

CHAPTER 11 COMMUNICATIONS TO MEMBERS

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 Alert 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 Alert System

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

Explicit, step-by-step instructions for sending an alert and for receiving replies from members who get the alert 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 at-large members and to those Chapter members who do not regularly attend chapter meetings. 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 notice of KPR's annual meeting, and information pertaining to election of State Officers. Publication dates may be revised as events dictate.

The coordinator, having discussed the upcoming edition with KPR's President in advance of publication, advises the various officers and directors when material is needed from

them (usually no later than the 25th of the month preceding the publication, which allows the issue to be in the mail by the first of the month or shortly after). Each chapter should have a designee responsible for preparing chapter reports when solicited for *The Kernel*.

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

Section 4. Telephone or Electronics Network.

A telephone network is a telephone communication procedure that enables members to respond quickly to particular needs. Its main purpose for KPR has been to inform members of the needs of the KPR State Legislative Committee, the group that leads the effort to enact the KPR legislative program.

- 1) The chapter legislative chair should obtain from the chapter membership chair a list of all members by county with their names, phone, address, telephone numbers, and E-mails. The chapter legislative chair should then select the coordinator from each county and/or others that are willing to help with contacting members in their county by phone or E-mail when they have been notified by the State Legislative Chair or the chapter president that contacts need to be made to legislators on a particular item or legislative bill. These contacts can be handled with E-mails for those members with computer access, and by telephone to those that do not.
- 2) If the chapter membership chair cannot provide such a list, then the State Legislative Chair or the Administrative Manager should be contacted to get one for the Chapter. The coordinators may also solicit other members of the county to help with calling. Splitting up the lists will make less work on everyone involved.
- 3) The Communication network should be organized before the need arises.
- 4) These lists should be updated as the membership chair receives new members. Deceased and terminated members should be removed and the Administrative Manager be notified as soon as possible.
- 5) When a coordinator leaves, the lists should be transferred to whoever will take over the duties for that county.
- 6) Each time a membership chair receives a new updated list; copies should be made and forwarded to the coordinator of the telephone and electronic network.

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

- The website is an important resource for communicating with KPR members and the public.
- The webmaster shall design and maintain the website with input from the President or his designated representative and the Legislative Chair. Changes to the website design and postings of articles and other information must be approved in advance by

the President or his/her designated representative, the only individuals authorized to give such approval.

Section 6. Facebook. KPR has established a news communication on Facebook. Any retiree who is a Facebook member may view everything on this site by going to Kentucky Public Retirees.