

League Position Paper



Do Not Mail

Updated March 14, 2011

Issue:	Whether States should create official “Do Not Mail” lists and maintain them.
Bill Numbers & Sponsors:	This is an issue on the state level; there is no proposed federal legislation.
LEAGUE Position:	The League Opposes all Do Not Mail legislation
Status:	No bills are currently moving, although measures have been introduced in a number of states.

Facts: In several years, bills in a number of states proposed the creation of Do Not Mail registries, similar to the national do not call registry, or other limitations on advertising mail. These bills are a cause for concern for postmasters not only because of the increase in numbers, but the standards and requirements proposed vary greatly from state to state.

To many, Do Not Mail bills may sound like an idea whose time has come. However, learning even a little about advertising mail and direct marketing quickly reveals the many problems that Do Not Mail registries would create. Advertising mail is a large and diverse economic engine creating \$702 billion last year of economic activity that would be adversely affected by even just one bill becoming law. More than 3.5 million jobs are dependent on advertising mail and direct marketing – from copywriters in ad agencies to rural letter carriers in remote corners of a sparsely populated state. Advertising mail provides consumers with a convenient marketplace and an easy connection to local goods and services. It also provides much needed revenues that keep local post offices open.

Legislation is not needed to provide consumers with options for removing their names from marketing lists. Consumers have a variety of choices ranging from contacting an individual company, to registering their names with the Direct Marketing Association’s Mail Preference Service. Keeping a strong and vital postal system is a great advantage to consumers by maintaining competition in the package delivery market.

The League is a member of the Mail Moves America Coalition, whose mission is twofold: to defend against Do Not Mail legislation and develop a more positive message and image for advertising mail. The coalition includes in its membership, associations and companies in the paper, printing, mailing, marketing, publishing and advertising industries as well as users of mail advertising. More information is available at <http://www.mailmovesamerica.org/>. Anything you find on this site you can trust.

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