



Dear Client:

PSA continues to operate at 100% throughout the Covid 19 emergency. To date, we are blessed that none of our employees have contracted this flu. We continue to operate with 40% of our employees working off site, to enable social distancing in office and provide backup for key functions in two separate locations, per PSA's emergency business continuity plan SOP's. Our employees have become seasoned veterans operating under the emergency plan and have identified and rectified issues with the plan as they have come up. The state of Pennsylvania has tentatively scheduled May 8 as the date they will start to phase in relaxation of shelter in home restrictions. If that date holds, PSA will start a very conservative, phased-in worker consolidation plan, when statistics prove to management that it's safe to start to bring employees back to the worksite. Uninterrupted continuation of essential business services for our clients is our #1 business objective, and we will not take our eye off the ball. It's part of what you pay for with PSA's premium fulfillment services.

Customer communications volume is up across the board compared to 2 weeks ago. Mail is up 34%, phone calls are up 12%, emails are up 27% and web transactions are up slightly. Some foreign countries have suspended mail service. PSA will hold any of your mail or packages going to those countries and will mail once the suspensions are lifted.

The fulfillment professionals at PSA are happy to share a few more ideas you may find useful:

- Magazines and newsletters selling copies on the newsstand should consider rescheduling on-sale dates to coincide with anticipated retail re-openings in June. Rather than cancelling issues, delaying the publication date by 4-6 weeks and publishing on a more frequent schedule during the summer and fall of 2020 should allow for higher sales, better response for advertisers, and minimization of lost revenue.
- Both consumer and business-to-business consumers should take this time to inventory evergreen content from the past few years and repackage this content into new offerings, both digital and print later this year. Minimum costs and maximization of your content.
- Work Linked-In and Facebook to build your contacts and likes now. Consider building Linked-In or Facebook groups under your company heading and invite your current contacts. This may build possible webinar opportunities in the future.

PSA is happy to offer consulting services to all clients in any facet of publishing, on a job-by-job basis, to help you grow. You get the flexibility of receiving expert consulting services without a long term, expensive consulting contract.

*Stay healthy!*

Mark, Debra, and the entire PSA staff