

Finance and Administration Cabinet STANDARD PROCEDURE	ISSUED BY: Executive Management; Office of Public Information
PROCEDURE # 1.2	SUBJECT: Media Inquiries and Cabinet Communication
EFFECTIVE DATE: 5/13/2005	
CONTACT: Director of Communications	LOCATION: Capitol Annex, Room 383 PHONE: 502-564-4240

STATEMENT OF AUTHORITY

1. The Finance and Administration Cabinet's Standard Procedures Manual establishes standard mandatory internal procedures cabinet-wide. These procedures are established in accordance with the Secretary's statutory authority under KRS 42.014 and KRS 12.270 to establish the internal organization and functions of the Cabinet as necessary to perform the duties effectively.
2. The Standard Procedures Manual may only be revised in accordance with the process outlined in Standard Procedure #1.1 entitled: "Finance Standard Procedures and Manual".

I. PURPOSE

It is critical that all public communications concerning the business of the Finance and Administration Cabinet (Cabinet) and its agencies be current, accurate and follow legal disclosure regulations. The purpose of this procedure is to define communication processes within the Finance and Administration Cabinet in relation to media inquiries, press releases, and public communication from the Cabinet. It also addresses the communication procedure for internal communication among Cabinet employees.

II. PROCEDURE

A. External Communication

1. Media Contacts
 - a. All media contacts received by Cabinet employees shall be immediately directed to the Executive Director of the Office of Public Information (PIO).
 - b. The PIO will determine if the inquiry would best be handled by the Secretary, the PIO or by someone within a particular department.
 - c. The PIO shall then report to the Governor's press office the nature of the inquiry and the response plan.
2. News Releases
 - a. The Executive Director of the PIO, with the assistance of the appropriate staff,

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shall write and distribute all news releases issued by the Cabinet and its agencies.

- b. These releases shall be approved by the Secretary or his designee and the Governor's press office before they may be issued.
 - c. The PIO and the appropriate staff shall respond to follow-up questions related to the news release.
3. Newsletters
- a. The PIO, with the assistance of the appropriate staff, shall produce newsletters and reports on behalf of the Cabinet and its agencies.
 - b. Newsletters that are not produced by the PIO shall be sent to the PIO for approval, who will then seek the approval of the Secretary and the Governor's press office prior to distribution.
 - c. Newsletters shall be distributed electronically when possible to reduce cost.

B. Internal Communications

1. All Cabinet-wide communications shall be sent by employees designated by the Secretary's office.
2. Any communication created for Cabinet distribution shall be sent through management to the PIO for approval and distribution.

C. Format for Written Communication

1. The format for all official government communication shall follow the guidelines as established in the Commonwealth Graphics Standard Manual located at: <http://kentucky.gov/Pages/unbridledspirit.aspx>.
2. Any questions regarding formats shall be directed to the PIO, (502) 564-4240.