

US Stamp Subject Selection Process



Philatelic Forum on

**Innovation and Cooperation Between
Postal Operators, Printers and All Actors
of the Market**

United Nations Headquarters, NY, NY

Presented by Paul Fagan (A) Manager, Stamp Fulfillment Services, USPS
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Topics

- **Citizens Stamp Advisory Committee**
- **Criteria for Eligibility**
- **Distribution**
- **Lifecycle**



Citizens Stamp Advisory Committee

- **Established in 1957**
- **Appointed by the Postmaster General**
- **Provide expertise on history, science and technology, art, education, sports, and other subjects of public interest**
- **Meets quarterly in closed meetings**
- **Recommends 25-30 subjects per year**

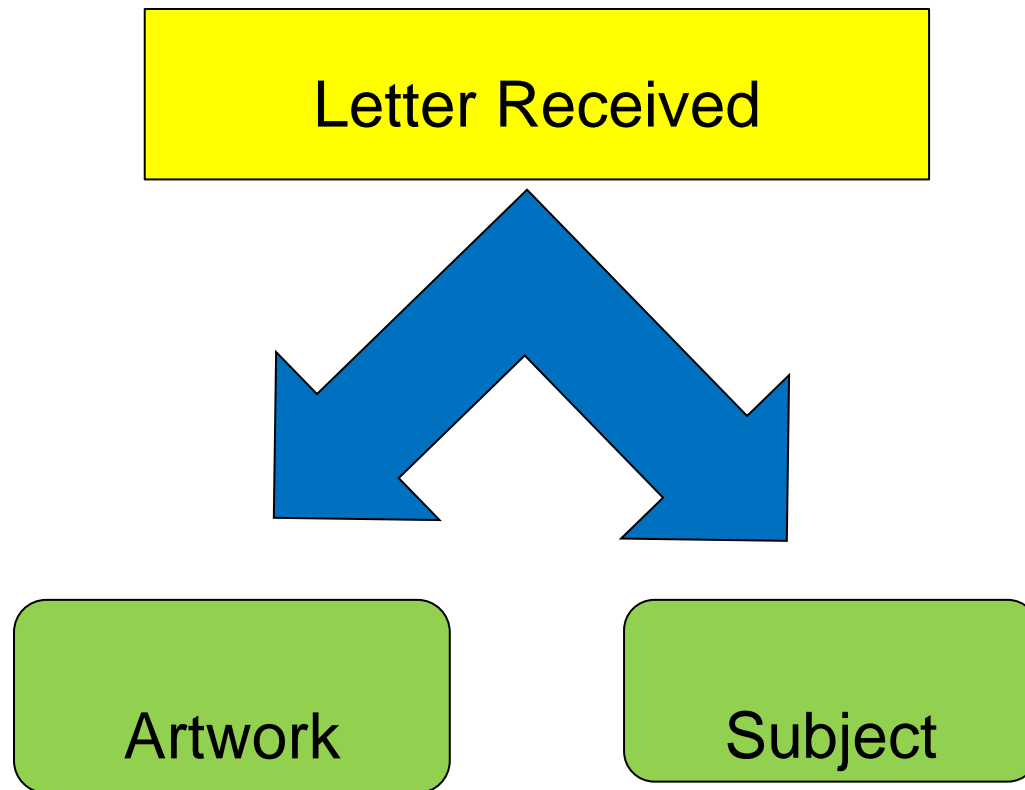


Citizens Stamp Advisory Committee (continued)

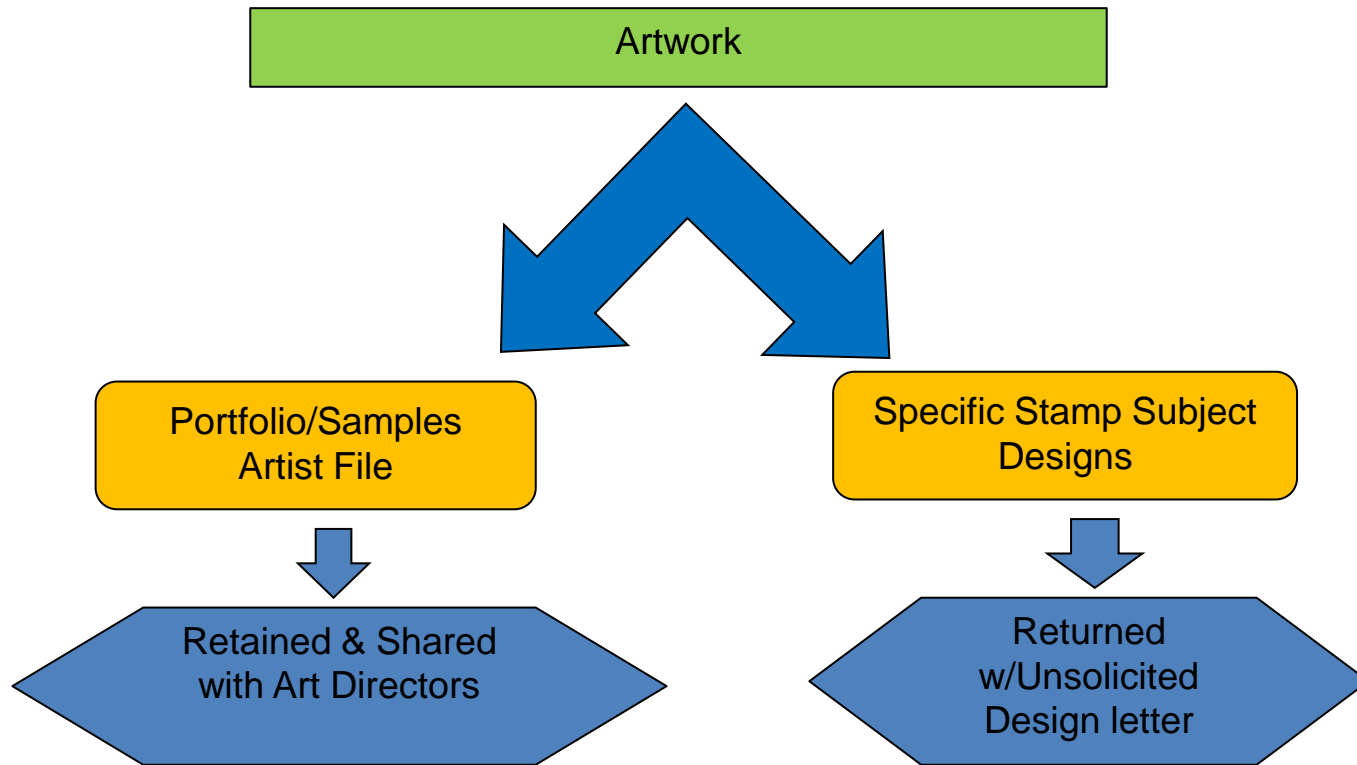
- **12 Members (up to 15)– all private citizens**
- **3 ways subjects can be proposed to the committee**
 - Letters received from the public
 - Suggestion sponsored by a CSAC member
 - USPS request



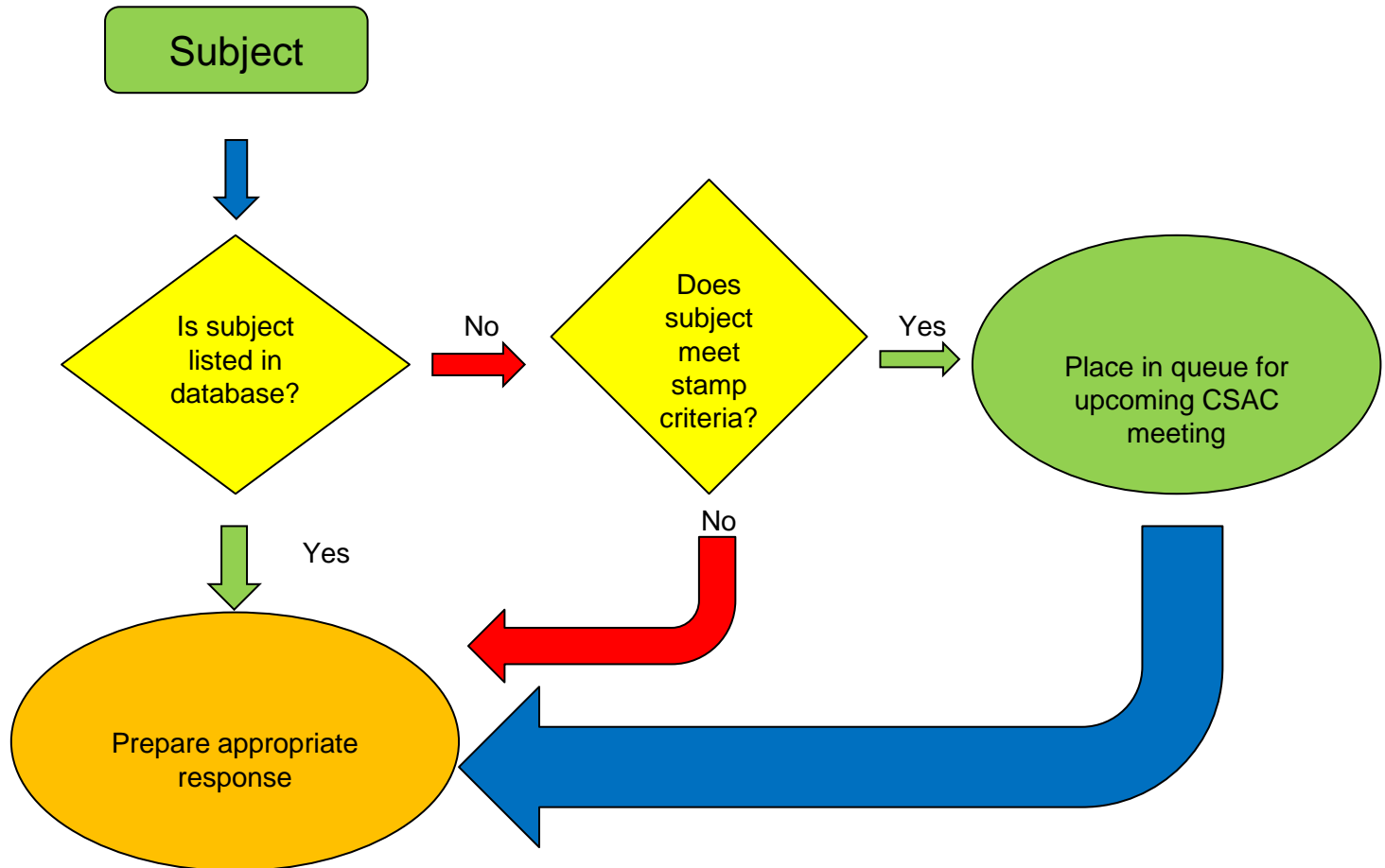
Letters Received from the Public



Letters Received from the Public (with Artwork)



Letters Received from the Public (with Subject)



Once the suggestion is received, the following occurs:

1. Stamp Development (the office within the Postal Service that manages the stamp design process and coordinates with CSAC) sends an acknowledgement that the proposal was received.
2. Stamp Development evaluates and researches the submission as necessary to ensure that the proposed subject meets the criteria.
3. The subject is placed before CSAC, and the committee takes one of two actions:
 - a) it does not recommend the subject , or
 - b) it holds the subject for future consideration
4. Working in advance, CSAC submits recommendations to the Postmaster General.
5. The Postmaster General ultimately approves the subjects and designs for all U.S. postage stamps and postal stationery. (Unfortunately, due to the length and complexity of the process, the Postal Service cannot notify the proponent if a subject is chosen.)
6. No credit or compensation is given for the submission of a stamp subject that is selected.

Examples of Stamp Subject Selection Criteria:

- **U.S. postage stamps and stationery will primarily feature American or American-related subjects. Other subjects may be considered if the subject had significant impact on American history, culture or environment.**
- **U.S. stamp programs are planned and developed two to three years in advance. In order to be considered, subject matter suggestions should be submitted three or more years in advance of the proposed stamp.**
- **A memorial stamp will be issued honoring U.S. presidents after they are deceased.**
- **Events of historical significance shall be considered for commemoration on anniversaries in multiples of 50 years.**
- **Commemorative postage stamps will be issued at intervals of 50 years from the date of the state's first entry into the Union.**
- **Requests for commemoration of universities and other institutions of higher education will be considered for postal cards in connection with the 200th anniversaries of their founding.**
- **The stamp program commemorates positive contributions to American life, history, culture and environment; therefore, negative occurrences and disasters will not be commemorated on U.S. postage stamps or stationery.**
- **(A full listing of Criteria is available at <http://about.usps.com/who-we-are/csac/criteria.htm>)**

Production Process

- Finalized Stamp Designs are sent out for competitive bidding from pre-qualified suppliers.
- USPS awards work to successful bidder
- USPS dictates quantity to be printed based on forecasted demand
- USPS performs final press approval prior to print run
- Printers ship entire print run to Stamp Fulfillment Services in Kansas City and Dulles for sale to customers and distribution to Post Offices.



Fulfillment and Distribution:

- **Stamps are stored in USPS SFS in KC and Dulles VA**
- **Average Daily orders distributed to 30,000 USPS retail locations is approximately 1,800 per day**
- **Average Daily sales fulfilled to customers is approximately 12,000 per day**

Stamp Lifecycle:

- **Commemorative Stamps are only on sale for a limited time.**
- **In most cases, stamps are on sale online after they are taken off sale in post offices.**
- **Decision to take stamps “off sale” is partially based on supply and demand**



Stamp subject examples:

