michael, Providence, R.I.; Codero, Anne, Portland, Maine; Drury, Kathleen, Amesbury, Mass.; Gifford, Joanne, Burlington, Vt.; Gresh, Stacy, Mayville, N.Y.; Persico, Ronald, Shelton, Conn.; Ritrovato, Jeffrey, Albany, N.Y.; Brandin, Lee, Sun City, Calif.; Caffrey, Lydia, San Luis Obispo, Calif.; Flanagan, Steven, Tucson, Ariz.; Hanson, Art, Carmichael, Calif.; Hembre, Otis, Las Vegas, N.V.; James, Linda, Sebastopol, Calif.; Morris, Neosia, Anaheim, Calif.; Stecz, Dennis, San Lorenzo, Calif.; Stribling, Chanise, Los Angeles, Calif.; Yoshikawa, Adele, Pearl City, Hawaii; Cirullo, Mark, Jupiter, Fla.; Dozier, Melinda, Macon, Ga.; Hardin, Lesley, Lenoir City, Tenn.; Owen, Dennis, Plant City, Fla.; Register, Ernest Paul, Dothan, Ala.; Santana, Sonya, Fayetteville, Ga.; Taylor, Diana R., Tupelo, Miss.; Townsend, Barry, Jacksonville, Fla.; Yen, Andy, Pembroke Pines, Fla.; Gray, Elisabeth, Houston, Texas; Hart, Patrick, Oklahoma City, Okla.; Mendoza-Telck, Gina, Fort Worth, Texas; Muessel, Brenda, Austin, Texas; Rucker, Stephen, Little Rock, Ark.; Saiz, Susie, Santa Fe, N.M.; Scott, Troy, Baton Rouge, La.; Williams, Gary, Dallas, Texas; Anderson, Margaret, Minneapolis, Minn.; Bogner, Darren, Cedar Rapids, Iowa; Daugherty, Timothy, Council Bluffs, Iowa; Hart, Linnea, Shawnee Mission, Kan.; Hodson, Kevan, Ogden, Utah; Holloway, Tony, Anchorage, Alaska; Keeton, Earl, Portland, Ore.; Munoz, Christine, Cheyenne, Wyo.; Nyland, Eric, Missoula, Mont.; Sharp, Lon, Hot Springs, S.D.; Stewart, Linda, Seattle, Wash.; and Whitmore, Denise, Coeur d'Alene, Idaho.