

# Leader Headlines



**Revised: Apr. 18, 2013**

## GROUND RULES AND GUIDELINES

*KentuckyOne Health Leader Headlines* is a nonscheduled, simply formatted email message with concise, mission-critical items for managers and senior leaders within KentuckyOne Health. It delivers news and time-critical, urgent messages that will complement, not duplicate other KentuckyOne communication vehicles.

### Submission Guidelines

- You may submit items for consideration for *Leader Headlines* to [news@KentuckyOneHealth.org](mailto:news@KentuckyOneHealth.org).
- All submissions are for consideration only and will be included based on a set of criteria.
- Sensitive and confidential information will not appear in the body of the *Leader Headlines* email. Critical sensitive or confidential documents appropriate for distribution to all KentuckyOne leaders may be attached to the email version.

### Submission Criteria

The Marketing and Communications Division will determine if submissions are appropriate for *Leader Headlines* based on the space available given competing news items and the following criteria:

- Submissions must pertain to official organization business or to organization-sponsored activities for employees, medical staff, volunteers, or for the entire organization community.
- Priority is given to “need to know” items for employees.
- Only KentuckyOne employees or members of the KentuckyOne staff may submit news and announcements.
- Acceptable submissions include “must-read” news for leaders.
- Submission text must be written in paragraph format of no more than 75 words.
- Submissions must include a link to additional information when appropriate.
- Submissions must indicate the specific facilities or geography to which the information applies.
- Submitter information will not be included at the end of the announcement.
- Announcements will be repeated only if deemed essential for leaders.

The following content is not appropriate for *Leader Headlines*:

- Job postings (exception: recruiting events or employee referral information)
- Business or personal advertisements
- Conferences, events or organizations not sponsored/endorsed by KentuckyOne
- Messages directed to a limited audience
- Death notices (exception: if person is widely known by KentuckyOne community)
- Retirements (exception: if person is widely known by KentuckyOne community)

You can find the *KentuckyOne Health Style Guide* on our brand center at [KYOneBrandCenter.com](http://KYOneBrandCenter.com) or at [KentuckyOne Online](http://KentuckyOneOnline.com) (under Resources). For matters of style not addressed in this guide, refer to the *AP Stylebook* (most current version).

Errors: If you realize that you made a mistake or there is an error on a message, email [news@KentuckyOneHealth.org](mailto:news@KentuckyOneHealth.org).