

## **12.09 News Magazine**

### Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. that the Marketing Department creates and distributes a biannual news magazine.

### Procedure:

The Director of Communications shall publish a biannual, informational magazine titled, "Discover Goodwill." Said magazine will include various pieces including history of the organization, its Strategic Plan, employee news, and other articles of interest. Distribution shall be to employees, clients, customers, stakeholders, the Board of Trustees, and the general public. The Director of Communications is charged with identification of various distribution venues to maximize public awareness of the Licking/Knox Goodwill Industries, Inc. operations, programs, and mission.

Employees will be encouraged to submit ideas and articles for publication. The Director of Communications, under authorization of the CEO/President, shall be responsible for determining the content of each edition. The Director of Communications may publish additional editions as warranted. The magazine may be renamed and/or reformatted at any time at the discretion of the Director of Communications and with the approval of the CEO/President.

The Director of Communications will maintain all documentation and materials used in the publication of each issue along with a copy of each published magazine.