



LMP COMMUNICATIONS WANTS YOUR IDEAS!

The LMP communications team welcomes ideas for stories and tools to feature on the LMP website or in *Hank* and other materials. If you submit a suggestion, we will follow up with you.

WHAT WORKS FOR OUR AUDIENCE:

- + Stories about unit-based teams that have taken a collaborative approach to achieve measurable performance improvement.
- + Stories about individuals who, by working in partnership, have undergone a personal shift that has changed their level of engagement at work.
- + Examples of effective practices that a team or individual can apply.
- + Tools that make working in partnership easier: practical tips and techniques for improving performance and solving problems in a team environment.

What to think about when pitching your story:

- + Think front line. Frontline workers, managers, physicians. Think real people doing real things—engaged, active.
- + Think change and transformation: What was the status quo, what wasn't working or needed improvement, how did that get addressed, how are things now?
- + Our stories include anecdotes and for-real quotes.
- + Tell stories about when it's difficult, about what teams achieve when working they're working well, and (especially) how hanging in there through the sticky patches pays off in the long run.
- + Include diverse viewpoints. What was the manager's perspective? What was the doctor's contribution? How did it look to the unionized worker?

THE NITTY-GRITTY

Who to pitch

We greatly appreciate ideas from all quarters. Usually a communications team member will follow up to report and write the story or design a tool, so don't hesitate to share an idea even if you don't have time to see it all the way through!

- + For stories from particular regions: Hawaii, Washington and the Northwest, Jennifer.F.Gladwell@kp.org; Colorado, Georgia and Northern California, Tracy.L.Silveria@kp.org; and Southern California and Mid-Atlantic States, Sherry.D.Crosby@kp.org.
- + For Healthy Workforce, Workplace Safety, Attendance and other LMP program area stories, contact Tyra.L.Ferlatte@kp.org.
- + For Workforce Planning and Development-related content, contact Alec.Rosenberg@kp.org.
- + For website stories and tools that don't fall into a category above, contact Laureen.X.Lazarovici@kp.org.
- + For *Hank* stories and videos, contact Tyra.L.Ferlatte@kp.org.



HANK

LMP's program-wide magazine is currently published on a quarterly schedule, so there is a long lead time and stories need to have a long shelf life.

- + **Cover stories** usually deal with an overarching issue and run about 1,000 words; teams that get featured anecdotally in a cover story can/will have their story told more completely on LMPPartnership.org.
- + **Secondary features** typically tell the story of one team or one individual and run 500-750 words. These include tips and tools that expand on the cover story's subject as well as profiles, peer advice columns, outside experts' opinions and more.
- + **The inside back spread** is devoted puzzles and games and a full-page comic with a partnership theme.
- + **The back cover poster.** Got a program or service you want to get the word out about? This is prime real estate.

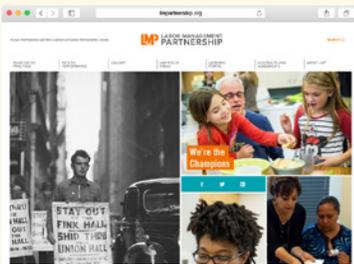


LMP VIDEOS

Labor Management Partnership Communications produces videos that tell the stories of our teams, and the story our partnership. The majority are documentary style, and feature unionized employees, frontline managers, and physicians in their work environments. We do not script them. Employees, managers and physicians show the reality of working in partnership, while KP leaders offer the big picture/context.

We also produce animated videos and humorous pieces that are designed to get teams to think about systemic problems and possible solutions. These are scripted and often use professional actors.

Video text and graphics adhere to LMP brand guidelines. We always identify union affiliations in our lower thirds. Videos on the LMP website have closed captioning.



LMPARTNERSHIP.ORG

We post new stories, videos and tools nearly every week. This is a good place for timely information, but bear in mind that, like *Hank*, the website is not a vehicle for policy announcements.

Stories should be 300-600 words and told in a "webified" style, with ample use of subheads and short blocks of text that can be readily scanned.



LMP INSIDER

This email bulletin teases new content on LMPPartnership.org and is sent about every two weeks to an audience of 16,000 partnership-oriented managers, workers and physicians. We can also link to partnership-related content elsewhere (on a KP intranet site, for example) and give that material more exposure.

For more information about the look of our materials, consult the LMP Design Style guide at LMPPartnership.org/tools/lmp-design-style-guide.