

MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

# Mass Workforce Issuance

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Policy

Information

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

**cc:** WIOA State Partners

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

**Date:** October 27, 2016

**Subject:** **Press / Media Policy EOLWD (REVISED)**

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**Purpose:** To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce 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 the ongoing duty to protect the privacy of any and all customers.

**Policy:** For any media related questions or for assistance responding to inquiries from the media, whether made in person, by phone, by email, or through social media, regarding the UI Online System, a Career Center, a walk-in center, a grant award or any programs relative to EOLWD's initiatives, immediately contact the Communications Director for the Executive Office of Labor & Workforce Development, who will coordinate on behalf of EOLWD.

As a practical reminder, any member of the media (like any client) should immediately introduce him 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 the details of the request and follow up with the Communications Director before providing a response to the requester.

**When preparing a Press Release, send a copy to the Communications Director for review, direction, and approval prior to releasing to external media outlets.**

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 the Communications Director.
- **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 clients' privacy rights. As an alternative, the Communications Director may consider offering some non-live, background footage with no sound ("b-footage"), perhaps even inside the facility with the Communications Director's prior approval, and the opportunity for the Communications Director or the media point person to review the footage to ensure confidentiality is maintained.

While implementing an improved workforce system, the primary duty is to serve customers, and customers have very strict confidentiality rights. With an ongoing commitment to preserving their confidentiality, it is imperative to work as efficiently and courteously as possible.

**Action**

**Required:** Local areas must ensure that local policy and practice is consistent with the content of this issuance. For any press releases, media related questions or for any inquiries from the media, whether in person, by phone, by email or through social media, regarding the UI Online System, a Career Center, a walk-in center, a grant award or any programs relative to EOLWD's initiatives, immediately contact the Communications Director: [colleen.quinn@massmail.state.ma.us](mailto:colleen.quinn@massmail.state.ma.us) (e-mail), **617-626-7121** (*office*) or **617- 894-4550** (*cell*).

**Effective:** Immediately

**Inquiries:** Please email all questions to [PolicyQA@MassMail.State.MA.US](mailto:PolicyQA@MassMail.State.MA.US). Also indicate Issuance number and description.