KRA
Innovative Exceptional Trusted
CORPORATION

Standard Operating Procedure

Subject: KRA Newsletters	Effective Date: July 2011
Responsibility: Corporate Communications	Revision Date: February 2016; March 2019
To: PMT, Office of President	SOP No.: COMM-003

Purpose:

KRA produces two newsletters, *Inside KRA Today* and the *Monthly Spotlight!*, that depend upon staff contributions for successful publication. Both are posted on the KRA website under "Latest News", "Company News", and/or "Community Involvement News", and are distributed to all staff via e-mail transmission, and broadcast via KRA social media platforms.

- *Inside KRA Today* is the primary vehicle through which KRA informs employees about the great accomplishments, activities, events, and initiatives that are occurring within the company. It is scheduled to be published on Mondays, or next business day when a Monday is a holiday, with a maximum 200-word limit.

- The *Monthly Spotlight!* showcases KRA achievements that are truly extraordinary, above-and-beyond expectations, and is scheduled to be published on the last day of the month, or previous business day if the last day is a holiday, with a maximum 300-word limit.

The purpose of the newsletters is three-fold: (1) to keep internal and external stakeholders informed about KRA operations; (2) to highlight KRA as a National Leader in Workforce Development; and (3) to advance KRA's business interests with current, pending, and potential client-partner funding agencies and organizations.

Procedure:

1) Headquarters (HQ) and Program Managers (PM) must appoint a staff member to act as the Point-of-Contact (POC) for submitting articles, and responding to inquiries from the Corporate Communications Manager (CCM). The PM must select a second staff member to act as POC backup in the event of the primary POC's absence, and inform the CCM, in a timely manner, of changes in POC assignments.

2) Upon contract award, PMs must determine if their contract contains requirements and/or restrictions related to published program information (e.g., use of client, customer, or staff names in KRA-published materials), and if the client requires review and/or approval of article(s) prior to publication. If there are contract clauses to this effect, they must be communicated to POCs and the CCM *prior to* publication of any articles about the program.

3) For *Inside KRA Today*, each program (and HQ) is required to submit a minimum of one article per month, *limited to 300 words*, to the CCM. *Inside KRA Today* submissions received by the CCM by Wednesday noon will be considered for publication on the next feasible Monday publication date.

4) For the *Monthly Spotlight!*, each program is required to submit one article, *limited to 400 words*, as indicated by a schedule to be distributed annually (and revised as necessary) by the CCM. Note: A *Spotlight!* submission can fulfill the program's one-article-per-month requirement for that month, and must be received by the CCM no later than *1 week prior* to the last-day-of-the-month publication date.

5) To facilitate streamlined and timely publication of newsletters, POCs are responsible for sending article submissions, *as Word documents*, to the CCM at insidekratoday@kra.com, communicating directly with the CCM about articles, and ensuring that submissions meet the criteria provided below:

   • Subject matter for newsletters must demonstrate a clear relationship/relevance to one or more of KRA's Core Values: **K**nowledge…our foundation for creating *Innovative* Solutions; **R**esponsibility… our promise to continuously offer *Exceptional* Services; and **A**chievement… our proven performance for delivering *Trusted* Results.

   • News topics can include, but are not limited to: Business Services' employer-customers; Career Services' jobseeker-customers; Community Partnerships and Programs; KRA Clients; Program Accomplishments, Events, and Innovations; New Program Initiatives/Services; Special/VIP Program Visitors; Program-related Staff Accomplishments; Community/Volunteer Involvement; etc.

   • Draft articles should address the basic "what, when, where, who, and why" elements of a complete news story as related to the subject matter. See "Guidelines for Newsletter Story Development" at the end of this SOP for more details on content.

   • Article submissions may be accompanied by a *maximum* of two photos, graphics, or images. Any links to videos, web pages, or other visual media must be related directly to the subject matter and compatible with website-posting requirements.

- Photos and graphics must *not* be embedded in the Word-document submission. Rather, they must be submitted as "jpg" or "png" attachments, limited to a file size of 2MB, and an image size of approximately 500 pixels total (height + width). All people in photos must be identified, left to right, with names and titles. For large- group photos, an appropriate caption should be suggested. Other visuals must be in a format suitable for web posting and viewing.

- PM and POC must ensure that an applicable Adult and/or Minor Release Form, as required by SOP No. COMM-002, is signed by the jobseeker-customer and included in his/her case file.

6) The CCM will review all draft articles submitted, decide suitability, edit articles for content/length, and format for website posting and newsletter distribution.

Please direct questions regarding this SOP to the CCM at insidekratoday@kra.com

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Guidelines for Newsletter Story Development

What, When, Where, Who, and **Why** are questions whose answers are considered basic in information-gathering and sharing, and constitute basic guidelines for writing a complete story on a KRA employee, jobseeker- or employer-customer, client, activity/event, partnership, new initiative, et al.

Please limit *Inside KRA Today* story submissions to 300 words and *Monthly Spotlight!* submissions to 400 words. Final articles will be published as close to 200 and 300 words, respectively, as possible.

The guidance below is recommended, even though it might not all be required and might not be presented in the order indicated, depending on how the story unfolds during the editing process.

- **WHAT:** As this is the *heart* of the story, provide as much information as possible about the subject of the news item, including brief description of significant services provided for Career Services and/or Business Services customers, partners, stakeholders, etc.

- **WHEN:** For program participants, provide significant date(s)--e.g., enrollment, job interview(s), job start, etc. For program activities, events, initiatives, etc., provide pertinent date(s).

- **WHERE:** Provide name of location, if other than KRA program site.

- **WHO**: Provide names---and titles where appropriate---of key players involved in the news item. For jobseekers, provide age, marital status, # of children, and highest education obtained, as relevant.

- **WHY:** This element of the story is more for the POC to ponder, than to put in writing, to his or her satisfaction: **Why** is this story "worthy" of website posting and newsletter publication/distribution? **Why** will people, internal and external to KRA, want to read it? **Why** is it more unique than other possible stories?

Thank you for your time and commitment to making the newsletters the most informative and impactful KRA Corporate Communications products possible!