

## **'Your Postal Podcast' 70th Edition Transcript – March 2014**

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**Richard Watkins:** Welcome to *Your Postal Podcast*. This is Richard Watkins of U.S. Postal Service Corporate Communications. In this March 2014 edition You'll hear reaction from the sister of a Rock 'N Roll Hall of Fame guitarist on seeing her legendary brother honored on a new Forever Stamp, and you'll learn of one Arizona rural letter carrier who delivers to a unique neighborhood of aviators in the desert southwest.

### **Jimi Hendrix Forever Stamp Segment**

**Watkins:** One of the greatest instrumentalists in modern music history has now been honored with a new U.S. postage stamp. Jimi Hendrix's sister was on hand for the stamp's unveiling and shared several insights behind the stamp. Peter Hass is here with the story.

(Music plays)

**Peter Hass:** This year's South By Southwest Festival in Austin, Texas, the renowned music, technology and film conference, was the setting for a blockbuster first day of issue ceremony celebrating the release of the new Music Icons Forever Stamp honoring Seattle-born rock guitarist, singer and songwriter Jimi Hendrix.

Hailed by critics and musicians alike as the greatest guitarist in rock music history, Hendrix's influential recordings span only a four-year timeframe – yet he may be best known for his legendary 1969 performance of “The Star-Spangled Banner” at Woodstock.

A concert featuring guitarists including Slash of Guns 'N' Roses fame heralded the new stamp at the Austin ceremony, which was also attended by Hendrix's sister, Janie Hendrix. She explained her feelings on seeing her brother's image immortalized on a Forever Stamp:

**Janie Hendrix:** It's an honor, really, to be able to have a stamp that has Jimi's image on it -- to be able to utilize that stamp in day-to-day correspondence. I think that handwriting is extremely important – it really was important in our family. Our dad would make all of us rewrite and rewrite and rewrite papers. Sending letters back and forth to our grandmother who was in Canada. And then on the road, Jimi definitely corresponded with my dad through cards, postcards, letters. And having the U.S. Postal Service be a part of that relationship then and continuing the relationships now with Jimi's image I think is beautiful. I think it's an amazing piece of history to have an American icon on a stamp and to be able to recognize that there are so many people that have given their life that's become a legacy and to be recognized and honored.

**Hass:** The colorful stamp is influenced by the psychedelic art which characterized the late 60's and Jimi Hendrix's heyday. Janie explained the elements that contributed to the stamp's design.

**Hendrix:** We own a lot of photographs of Jimi, so we did provide those to the United States Postal Service. And the artist really kind of took those and he was inspired by the images, by his music, by the colors in Jimi's songs, and what was really important to Jimi -- which was colors. And his iconic British jacket; his white Stratocaster which really helped make some of the sounds that you hear in Jimi's music. And I think that in this stamp, though very small, I think it's very powerful in the message that it's relaying. It's definitely a message of love; it's definitely a

power of love, as Jimi talked about. But I think in this stamp it's very reflective of who he was and I think it's something that we can cherish for many, many years.

**Hass:** Again recalling her family's love of writing, Janie Hendrix said she hopes the stamp will influence a new generation to put pen to paper.

**Hendrix:** It does bring kind of a tear to your eye, in a joyful way. I really wish that my father were still alive today to see this stamp because both my grandmother and my father instilled handwriting and writing letters and communicating, which I think in this day and age is a lost art. And hopefully with the stamp it will really inspire young people to start writing again. It's a beautiful stamp, it should be used -- it can be used as art as a lot of people have asked me -- but I think that being able to put it on an envelope and send it off to someone that you love and adore is an extra gift.

### **Air Mail Segment**

**Watkins:** A portion of one letter carrier's Southern Arizona delivery route finds him sharing the road every day with some unusual vehicles -- Rob Soler joins us with the story.

**Rob Soler:** For rural carrier David Wendland, it's just another day on Route 139 in Oro Valley, Arizona, as he drives his postal delivery vehicle to curbside mail boxes on his route. His routine differs little from your average letter carrier.

However, in one neighborhood nestled in the shadows of the Catalina Mountains, you notice things are a little bit different here. Let's let David explain:

**Dave Wendland:** Well this is a nice route, it's 37, a little over 37 miles. I do a lot of rural... (sound of aircraft taking off)... the majority of that is in La Cholla Airpark, where you just heard an airplane take off here.

**Soler:** Yes, David Wendland delivers to homes in a residential airpark. What makes his route unique is that the mail boxes line streets that double as taxiways. (Sound of airplane engine starting.) Where you might expect to see a two-car-garage, homes here have an aircraft hangar.

Wind chimes hang side-by-side with windsocks. Driveways serve as aircraft tarmac. A runway dissects the neighborhood, crisscrossed by streets with aviation-themed names like Tailwinds Drive and Cessna Way.

Navigating the taxiways as he delivers to street-side mailboxes is no problem for Wendland. The roads here were designed to accommodate aircraft and autos alike and throughout the neighborhood, signs remind both drivers and pilots to share the road. As it turns out, aircraft are not the only novelty you will see in this rural desert area.

**Wendland:** You see a wide variety of the animal life here in Arizona, you see coyotes, see bobcats, ah, one cougar, javalina; a lot of deer out here.

**Soler:** In case you are wondering, mailboxes in this neighborhood are set at the correct height for automobiles. So pilots must deplane in order to get their mail. But no one here is complaining. You see, David Wendland is known for his exceptional customer service. You might say for him, when it comes to providing top-flight mail delivery, "the sky's the limit".

(Sound of aircraft taking off.)

## **News Roundup**

**Watkins:** And now here's a roundup of recent Postal Service news.

In a keynote speech at the National Postal Forum — the annual mailing industry trade show, which was held in Washington, DC, March 16th through 19th — Postmaster General Patrick Donahoe described a changing attitude of marketers toward the role of direct mail as a means of attracting and retaining customers.

Quoting the PMG: “We’re seeing mail being used in some tremendous new ways — especially as part of integrated marketing campaigns. All of this is leading to a reappraisal of the role of mail in the marketing mix — and we’re starting to see the beginnings of that reappraisal.”

And finally, to put some Super Hero Spidey-power into its promotion of Priority Mail, the Postal Service is teaming up with Sony Pictures for the release of the highly-anticipated motion picture “The Amazing Spider-Man 2,” in theaters nationwide on May 2nd.

In a campaign to promote Priority Mail and “The Amazing Spider-Man 2,” a multi-channel marketing campaign began in mid-March and continues through the end of May.

One of the centerpieces of the campaign, which includes direct mail, digital and social media elements, is a television commercial that features Spider-Man circumventing all obstacles in delivering a Priority Mail package to a special showing for fans of “The Amazing Spider-Man 2.” Viewers can watch the new USPS/Spider-Man TV spot on the Postal Service’s YouTube channel at [youtube.com/user/uspstv](http://youtube.com/user/uspstv).

Thanks for listening to *Your Postal Podcast*. Now, we’d like to hear from you. Please email your feedback and story ideas to [YourPostalPodcast@USPS.com](mailto:YourPostalPodcast@USPS.com).

One lucky listener who emails a comment about this month’s podcast will be picked at random to receive a Civil War 1861 Commemorative Stamp Folio. The winner will be selected from all qualifying comments emailed to [YourPostalPodcast@usps.com](mailto:YourPostalPodcast@usps.com) by Monday, April 14th, 2014.

Our congratulations go out to Kim Beck of Manchester, New Hampshire, who emailed us a comment about February’s podcast and has won the Postal Service book titled “A Century of Dance,” which includes seven Forever Stamps honoring Innovative Choreographers.

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