

**Kaneland Community Unit School District #302**  
**Guidelines for Submitting a Message to the**  
**Key Communicators Network (KCN)**

The purpose of the message is to communicate District business and events. We will also include community events. All messages will be reviewed prior to inclusion in the KCN.

Please review the following guidelines for KCN submissions.

1. The **deadline is the Friday before the Wednesday** you would like to have it published. It should be sent to [kcn@kaneland.org](mailto:kcn@kaneland.org).
2. Include specific information for the heading. Be aware of the diverse audience.

**Example:** Kaneland Students Have the Key!

3. Carefully write the message in your e-mail just as you would want it to read in the KCN.

**Example:** Three Kaneland elementary students were honored recently for being so smart. John Correct, Susie Smarts and Bud Intelligent received keys to the village for their participation and success in the Kane County Elementary Smart Fest. The three competed against 200 other Kane County elementary students, winning the top three awards at the trivia competition held at the Kane County Fairgrounds last Saturday. John received First Place, Susie Second and Bud Third. Congratulations to all three. Thank you for making Kaneland proud!

4. **Your content must be submitted as editable text, either in the body of an e-mail or in a Word document.** Information received in PDF format will be included as an attachment at the discretion of the editor. If the information is submitted as a link to another story on-line, it may not be used.
5. Please do not submit Publisher files. Publisher files will be used only as attachments.
6. If the story is regarding an upcoming event, always include contact information at so that recipients know where to go with questions about the content of the message. Include name, title, e-mail address, phone number, web address, etc.
7. Triple-check all facts (date, time, location, etc...)

8. **Photographs must have an accompanying story submitted.** Photographs with only captions may not be used.
9. Photographs may not be used if there is any information in the photograph that could identify a student, or if it includes anything that is in violation of a District policy, unless it is possible to edit it out. Date stamps on photographs will be cropped out. Please keep this in mind when framing your subject prior to taking the snapshot.
10. Content may be edited for grammar and clarity. Some submissions may be returned for additional information prior to publication. Some stories may be saved for use in future KCNs if they are not time sensitive and several other stories have been submitted prior. On occasion, submissions received after the Friday before publication, may be added if there is an urgency or as filler.

**If any submission does not meet the above guidelines it will not be used.**

Below is a sample of a well submitted KCN request:

To: KCN

From: So and So

Subject: **Families Take Time to Visit the Arden Courts Alzheimer Facility**

Attachments: seniorbuddies.jpg; seniorbuddies2.jpg

Although unable to plan a school day field trip, many families from Mrs. Wantuch's third grade classroom were still able to participate in an optional visit on Saturday, October 31. A total of seven families attended this wonderful event! Students and their families enjoyed meeting their Super Senior Buddies that the classroom has adopted. Their buddies' day was brightened by a costume parade as well as the special delivery of fall decorations and greeting cards that they made in class. Special thanks to all the Kaneland families who attended. The visit certainly brought a smile to many senior faces.



Below are some samples of unacceptable submissions:

To: KCN  
From: So and So  
Subject: For KCN

Please include in the next KCN: [www. Any link to an article on-line that is not in proper format.com](#)

This would not be used because it links to another website that has formatted the text for their website. Usually, the web story will include links, advertisements and/or photos that are property of the website hosting that link.

To: KCN  
From: So and So  
Subject: Photos!

See attached photos for KCN.

What was the story behind the photos? Where or for what were they taken?

To: KCN  
From: So and So  
Subject: Student wins

Hi, just wanted to let you know that Jane Doe has been named Student of the Month or won a scholarship.

Lacks detail. Why did they win (outstanding community service, grades, etc.)? For what has the student been named Student of the Month for (athletics, a newspaper, an organization)? Did they beat out a lot of other students? What are the details of the scholarship?