

# Mass Workforce Issuance

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**Workforce Issuance No. 13-42**

**Policy**    **Information**

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**To:** Chief Elected Officials  
Workforce Investment Board Chairs  
Workforce Investment Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Operations Managers

**cc:** WIA State Partners

**From:** Alice Sweeney, Director  
Department of Career Services

**Date:** July 1, 2013

**Subject:** **Press / Media Policy EOLWD**

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**Purpose:** To notify Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the policy as it pertains to media related inquiries.

**Background:** In response to recent inquiries, please be reminded of the media policy and ongoing duty to protect the privacy of any and all customers.

**Policy:** First, Lauren Jones is the Communications Director for the Executive Office of Labor & Workforce Development. For any media related questions or for any inquiries directly from the media on the UI Online System, a Career Center, a Walk-in Center, or any programs relative to EOLWD's initiatives, immediately contact Lauren Jones and she will coordinate on behalf of EOLWD. Her contact information is as follows: [Lauren.Jones@state.ma.us](mailto:Lauren.Jones@state.ma.us) (e-mail), **617-626-7121** (office) or **617-372-6587** (cell).

Second, as a practical reminder, any member of the media (like any client) should immediately introduce his or herself at the front desk, and then be directed to the Career Center Director and/or Operations Manager. The Career Center Director and/or Operations Manager may designate a media point person. The Career

Center Director, Operations Manager or media point person can then learn of the request and follow up with Lauren Jones.

Third, a review of some basic guidelines for handling any media that arrives on-site:

- **Do not allow any sound or visual capturing/recording devices to be used inside the facility to be protective of clients' right to privacy.** This restriction means, for example, no audio recording where a potential claimant's identifying information could be overheard and no photo or video where a screenshot of identifying information could be captured. With the focus on serving clients, media inside the facility is not practical and will need to be approved by Lauren Jones.

- **Notify the media point person of any outside press attention.** Although it is not intended to restrict media outside of facilities, it may be necessary to remind them of the client's privacy rights. As an alternative, Lauren may consider offering some non-live, background footage with no sound ("b-footage"), perhaps even inside the facility with Lauren's prior approval, and the opportunity for Lauren or the media point person to review the footage to ensure confidentiality is maintained.

Fourth, while implementing an improved system for claimants and employers alike, the primary duty is to serve clients and clients have very strict confidentiality rights. With an ongoing commitment to preserving the confidentiality of potential claimants it is imperative to work as efficiently and courteously as possible.

**Action**

**Required:** Local areas must assure that local policy and practice is consistent with the content of this issuance. For any media related questions or for any inquiries directly from the media on the UI Online System, a Career Center, a walk-in center, or any programs relative to EOLWD's initiatives, immediately contact Lauren Jones, [Lauren.Jones@state.ma.us](mailto:Lauren.Jones@state.ma.us) (e-mail), *617-626-7121 (office) or 617-372-6587 (cell)*.

**Effective:** Immediately

**Inquiries:** Please email all questions to [PolicyQA@detma.org](mailto:PolicyQA@detma.org). Also, indicate Issuance number and description.