

CHAPTER 11
COMMUNICATIONS TO MEMBERS

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Section 1. Introduction

KPR sends communications to its members through various means, depending on the need. One consistent means is KPR's newsletter, *The Kernel*, which reaches members statewide. When messages need to be transmitted very quickly, a telephone or electronic network and the KPR State Email Bulletin System are employed. The website (<http://www.kentuckypublicretirees.org>) provides important information and is always a work in progress, being updated when new, pertinent information becomes available. KPR also has a Facebook page, Kentucky Public Retirees.

Local Chapters keep members informed of meetings or upcoming events by various methods. They may make an announcement in *The Kernel*; call members directly; send postcards, letters, or E-mail messages; or advertise in the local newspaper.

Section 2. KPR State Email Bulletin System

Bulletins are sent to KPR members periodically when the President, the Legislative Chair, and/or an alternate designated by the President decide one should be sent to call attention to important information or to ask KPR members to make calls, write letters, etc. These three individuals are the only people approved to send these bulletins.

Mailchimp, an email marketing service, is used which allows us to send an unlimited number of emails for a minimal fee. This service strives to ensure our emails are safe, approved, and not labeled as spam.

Explicit, step-by-step instructions for sending a bulletin and for receiving replies from members who receive the bulletin are on file in the Administrative Manager's office.

Section 3. KPR Newsletter, *The Kernel*

A. Purpose. *The Kernel* is the newsletter of Kentucky Public Retirees. Its purpose is to keep KPR members informed about government activities and proposals that involve their interests as public retirees. It should be particularly valuable to those Chapter members who do not regularly attend chapter meetings or those who do not have access to computer emails. Chapter officers are urged to request extra copies for use in their recruiting efforts.

B. Production. *The Kernel* is produced by the designee of the president as the coordinator to perform coordination duties and/or the Administrative Manager.

C. Publication Schedule. *The Kernel* is generally published 4-6 times a year, timed to provide current information about the General Assembly when it is in session, advance

46 notice of KPR's annual meeting, and information pertaining to election of State Officers.
47 Publication dates may be revised as events dictate.

48 The coordinator, having discussed the upcoming edition with KPR's President in advance of
49 publication, advises the various officers and directors when material is needed from them.
50 Each chapter should have a designee responsible for preparing chapter reports when
51 solicited for *The Kernel*.

52 D. Distribution. *The Kernel* is sent to every KPR member (one per household). It is mailed
53 in bulk at special non-profit rates (the most economical means), allowing delivery
54 somewhat slower than first class. A link may be emailed to those members who opt to
55 receive it that way.

58 Section 4. Telephone or Electronics Network.

60 A telephone network is a telephone communication procedure that enables members without
61 computer access to be informed of the necessity of calls that should be made to Legislators and
62 others quickly in particular times such as the Legislative Session.

64 1) The chapter legislative chair should obtain from the chapter membership chair a list of all
65 members by county with their names, addresses, telephone numbers, and E-mails. The
66 chapter legislative chair should then select the coordinator from each county and/or others
67 that are willing to help with contacting members in their county by phone or E-mail when
68 they have been notified by the State Legislative Chair or the chapter president that
69 contacts need to be made to legislators on a particular item or legislative bill. These
70 contacts can be handled with E-mails for those members with computer access, and by
71 telephone to those that do not have access.

72 2) The Communication Network should be organized before the need arises.

73 3) These lists should be updated as the membership chair receives new members. Deceased
74 and terminated members should be removed and the Administrative Manager should be
75 notified as soon as possible.

76 4) When a coordinator leaves, the lists should be transferred to whoever will take over the
77 duties for that county.

78 5) Each time a membership chair receives a new updated list; copies should be made and
79 forwarded to the Chapter Legislative Chair.

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81 Section 5. KPR Website (<http://www.kentuckypublicretirees.org>)

82 -- The website is an important resource for communicating with KPR members and
83 the public.

84 -- The webmaster shall design and maintain the website with input from the President or his
85 designated representative. Changes to the website design and postings of articles and other
86 information must be approved in advance by the President or his/her designated
87 representative, the only individuals authorized to give such approval.

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90 Section 6. Facebook.

92 KPR has established a page for news and communication on Facebook. While this page is open to the public, it is geared towards KPR members. [Facebook/Kentucky Public Retirees](#).