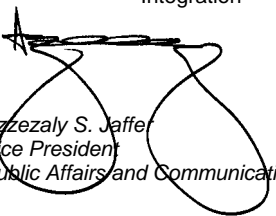


Management Instruction

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How to Communicate With Headquarters Employees

This management instruction provides the procedures for communicating with Headquarters employees via *Direct Line* and the Headquarters public address system.

Purpose

A key strategy in the Postal Service's *Transformation Plan* is building a highly effective and motivated workforce. Our employees need the right information at the right time, whether this information concerns their jobs, their health, or their families. The purpose of a *Direct Line* and the public address system is to disseminate information quickly to Postal Service employees who work at Headquarters. When employees see a *Direct Line* or hear a public address announcement, they should know the information is time-sensitive and important to all or part of the Headquarters employee population.

Responsibilities

Public Affairs and Communications

The vice president of Public Affairs and Communications reviews, approves, disseminates, and manages all *Direct Line* and public address announcements.

Information Technology

Information Technology sets up and manages the e-mail infrastructure that allows Public Affairs and Communications to deliver *Direct Line* announcements to Headquarters employees.

Facilities

The manager of Headquarters Facilities Services provides the equipment for and maintains the public address system.

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Procedures

Direct Line Announcement

To publish a *Direct Line* announcement, follow the steps below:

1. Write draft copy and submit it via e-mail to the *Direct Line* e-mail address for review.
2. The manager of Speechwriting and Publications reviews the copy, rewrites if necessary for clarity, and formats the final copy in the *Direct Line* format.
3. The manager of Speechwriting and Publications sends the *Direct Line* copy via e-mail to the originating organization.
4. The manager (or above) of the originating organization reviews the formatted copy for factual accuracy and returns it to the manager of Speechwriting and Publications.
5. When the *Direct Line* is ready for dissemination, the manager of Speechwriting and Publications publishes the *Direct Line* electronically using the Postal Service e-mail system.

Public Address Announcement

To prepare a message to be read over the Headquarters public address system, follow the steps below:

1. Write a brief message (30 seconds or less) and submit it via e-mail to the *Direct Line* e-mail address for review.
2. The manager of Speechwriting and Publications reviews the copy, rewrites it for clarity if necessary, formats the copy, and sends the final copy to the manager of the originating organization.
3. The manager of the originating organization reviews the final copy for factual accuracy and returns it to the manager of Speechwriting and Publications.
4. The manager of Speechwriting and Publications contacts the manager of Headquarters Facilities Services to coordinate use of the Headquarters public announcement system.
5. The manager of Speechwriting and Publications arranges for an announcer to make the announcement over the public address system.